

CHAPTER I

INTRODUCTION

1.1 Background of the Study

A movie is a distinctive art form that employs narration, sound, and moving images to convey a narrative to the audiences. Hornby (2006) defines a movie as a sequential collection of moving images accompanied by sound, which narrates a story and is exhibited in a cinema. Language is an essential component of every film, serving as a conduit between the filmmaker and the audience. It is employed not only as a mechanism for communication, but also as a potent form of expression that has the potential to alter one's perspective on the characters, plot, and messages of a movie. This is because language not only conveys literal meaning, but also has the potential to influence mood, emotion and interpretation of on-screen events. One of how language is used in movies is through dialogue. Good dialogue can provide insight into characters, develop the plot, and convey important messages in the story. For example, the way a character speaks, their word choice, and voice intonation can provide clues about their personality, emotions, or motives. The use of language in dialogue can also create a certain feel, such as humor, tension, or intimacy, which can enrich the viewers' experience. Besides dialogue, language in movies can also be expressed through text that appears on screen, such as titles, subtitles, or additional captions. Subtitles in movies allow viewers to access movies in different languages or to understand certain accents or dialects that may be difficult to understand without the help of captions. A lot of translators use different translation techniques to make better subtitles. Modulation translation technique is one of technique that is often used for translation.

Modulation, as described by Hardin & Picot (1990), refers to the alteration in perspective that enables people to articulate the same phenomenon using various approaches. It is a translation technique that changes the phrasing or sentence structure between the source language and the target language to effectively convey the same idea. This translation technique involves lexical changes in the target

language, which can be categorised into two types: obligatory modulation and free modulation. Within free modulation, there are 11 different types of modulation. The aim is to retain the essence of the original message while adapting the style and nuances to the naturalness of the text in the target language.

Modulation technique involves semantic changes and adjustments in points of view without changing the fundamental meaning. This technique plays an important role in ensuring that the translated text sounds natural and matches the preferences and expectations of the intended audience. By using modulation technique, translators can maintain the cohesion and readability of the text while still retaining the nuances and style present in the original text. The use of modulation technique in translation is supported by various scholars, including Vinay & Darbelnet (1995), who define modulation technique as “variation through changes in point of view, perspective, and often categories of thought.” Newmark (1988) also discusses modulation technique as a translation technique that involves a change in point of view accompanied by lexical changes in the target language, emphasizing that modulation should be used sparingly unless it is necessary for the naturalness of the translation. One of the movies that contains modulation in it is *The Devil Wears Prada*.

The Devil Wears Prada is a drama-comedy movie came out in 2006 and was directed by David Frankel. It was produced by Wendy Finerman. The movie is based on Lauren Weisberger's (2003) book of the same name. The movie follows the journey of a woman named Andy, a Northwestern University graduate who aspires to be a journalist. The translation in subtitles in this movie use translations that are not literally the same as what is said by the characters in the movie. In this movie, there are interrogative utterances that are crucial for driving the narrative forward. Interrogative utterances are utterances in the form of questions to propel the story, seek information, and clarify plot points. These interrogative utterances are often used in everyday communication or conversation, so if there is a mistranslation or the language is too standardized, the audience will not be able to enjoy it and the meaning in the movie will not be understood properly. Therefore, the study in *The Devil Wears Prada* is conducted by analyzing the types of interrogative utterances, types of modulation techniques as well as the most often

used techniques so that the audience is not confused and can understand the reasons behind the differences between the translation and the original message. Thus, the meaning of the movie can be conveyed well and accurately to the audience.

1.2 Statement of the Problem

Based on the background of the study, the statement of the problem are:

1. What types of interrogative utterances are found in *The Devil Wears Prada* movie?
2. What types of modulation techniques used in interrogative utterances in *The Devil Wears Prada* movie?

1.3 Purpose of the Study

The purpose of the study are:

1. To find out the types of interrogative utterances used in *The Devil Wears Prada* movie.
2. To find out the types of modulation techniques used in interrogative utterances in *The Devil Wears Prada* movie.

1.4 Significance of the Study

The findings of this study are expected to make a good contribution as follows:

1. Theoretical Significance

This study can be a valuable reference for researchers who are interested in conducting more in-depth research on modulation techniques. It provides a source of information and insights that can be used to guide future research on this topic. As such, it can make a lasting contribution to the development of knowledge on modulation techniques.

2. Practical Significance

The results of this study have practical significance, as they can help translators improve the quality of their translations by providing new insights into more effective translation techniques and strategies so that translators can avoid errors and produce translations that are more accurate and compatible with the target language. By analyzing the types of

interrogative utterances, types of modulation technique, as well as the most often used techniques in the movie, this research can also provide valuable insights for many people.

1.5 Methodology of the Study

Methodology of the study discusses the data, methods, and information that will be used in this study. The method used in this study is qualitative. Mulyana (cited in Fiantika et al., 2022) defines qualitative as a study that employs scientific methods to explore phenomena by comprehensively describing data and facts in words, focusing on the research subjects. Denscombe (2010) stated that qualitative is often derived from words and images rather than numbers. It is often collected through interviews, focus groups, and open-ended questions in questionnaires, and it tends to be descriptive in nature. Qualitative data analysis involves interpreting the meanings and patterns that emerge from the data. This study employs a qualitative method to analyze the types of interrogative utterances, the types of modulation techniques, and the most often used technique in *The Devil Wears Prada* movie, based on Greenbaum and Nelson's (2009) theory of interrogatives and Vinay and Darbelnet's (1995) theory of modulation.

This study presents observations in the form of explanations and interpretations that do not involve numerical data. According to The Oxford Learner's Dictionary (2026), data are facts or information, especially when examined and used to find out things or to make decisions. While according to Yusi and Idris (2020:17), data are collections of numbers, facts, phenomena, conditions, or other elements that are systematically organized according to certain logical principles. These data are obtained from observations, measurements, enumerations, and other processes applied to variables of a research object, and function to distinguish one object from another within the same variables. In this study, the data consist of interrogative utterances found in movie subtitles, aiming to identify modulation as a translation technique in those utterances.

The data source in this study is a drama comedy movie entitled *The Devil Wears Prada*, which was released in 2006 and directed by David Frankel. The movie has a duration of 1 hour and 49 minutes. It tells the story of Andrea Sachs, a

young woman who begins her career as an assistant to Miranda Priestly, the powerful and demanding editor-in-chief of a high-fashion magazine. The movie portrays Andrea's struggles in adapting to the fast-paced fashion industry, workplace pressure, and the conflict between professional ambition and personal values.

The subtitles in this movie demonstrate the use of various translation techniques, including modulation, which is employed to convey meaning accurately by adjusting expressions to the target language. Therefore, *The Devil Wears Prada* serves as a relevant and appropriate object of study for analyzing interrogative utterances and modulation techniques in subtitle translation, as the movie's dialogues frequently contain direct questions and responses that correspond to the focus of this research.

The data collection technique employed in this study is note-taking, which involves an in-depth analysis of each conversation and scene in *The Devil Wears Prada* movie. The data, in the form of movie subtitles, are obtained from the internet and are selected in accordance with the focus of the study, namely interrogative utterances that employ the modulation translation technique. After collecting the data, the researchers conducted an in-depth analysis of each dialogue and scene context containing interrogative utterances.

During this process, the researchers systematically recorded the sentence structure, conversation context, and changes in meaning that occurred as a result of applying modulation techniques in translation. This note-taking technique allows the researcher to observe in detail the use of modulation techniques in the translation of interrogative sentences, so that the results of the analysis can be conveyed in a descriptive and in-depth manner in accordance with the research objectives.

The following are the steps that will be taken in conducting this research:

1. Watching *The Devil Wears Prada* movie to gain a thorough understanding of the plot, dialogue, and context of each scene.
2. Making a list of the dialogues that contain interrogative utterances from *The Devil Wears Prada* movie by notetaking.
3. Identifying the types of interrogative utterances used in *The Devil Wears Prada* movie.

4. Finding interrogative utterances that are translated by using modulation techniques. The analysis will focus on this data set as the main source of information.
5. Analyzing how grammatical structure changes in interrogative utterances in *The Devil Wears Prada* movie.
6. Identifying the types of modulation techniques used in the translation of *The Devil Wears Prada* movie.

1.6 Scope and Limitations of the Study

This research specifically focuses on modulation technique analysis, with the main objective to describe the types of modulation technique that occur in translating interrogative utterances in *The Devil Wears Prada* movie. The focus of this study includes identifying the types of interrogative utterances, types of modulation techniques, as well as the most often used modulation technique by using Vinay & Darbelnet's (1995) modulation theory and Greenbaum & Nelson's (2009) interrogative theory. This approach allows the researcher to explore the various modulation techniques that appear in the subtitles of the movie and find out how they are translated into the target language.

Through a deeper understanding of modulation techniques used in the process of translation into Indonesian, this study is expected to provide new insights into how modulation techniques are maintained or adjusted in the process of movie translation. As such, this research not only contributes to the field of translation studies, but can also provide a better understanding of the structure and expression of language and expression in movies.

1.7 Status of the Study

The writer found several studies that discussed modulation techniques from various literature. Yahya, Fatiha & Nugraha (2021) studies entitled "*An Analysis of Modulation Technique in the Translation of Bumi Manusia Novel into This Earth of Mankind*" discusses about modulation technique in translation, particularly in the context of English-Indonesian translation. It explores different types of modulation

techniques, such as exploitation, part to whole, and part to another part. The analysis of the data found in the study shows that most translations are categorised as appropriate, with a high level of accuracy and equivalence. However, there are also cases of inappropriate translation, where the use of terms distorts the meaning or sounds awkward in the target language. The study also delves into the obligatory and optional aspects of applying the modulation technique in translation. Various scholars' works are referenced to support the discussion, offering insights into the theory and practice of modulation in translation.

Sofyansyah, Anita & Noverino (2018) studies entitled *“Modulation Technique in English-Indonesian Translation of Jane Austen’s Pride and Prejudice”* discusses about the modulation translation technique used in translating the novel *“Pride and Prejudice”* from English to Indonesian. It specifically focuses on the types of modulation translation techniques, such as negated contrary, active to passive voice, abstract for concrete, interval to boundaries, and terms for reversal. The study analyzes examples of these techniques found in the translation of the novel. It also provides suggestions for future research to explore other sources of data to enrich the analysis of modulation translation techniques.

Efendi and Hardjanto (2023) studies entitled *“Modulation in Idiom Translation from English to Indonesian in the Novel Rich People Problems”* explore how idioms are translated and the shifts in meaning that occur during this process. They categorize idioms into various types, such as phrasal verb idioms, tournure idioms, irreversible binomial idioms, and incorporating idioms, and analyze how these are modulated to maintain meaning and avoid misunderstandings in the target language. The study presents findings on the frequency of modulation in different types of idioms and the effects of modulation on the meaning of the idioms in the translated text.

Karunananda and Hansani (2023) studies entitled *“Use of Modulation as a Translation with Special Reference to Hath Pana and its English Translation”* discusses about the types of modulation technique used in the English translation of *“Hath Pana”* and to quantify their frequency. The study employs a corpus-based qualitative research method, using content analysis to examine the data. The

modulation techniques proposed by Vinay & Darbelnet, with additional insights from Munday (2016), serve as the analytical framework.

Arfiawati & Nabilah (2020) studies entitled *“An Analysis of Modulation Translation Technique of Phrasal Verbs in Five BBC News Articles”* discusses about the application of modulation translation techniques in translating phrasal verbs contained in BBC News articles. The researchers analyzed types of translation techniques based on the theories of Newmark (1988) and Molina & Albir (2002). The study focuses on how modulation techniques are used to change the point of view, focus, or cognitive category of the source text, both lexically and structurally. According to the study results, there are nine modulation techniques used in translating phrasal verbs in selected BBC News articles.

Mahmud (2022) studies entitled *“Modulation Procedure in Translating an Indonesian Novel into English”* discusses the process of modulation in translating the Indonesian novel *“Lelaki Harimau”* by Eka Kurniawan into English as *“Man Tiger”* discusses about various types of modulation, particularly semantic shifts, used in the translation process. The study analyzes how these modulation techniques impact the overall translation of the novel, highlighting the importance of making shifts not only syntactically but also semantically to ensure comprehension for the target language readers. The study findings include 60 data examples taken from the first chapter of the novel, showcasing the application of modulation strategies in the translation.

Pamungkas (2017) studies entitled *“Meaning Equivalence of Modulation Techniques in Gie’s Bahasa Indonesia-English Movie Texts”* discusses about the types of modulation techniques used in the translation and evaluating the degree of meaning equivalence between expressions in the original language and their translated versions. The study also emphasizes the importance of understanding modulation techniques in translation and the skills required to produce accurate and culturally acceptable translations.

Lismayanti & Pratama (2019) studies entitled *“An Analysis of Students’ Ability in Applying Modulation Technique in Translating Collocation on “The Lost Symbol” Novel by Dan Brown”* used a descriptive-qualitative research methodology and content analysis method to analyze how English collocations are

translated into Indonesian. The study found that students' ability to apply modulation techniques was categorised as “poor” for 60% of the collocations and “average” for 40%. The dominant correct collocation in applying the modulation technique was found to be adjective and noun types, while the students faced challenges in translating collocations of verbs and expressions with prepositions. The conclusion suggests that 6th-semester students should focus more on translation subjects and receive support from additional translation references and lecturers.

This study has similarities with several previous studies that discuss various types of modulation techniques. In particular, this study explores modulation techniques that are used in translating interrogative utterances. However, there are some significant differences from previous studies. For example, this study does not focus on accuracy evaluation, which is the focus of some previous studies. In addition, this study also does not discuss semantic shifts as discussed in some other studies. This study uses the theory of Vinay & Darbelnet (1995) as its theoretical framework, whereas some previous studies adopt the theories of Newmark (1988) and Molina & Albir (2002). Thus, despite the similarity in the focus on modulation techniques, this study makes a unique contribution with a different approach and focus.

1.8 Organization of the Study

The analysis of the translation technique of modulation in *The Devil Wears Prada* will be structured as follows:

1. Introduction

The introduction consists of a background of the study, a 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 organization of the study.

2. Review of Related Literature

Review of Related Literature is an important part of research that presents the writer's theories, findings, and research results in several libraries

(books, journals, and magazines) related to the topic being discussed. All statements and research findings that do not originate from the writer must be cited by mentioning the source.

3. Findings and Discussion

Findings and Discussion are the core of this study, where the writer explains the main results obtained from conducting the study. This chapter provides a comprehensive overview of how the study questions were answered and to what extent the study objectives were achieved. The results include an in-depth analysis of the data, presentation of the findings, and interpretation of the results based on the theoretical framework used in this study.

4. Conclusion and Suggestions

Conclusion and suggestions are the last part of the study that contains a brief explanation or details about the previous discussion and provides suggestions or recommendations for further research on the topic.

