

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language can help a person convey messages, ideas, and ideas from one party to another. In general, communication is done orally or verbally which can be understood by both parties. Communication can be through messages. Message is a component in the communication process in the form of a combination of thoughts and feelings of a person using symbols, language or other symbols conveyed to others. If the message is not delivered, there is an obstacle. Barriers occur due to different languages so that translation is needed so that the progress that has been achieved by a country can be followed and utilized by other countries. So, translation is one way to keep up with the times.

Language style is widely used to convey a meaning in language. Language style can serve to make the appearance of a language more interesting. When communicating, each person has a different language style and way of speaking and this is the uniqueness of language. According to Becker (in Ganie, 2015) metaphor is figurative language like comparison, except that it does not use comparison words, such as, like, like, like, and so on. An example of one of the metaphors taken from The Marvels 2023 movie is “Prodigal child of the Milky Way” in The Marvels movie is a conceptual metaphor that is rich in meaning. The comparison of Carol Danvers to the “prodigal child” of the Milky Way galaxy conjures up connotations of spiritual journey, rebellion, and self-discovery. This metaphor not only describes Carol's literal existence in space, but also implies an internal process that she undergoes. Comparing two different concepts (Carol Danvers and prodigal son) to explain something abstract (spiritual journey, identity).

According to Lakoff & Johnson (2003), metaphors reflect what we experience, what we feel, and what we think in everyday life. Conceptual metaphors are the result of a mental construction based on the principle of analogy that involves conceptualizing one element to another. Conceptual metaphors have

twocomponents, namely target and source. The source domain is used to understand abstract concepts in the target domain. Lakoff and Johnson (1980) divide metaphors into three types, namely structural metaphors, orientational metaphors, and ontological metaphors. orientational, and ontological metaphors. Why are metaphors difficult to translate literally? Metaphors are often highly contextual and cultural. The meaning contained in a metaphor depends not only on the words, but also on the connotations, associations, and shared understandings within a culture. When translated literally, the nuanced meaning and depth contained in the original metaphor is often lost.

In translating or interpreting metaphors, they are only interpreted word for word or literally, therefore certain techniques are needed to translate from the source language to the target language without reducing the meaning. Translation is the process of changing text from one language (the source language) to another (the target language) with the aim of conveying the same meaning accurately and naturally. This process involves more than just replacing words word by word, but also understanding the context, nuances, language style, and culture contained in the source text. Translation technique is the means or method used by the translator to transform the text from one language to another. This technique is very important because not all words or phrases can be translated literally. There are many factors to consider, such as context, culture and language style. Therefore, it is very important to pay attention to translation techniques in translating metaphors.

In conclusion, language plays an important role in communication, serving as a bridge to convey messages, ideas and emotions. However, language and cultural differences often pose barriers that necessitate the process of translation. Translation not only facilitates understanding but also enables the exchange of knowledge and ideas across countries, contributing to global progress. Metaphor, as a distinctive element of stylistics, embodies abstract concepts and cultural nuances, making it particularly challenging to translate. Conceptual metaphors, as theorized by Lakoff and Johnson, rely on analogical thinking and reflect human experiences, emotions and thoughts. Due to their highly contextual and cultural

nature, translating metaphors requires a nuanced approach that goes beyond literal interpretation. Using appropriate translation techniques is essential to preserve the intended meaning, cultural connotations and stylistic richness of the source text in the target language. Thus, understanding and applying effective translation strategies for metaphors is crucial in achieving accurate and culturally sensitive translations, ensuring that the essence of the original message is preserved and appreciated.

1.2 Statement of the Problem

Based on the background described above, the following problems can be formulated:

1. What kinds of metaphors are found in *The Marvels (2023)* movie?
2. How are modulation techniques implemented when translating the English metaphors found in *The Marvels (2023)* movie?

1.3 Purpose of the Study

Based on the formulation of the problem above, the objectives of the research to be achieved are as follows:

1. To find the types of the English metaphor found in *The Marvels (2023)* movie.
2. To describe how translation techniques are implemented in translating English metaphors found in *The Marvels (2023)* movie.

1.4 Significance of the Study

- a. Theoretical significances: This research is expected to provide additional insights for the academic world, especially academics in the field of translation, regarding the stylistic translation techniques in the movie *The Marvels 2023* and the quality of its accuracy to become a reference material for studies or research on stylistics, especially the translation of simile, personification, and metaphor and to contribute to further research or studies in the field of stylistic translation.

- b. Practical significances: After reading this research, translators are expected to understand the appropriate translation techniques for metaphorical language styles so that the results of the analysis of translation accuracy can help produce more accurate and quality translations of metaphorical language styles. Learners or students in the field of translation who are interested in studying and researching the figurative language style aspects of literary works can get references from the research.

1.5 Methodology of the Study

The research method used in this study is a qualitative descriptive method because this study will describe the technique of metaphor translation. According to Sugiyono (Irawan, 2020), a qualitative descriptive method is a research method used to study a natural object by studying something to the maximum extent possible with the aim of describing, explaining, and answering in detail the problems being studied.

1.5.1 Data Sources

The data source in this study was taken from the subtitles of the film *The Marvels* (2023), which was used as the basis for the data source. The film was directed by Nia DaCosta and released globally on November 10, 2023, with a duration of 105 minutes (1 hour 45 minutes). According to Riadi (2016), data sources include everything that provides relevant information for research, including primary and secondary data. In this study, the subtitle text in *The Marvels* is considered primary data, as it was collected directly and is the main focus of the research.

In this study, the researcher uses data focused on metaphorical sentences. The use of metaphorical sentences as data in this study is supported by several reasons, such as in the context of audiovisual translation, metaphors contain cultural connotations that are difficult to translate literally. If weakened or removed, they can erode the figurative power and emotional depth of the original dialogue. Therefore, analyzing metaphors allows the

research to preserve the narrative nuances and emotional intensity of the characters, which are essential for understanding the overall meaning of the movie. This is increasingly relevant given the complexity of audiovisual media, where subtitle texts must align with audio and visual elements and be subject to space and time constraints.

1.5.2 Data Collection

In collecting the data, researcher used observation methods. Observation method is described as a method to observe and describe the behavior of a subject and it involves the basic technique of simply watching until some hunch or insight is gained, Kumar and Sharma (2023). The observation method is a data collection method that involves observing the use of a particular language, while the recording technique involves recording on cards, which is then followed by classification. Furthermore, to determine the categories of translation techniques, the author uses the theory of Molina & Albir (2002) as a method for analyzing and categorizing the process of translation equivalence.

1.5.3 Data Analysis

Content analysis is a research technique used to draw conclusions by identifying specific characteristics of a message objectively, systematically, and based on theoretical foundations Astuti (2023). Objectivity refers to the use of standard procedures that allow other researchers to replicate the study and obtain similar results. Systematic means that categories and content are determined based on consistent rules, ensuring unbiased data selection and coding. Generality means that the relevant theoretical framework must support the findings Yules (2025).

1.6 Scope of the Study

This research focuses on analyzing the translation techniques used in the subtitles of the movie *The Marvels* (2023). The analysis is conducted on the translation of English dialog into Indonesian contained in the official subtitles of

the movie. The scope of the research includes several aspects. Firstly, data selection is done by selecting dialogues that represent various linguistic and cultural nuances in the film, such as idiomatic expressions, cultural references, humor, and technical terms related to the superhero genre. Secondly, this study utilizes an established framework of translation techniques, as proposed by Molina and Albir (2002). Techniques such as adaptation, borrowing, calque, literal translation, modulation, transposition and equivalence will be identified and analyzed.

Thirdly, this study also considers contextual factors that affect the translation process, such as the cultural relevance of certain terms, synchronization with visual elements, as well as the limitations of subtitle length and reading speed. Fourthly, this study has some limitations, which do not include comparative analysis with unofficial subtitles or translations by fans, nor does it discuss the dubbing process as the focus is only on subtitle translation. By limiting the scope to these elements, this research aims to provide a focused and comprehensive analysis of how translation techniques affect the audience's understanding and enjoyment of The Marvels films. This approach highlights the importance of translation in bridging linguistic and cultural gaps in global entertainment.

1.7 Status of the Study

Previous research has extensively analyzed the representation of gender, race, and diversity within the MCU. Studies like those by McSweeney and Moylan (2018) have highlighted the MCU's gradual shift towards more inclusive casting and storytelling. The introduction of *The Marvels*, featuring a diverse trio of female superheroes, can be seen as a continuation of this trend, aiming to address the need for broader representation in mainstream media. Fan culture and audience reception have been crucial in understanding the impact of MCU films. Studies by Jenkins (2012) and Hills (2013) emphasize how fan communities interact with and influence film narratives. The anticipation and reception of *The Marvels* can be evaluated within this framework, considering how fans' expectations and reactions shape the film's success and cultural significance.

Gender studies in the context of superhero films have critically examined the portrayal of female characters. Brown (2011) discusses the evolution of female superheroes and their impact on gender norms. The Marvels offers a new dimension by focusing on a team of female superheroes, potentially challenging traditional gender roles and offering new narratives of empowerment. The marketing strategies employed for MCU films have been the subject of numerous studies. Smith and Telang (2019) analyze how digital marketing and cross-media promotions contribute to a film's commercial success. The promotional campaign for The Marvels can be examined to understand how Marvel Studios leverages its brand and character popularity to attract a global audience.

The cultural impact of superhero films extends beyond entertainment, influencing societal norms and values. Studies by Barker (2016) and Pustz (2007) explore how superhero films reflect and shape cultural discourses. *The Marvels* could be studied for its cultural implications, particularly how it addresses contemporary issues such as diversity, female empowerment, and global collaboration. Economic analyses of MCU films have focused on box office performance and the broader economic impact on the film industry. Vogel (2020) discusses the economic strategies behind blockbuster films and their financial outcomes. The performance of *The Marvels* at the box office will provide insights into the financial viability of films with diverse casts and themes. The studies mentioned provide a comprehensive background for understanding the various dimensions of *The Marvels* (2023). They highlight the importance of representation, audience engagement, marketing strategies, cultural impact, and economic performance in analyzing the significance of this film within the broader context of the MCU and the film industry. Future research can build on these studies to explore how *The Marvels* contributes to the evolving landscape of superhero narratives and representation in cinema.

1.8 Organisation of the Study

1. Chapter I: Introduction

This chapter consists of the Background of the Study, Statement of the Problem, Purpose of the Study, Significance of the Study, Methodology of the Study, Scope and Limitations of the Study, Status of the Study, and Organisation of the Study.

2. Chapter II: Review of Related Literature

This chapter presents the theories and concepts related to the study. It includes a brief explanation of relevant theories, previous studies, and conceptual framework that support the research.

3. Chapter III: Findings and Discussion.

This chapter presents the results of the research in the form of findings. It also provides a discussion that interprets and analyzes the findings in relation to the research questions and relevant theories.

4. Chapter IV: Conclusion and Suggestions

This chapter presents the conclusions drawn from the research findings. It also provides suggestions for future research and practical implications based on the results.