

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The growth of entertainment media such as movies, animations, video games, and anime in today's era of globalization and technological advancement serves not merely for entertainment purposes, but as vital tools for cultural exchange. The existence of Audiovisual Translation (AVT) makes this exchange possible, as it is a subdiscipline of translation studies that deals with the transfer of multimodal texts combining sound and image (Pérez-González, 2014). Audiovisual translation renders verbal language while taking into account visual and auditory cues, which distinguishes it from conventional written translation (Gambier, 2013). With the increasing popularity of international streaming services such as Netflix, Disney+, and Prime Video, AVT's role in making intercultural communication possible has been solidified, particularly through subtitling. Subtitling renders the spoken source text into a written target text synchronized with the visual and audio elements of the original (Gottlieb, 1994). However, the academic difficulty rooted in subtitling involves technical constraints where sentences must be heavily reduced to fit screen displays. This forces translators to navigate the immense pressure of maintaining semantic meaning, tone, and cultural nuance within highly restricted space and time (Cintas & Remael, 2020).

These constraints become profoundly difficult to manage when encountering the specialized, invented vocabulary of speculative fiction, which is the primary focus of this research. Specifically, the 2022 dystopian anime *Cyberpunk: Edgerunners* relies heavily on a specialized techno-linguistic narrative defined by the fusion of "high technology and low life" (Cavallaro, 2000). The series utilizes newly created or repurposed words officially classified by the franchise database as Common Jargon (e.g., *netrunner*, *chrome*, *ripperdoc*), which function as indispensable tools for world-building. These neologisms are designed to produce "cognitive estrangement" that immerses the audience in an alien yet familiar society (Nodelman, 1981). The academic

urgency of this study arises from the profound difficulty in translating these invented terms. Rendering such vocabulary demands close attention to functional significance, because direct equivalents rarely exist in the target language. Mistranslating these culturally embedded items risks destroying the narrative immersion and severing the audience's connection to the cyberpunk atmosphere (Newmark, 1988).

Scholars have reinforced that translating neologisms in science fiction is particularly problematic. Luo (2024) for instance, argues that when no conceptual frame exists in the target culture, translators must either adopt the source term directly or construct a new frame, both of which risk altering nuance. Similarly, Aksoy and Söylemez (2023) show that fictive neologisms frequently require strategies such as transference or naturalization, involving trade-offs between fidelity and readability. Gavkharbibi (2025) A case study of *Fahrenheit 451* highlights that invented terms often demand explanatory substitutions since they do not follow the normal rules of language. Studies of cyberpunk works echo these findings, such as a Polish translation study of William Gibson's *Neuromancer*, which revealed that techno-informatics jargon and hybridized expressions were difficult to render without either partial semantic loss or a distortion of the original world-building intent.

Despite the complexities of these linguistic inventions, previous studies have left a significant academic gap. While Fitria (2020) and Destaria (2019) investigated translation techniques for idiomatic expressions in mainstream cinema. Faydullah (2022) and Putra (2020) examined military and gaming jargon, these latter studies concentrated heavily on static written texts, completely lacking the temporal and spatial constraints of AVT. As Cintas and Remael (2014) point out, existing AVT research frequently prioritizes European language pairs or factual documentaries where terminology has established real-world referents. This imbalance has led to a lack of investigation into how officially produced subtitles deal with specialized, context-bound sci-fi neologisms, especially in the English-Indonesian language pair.

Building upon these scholarly observations, the translation of Common Jargon in *Cyberpunk: Edgerunners* presents an intricate balancing act between semantic clarity and atmospheric fidelity. As Delabastita and Henry (1996) argues, subtitling

involves a dual tension between linguistic transfer and audiovisual constraints, forcing translators to weigh readability against cultural authenticity. Therefore, to address the existing scholarly gap, this research aims to describe the translation techniques used to render this Common Jargon in the official Netflix subtitles by applying Molina and Albir's (2002) framework, evaluating how translators manage these conflicting obligations to maintain both the futuristic tone and the accessibility of the text.

1.2 Statement of the Problem

This research focuses on the problems of translating unique and specialized language in movies and series. Specifically, this study tries to answer two main questions:

1. What jargon terms are found in the English subtitles of the series *Cyberpunk: Edgerunners* season 1?
2. What translation techniques, according to the Molina and Albir framework, are used to translate those jargon terms into Indonesian?

1.3 Purpose of the Study

The purpose of this study is directly related to the problems mentioned above. First, this research aims to identify and list the various jargon terms that are found in the English subtitles of *Cyberpunk: Edgerunners* Season 1. Second, it aims to describe the translation techniques applied to these jargon terms in the Indonesian subtitles using Molina and Albir's (2002) framework. Overall, this study aims to explain how specialized vocabulary is handled within the limited space and time of subtitles for an Indonesian audience.

1.4 Significance of the Study

The findings of this research are expected to provide benefits in several ways, categorized into theoretical, practical, and general contributions: Theoretically, this research adds more knowledge to the field of Translation Studies, particularly in Audiovisual Translation (AVT). While many studies look at general language, this

study focuses on the translation of jargon in the cyberpunk genre, which hasn't been studied much in the Indonesian context. By using Molina and Albir's (2002) framework on a highly technical series, this research helps show how effective the framework is for handling modern science-fiction language. It also helps widen the focus of anime research by moving away from the usual studies that mostly focus on Japanese-to-English fansubbing, and instead looks specifically at professional English-to-Indonesian translation.

Practically, the outcomes of this study will be useful for several groups. For subtitlers and professional translators, this thesis provides fact-based data and real examples of the problems and solutions for translating difficult jargon, especially in science fiction and futuristic settings. This is very relevant because fantasy and sci-fi media are becoming more popular worldwide. For both students and teachers of translation, this research serves as an interesting case study that shows how to use a theoretical model on a real media product, helping to bridge the gap between academic theory and practical work. Finally, future researchers can use this study as a solid foundation to do more research on how new words, slang, and jargon are translated in other digital media or different language combinations.

For general readers, this study offers a unique benefit by helping them understand new words and terminology related to technology. In today's digital world, new technical terms often appear in popular movies and series but can be confusing for many people. This research explains these "new words" and specialized jargon, helping the public gain a better understanding of the language used in modern technology. By doing so, this study not only contributes to the academic world but also helps the general audience keep up with the rapidly evolving vocabulary of the digital age.

1.5 Methodology of the Study

This study uses a qualitative descriptive design, which, according to Creswell and Poth (2016), qualitative research is an approach used to explore and understand the meaning that individuals or groups give to a social or human problem. In a similar way, Denzin and Lincoln (2011) state that qualitative research involves an interpretive and

naturalistic approach, where researchers study things in their natural settings to make sense of phenomena. Furthermore, Patton (2014) explains that qualitative data consists of detailed descriptions of situations, events, and people. In this research, these three perspectives are connected because the study focuses on describing, interpreting, and analyzing the "new language" of jargon in subtitles without relying solely on numbers, although a simple frequency calculation is used to show which translation techniques appear most often. In summary, these three perspectives indicate that qualitative research is an interpretive process where the researcher serves as the primary instrument to derive in-depth meaning from complex linguistic data. By using this design, the study focuses on describing how the "new language" of the cyberpunk genre is mediated through translation, prioritizing the depth of linguistic nuance over mere numerical frequency.

1.5.1 Data and Data Source

The data for this study are the "common" jargon terms found in the subtitles. The data source consists of the official English and Indonesian subtitles of *Cyberpunk: Edgerunners* Season 1, available on Netflix. The series consists of ten episodes, with each episode lasting approximately 20 to 25 minutes.

1.5.2 Data Collection

According to Creswell and Poth (2016), data collection in qualitative research involves gathering information through documents or audiovisual materials. In this study, the researcher collected the data using the documentation technique. The process began by watching all ten episodes of *Cyberpunk: Edgerunners* on Netflix to fully immerse in the narrative and situational context. During the viewing, the researcher carefully identified and transcribed every sentence in the English subtitles (Source Language) that contained specialized jargon units. These English sentences were then paired with their official Indonesian translations (Target Language) as rendered by Netflix. These pairs were organized into a side-by-side corpus, ensuring the data was

captured in its natural, multimodal context where visual cues support linguistic meaning.

1.5.3 Data Reduction

According to Huberman and Miles (1983) data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in written-up field notes or transcriptions. It is a form of analysis that sharpens, sorts, focuses, discards, and organizes data in such a way that final conclusions can be drawn and verified. In qualitative research, this step is vital to ensure that the researcher is not overwhelmed by the volume of raw information.

In this study, the researcher performs data reduction to filter the vast amount of dialogue found across the ten episodes of *Cyberpunk: Edgerunners*. The reduction process follows several systematic steps and criteria:

1. Linguistic Filtering: The researcher systematically filters the transcribed dialogue by isolating only the sentences that contain specialized jargon units. Any everyday language, general conversation, greetings, or filler sentences that do not contribute to the world-building of the cyberpunk genre are removed from the dataset.
2. Validity via Official Sources: The primary criterion for data retention is based on the official *Cyberpunk* database. The researcher focuses strictly on fictional/invented terms officially classified by the franchise as Common Jargon (e.g., *netrunner*, *chrome*, *ripperdoc*). If a term is not categorized as Common Jargon in the official lore, it is excluded from the analysis.
3. Genre-Specific Focus: The researcher ensures that the selected data represents the "genre voice." This means only terms that represent the intersection of technology and street subculture unique to the cyberpunk setting are kept for further analysis.

By applying these criteria, the researcher ensures that the final dataset is concentrated and highly relevant. This process transforms a large volume of raw subtitle text into a

specialized corpus, allowing for a more profound and focused analysis of the translation techniques used by the subtitler.

1.5.4 Data Categorization

Saldaña (2021) explains that categorization is the process of organizing data into meaningful groups to identify patterns, themes, and concepts. In line with this, Huberman and Miles (1983) state that classifying data helps the researcher to see the relationship between different units of information and prepares them for a more focused analysis. In this study, the reduced jargon units are organized through a systematic categorization process. Following the official *Cyberpunk* database and general jargon theory, the terms are divided into several specialized types: (1) Common jargon, (2) Solo jargon, (3) Netrunning terms, (4) Corporate terminology, and (5) Technical or cybernetic terms.

Crucially, while these various categories are identified during the initial grouping, this study places its primary focus on Common Jargon. Common jargon represents the foundational lexicon of the *Cyberpunk* universe that is most frequently encountered and essential for general world-building. By narrowing the analytical lens to this specific category, the researcher can provide a more profound and detailed examination of the most prevalent terms in the series.

This categorization is vital because it establishes a clear hierarchy of data for the analysis. By identifying all jargon types but focusing strictly on Common Jargon, the researcher ensures the study remains manageable and specialized. This allows for a deeper exploration of how the most iconic and frequently used terms in the series are mediated through translation, revealing patterns that might be lost in a broader, less focused dataset.

1.5.5 Data Validation

To ensure the accuracy, credibility, and trustworthiness of the data, the researcher applies the principle of Source Triangulation. According to Patton (1999) triangulation is a method used by qualitative researchers to check and establish validity

by analyzing a research question from multiple perspectives or sources. This process is essential to minimize researcher bias and ensure that the findings are grounded in evidence. In this study, the researcher validates every jargon term through two primary sources:

1. General Linguistic Theory: The researcher applies established definitions of jargon and neologisms to identify the inherent linguistic characteristics of the terms. This identification is based on the theories of Crystal and Alan (2023) regarding specialized vocabulary, Yule (2022) on linguistic barriers, and Halliday (1976) concerning "anti-language." These theories provide the academic criteria to distinguish specialized jargon from everyday vocabulary.
2. Official *Cyberpunk* Database/Website: Every term is cross-checked against the official *Cyberpunk* lore database "Streetslang" (n.d.). This is a crucial step because certain terms, such as "AI" or "Corpo," exist in everyday language but are validated by the official source as specialized Common Jargon with unique meanings within the *Cyberpunk* universe.

This validation process serves as the "filter of authenticity" for the research. By referring to an official paratextual source, the researcher ensures that the analysis is not based on personal assumptions or general linguistic intuition, but is strictly aligned with the intended meaning within the series' lore. This triangulation ensures that the data being analyzed, specifically the Common Jargon, is valid, accurate, and relevant to the cyberpunk genre.

1.5.6 Data Analysis

Data analysis is the stage where the researcher systematically applies the theoretical framework to the collected data to derive meaningful findings. According to Williams and Chesterman (2014), translation analysis involves a comparative approach where the source text (ST) and target text (TT) are placed side-by-side to identify linguistic shifts and procedural choices. This research employs the 18 translation techniques proposed by Molina and Albir (2002) as the primary analytical instrument. Their framework is specifically designed to describe the actual steps taken

by the translator at a micro-textual level. The analysis is conducted through four systematic steps:

1. Identification: The researcher isolates the specific Common Jargon units from the English subtitles (Source Language) as the primary unit of analysis.
2. Comparison: Following the contrastive analysis model, the researcher examines the English source term against its corresponding Indonesian translation (Target Language) to observe the linguistic transformation.
3. Classification: The researcher categorizes the identified translation procedure into one of the 18 techniques proposed by Molina and Albir's (2002), such as borrowing, reduction, adaptation, or modulation.
4. Interpretation: The researcher explains the underlying reasons for the translator's choice, considering the technical constraints of subtitling and the necessity of preserving the "genre voice" of the cyberpunk setting.

This systematic analysis is the core of the study, as it bridges the gap between raw data and theoretical conclusion. By strictly focusing on the qualitative interpretation of the Common Jargon units, the researcher can provide a precise and detailed account of how the most essential vocabulary of the series is mediated, revealing the subtitler's strategy in maintaining narrative immersion for the Indonesian audience.

1.6 Scope and Limitation of the Study

This research is descriptive in nature and is situated within the field of Humanities, specifically under the domain of English Literature and Linguistics that aims to provide a detailed account of *what* jargon appears and *how* it is translated. Within these fields, the study focuses on Audiovisual Translation (AVT), specifically English-to-Indonesian subtitling. The scope of this research is strictly limited to written translation (text) as it appears on screen, rather than oral or spoken translation such as dubbing or voice-overs. The subject of this research is the ten episodes of the anime series *Cyberpunk: Edgerunners* Season 1.

To keep the research focused and systematic, several limitations are applied, which are directly related to the data reduction process:

1. Data Limitation: The study does not analyze the entire script or all forms of dialogue. Following the data reduction stage, the focus is exclusively on common jargon terms defined as in-universe lexemes and neologisms that are essential for the series' world-building. Other linguistic features, such as general colloquialisms, profanity, idioms, or slang, are excluded from the scope unless they specifically function as specialized in-universe jargon.
2. Source and Validation Limitation: The data corpus is strictly limited to the official Netflix subtitles. To maintain data integrity, the researcher does not use unofficial sources, fansubs, or scripts from other media (like the video game). Furthermore, the validation of what constitutes "jargon" is confined to the official *Cyberpunk* website/database. This ensures that the terms analyzed are authentic to the *Cyberpunk* lore and recognized by the original creators.
3. Analytical Framework Limitation: The primary analysis is strictly confined to identifying and describing translation techniques based on the eighteen procedures proposed by Molina and Albir's (2002). This research does not evaluate broader translation methods (the overall approach to the text) or translation strategies (the translator's global objective). However, while the study is primarily rooted in linguistic analysis, technical constraints inherent to audiovisual translation such as spatial limitations and subtitle reading speed will be acknowledged strictly as contextual factors when interpreting the pragmatic rationale behind specific translation choices (e.g., Reduction or Generalization).

By applying these specific boundaries, the research provides a systematic and coherent analysis that focuses on how specialized genre vocabulary is mediated from English into Indonesian at a micro-technical level.

1.7 Status of the Study

This study is based on several previous works related to audiovisual translation (AVT), jargon translation, and translation strategies. Research in English–Indonesian

subtitling has explored various issues across different genres, providing valuable groundwork for this thesis.

First, Fitria (2020), in *Translation Techniques of English-to-Indonesian Subtitles in Crazy Rich Asians*, analyzed the techniques applied in a popular film context using Molina and Albir's (2002) framework. The study revealed that borrowing and established equivalence were the most frequently used techniques. While this study also uses the Molina and Albir's framework, it is different because Fitria focused on general conversational expressions in a romantic-comedy film. In contrast, this current research focuses specifically on specialized and invented jargon within a science-fiction anime.

Second, Destaria (2019), in *An Analysis of Translation Techniques Used in Translating Idiomatic Expressions in the Movie Pitch Perfect 3*, examined how idioms are rendered into Indonesian. Their research showed that idiom translation often involves adaptation and modulation to preserve tone. However, their scope was limited to idiomatic expressions. This study differs because it addresses fictional and genre-specific vocabulary, such as jargon and neologisms, which have different functions in world-building compared to everyday idioms.

Third, Faydullah (2022), in *An Analysis of Military Jargon in Point Blank Video Game*, investigated military jargon using semantic analysis. Their findings emphasized that jargon conveys subcultural identity. However, their research concentrated on static written text in a video game. This research moves the focus to subtitling, where the translator must deal with strict time and space constraints that do not exist in the static text analyzed by Faydhullah.

Fourth, Korpi (2021), in *Neologisms in Science Fiction Subtitling*, argued that coined terms in speculative genres create "genre voice" and narrative authenticity. Similarly, Vyzas (2022), in *Subtitling Specialized Vocabulary in Science Documentaries*, found that translators struggle to balance accuracy with readability. While these works address neology and specialized vocabulary, they did not examine English–Indonesian subtitles. This research fills this gap by focusing on how these challenges are handled specifically for an Indonesian audience in a cyberpunk context.

Finally, Aksoy and Söylemez (2023), in works such as *Translation Strategies for Neologisms in Science Fiction*, explored translation strategies for coined terms in science fiction and video games. They highlighted that coined lexicon often requires techniques such as borrowing, calque, or adaptation. Their work provides a strong theoretical basis, but this current research applies these ideas to the specific world of *Cyberpunk: Edgerunners*, testing how these techniques work within the unique dystopian setting of the series.

In contrast to these previous works, the present study focuses specifically on the translation of jargon defined as specialized or invented lexical items within a professionally subtitled *Cyberpunk* anime. It applies Molina and Albir's (2002) framework to systematically identify and classify the techniques used in rendering these terms from English into Indonesian. This study distinguishes itself through four defining characteristics:

1. Object of Study: *Cyberpunk: Edgerunners* is a complex science fiction anime that presents different translation challenges compared to mainstream dramas or children's animations.
2. Specific Focus: It focuses on jargon and neologisms, which are crucial for world-building, setting it apart from studies on idioms or general cultural references.
3. Data Source: It examines official, professionally produced subtitles on Netflix, providing insights into industry-level practices rather than amateur fansubbing.
4. Language Pair: It explores the English–Indonesian pair in anime subtitling, which is still under-researched compared to the common Japanese–English combinations.

The novelty of this study lies in its examination of genre-specific jargon translation within a professionally subtitled *Cyberpunk* anime. By focusing on a highly technical and stylistically distinctive genre, this research extends the scope of AVT to contexts where linguistic innovation and technology intersect. This offers practical insights for subtitlers, professional translators, and students dealing with the specialized vocabulary typical of science fiction and fantasy narratives.

1.8 Organization of the Study

This paper is organized into four chapters.

Chapter I: Introduction – Covers the foundational elements of the study, including the background, statement of the problem, purpose, significance, methodology, scope and limitation, previous research, and the organization of the paper.

Chapter II: Review of Related Literature – Outlines the theoretical framework used for data analysis. It encompasses the principles of Audiovisual Translation (AVT), the concept of Common Jargon based on the official *Cyberpunk* database, and Molina and Albir's (2002) eighteen translation techniques.

Chapter III: Findings and Discussion – Presents the analytical core of the research. It details the identification of Common Jargon in the English subtitles of *Cyberpunk: Edgerunners* and provides an in-depth qualitative analysis of the translation techniques applied in the Indonesian subtitles.

Chapter IV: Conclusion and Suggestions – Summarizes the primary findings to address the research questions and offers practical and theoretical recommendations for translators, linguistics students, and future AVT researchers.

