

CHAPTER 1

INTRODUCTION

A. Background of Study

Translation serves as a valuable written tool for interacting with individuals who have different languages and backgrounds, thus facilitating effective communication. Translation offers many advantages, allowing individuals to freely express their viewpoints on whatever is happening in the world. Sharing The exchange of information, knowledge, ideas and various other things. The many variations in structure and culture between the source language (Bsu) and the target language (Bsa).

Therefore, translation proves to be very beneficial for individuals who lack proficiency in the field. People who do not understand the source language need help translating it into the target language. Translation is usually used to transfer written or spoken English text with written or spoken Indonesian text. In general, the purpose of translation is to reproduce various types of texts including religious, literary, scientific and philosophical texts in another language and thus make them available to a wider audience Suryaningtyas et al (2019). Translation is essentially a linguistic activity that aims to extract a particular meaning from a sentence or text in another language. And it is explained that translating is not just replacing the source language into the target language, but also transferring the main ideas from the source language to the target language. Here the translator looks for effective words not only from the dictionary, but words must be sought from other sources to make the

reader understand Nugroho (2016).

Nowadays, many translated works in various forms can be found easily, such as novels, books, comics, and movies. And it is explained that translating is not just replacing the source language into the target language, but also transferring the main ideas from the source language to the target language. Here the translator looks for effective words not only from the dictionary, but words must be sought from other sources to make the reader understand Nugroho (2016). Translation has also become one of the important aspects in various entertainment media that are always used by the public. But although translation looks easy, in fact, doing translation is not that easy because there are many techniques and quality that must be mastered well so that the translation results can be right on target and not make the reader misinterpret a translation.

Translated text can also be found in audiovisual media. This can be seen in stories or movies. There are so many of movies released in Indonesia. Starting from Western, Indian, Thai, and even Korean movies. Western movies use English in their filmmaking and English is also an international language, even in some countries English has become their second language to communicate in daily activities. but in Indonesia not all people can understand English, only some of them understand and want to learn English so subtitles are needed so that we can know what the core story of the movie we are watching is.

Subtitles can be found in audiovisual media. This can be seen in movies.

There are many Western movies released in Indonesia. Most of them use English because their mother tongue is English. However, most Indonesians do not understand English in movies, so they use subtitles to understand what the characters or speakers are talking about. Subtitles are one of the ways of language transfer and translation of audiovisual content. To translate subtitles from English to Indonesian requires analyzing the quality of translation so that the message contained in the film can be conveyed properly and accurately. there are several objectives of translation quality to translate a text from English to Indonesian in order to achieve the right equivalence. the objectives of translation quality are divided into three parameters, 1). accuracy, 2). acceptability, 3). readability, Nababan et al. (2012).

Chang (2012) states that movies are a type of multimedia, both visual and aural. Movies are also a medium of entertainment that is in great demand by people of all ages. Even though many directors produce their movies using their native language, it does not become a barrier for movie lovers to enjoy the movies they like because there will be subtitles in the language we want in the film. Therefore, subtitles can help audiences learn foreign languages through movies.

The little mermaid is an American musical fantasy film directed by Rob Marshall from a screenplay written by David Magee and produced by Walt Disney Pictures with DeLuca Marshall and Marc Platt Productions. The little mermaid movie is a live action adaptation of the Disney cartoon movie of the same name, the little mermaid in 1989. The movie tells the story of a mermaid

named Ariel who always dreams of living on land and being able to walk and have a pair of legs. With Ariel's desire so high in the end she made a deal with the sea witch Ursula. He was willing to exchange his voice and change his tail into a pair of human legs. When he had exchanged his tail for a pair of legs, on land he met a prince who was looking for a wife and in the end they fell inlove. However, not only there, with her evil intentions to become the king of the sea, Ursula planned bad things for Ariel.

Although this movie already has many subtitles, including Indonesian subtitles. However, in the movie the little mermaid there are some messages that cannot be conveyed perfectly by the translator, some sentences are a little strange when the reader reads the sentence and some sentences are also different from the source language so that the reader cannot know well what the content of the message conveyed in the movie the little mermaid.

Previous researchers also tried to get the same and good point about subtitling and translation gets a chance to take the message intensely. Laili & Jafar (2021) mentioned that the most dominant translation strategy is the strategy of speech transfer in the source language nalyzing the accuracy, clarity, and naturalness of the translated text aims to find out whether the translated text is of high quality or not. This means that a translator must understand the deep meaning in the source language as well as the target language. In addition, the translated text must also have clear, natural, and communicative criteria and be easy to understand by the audience, not rigid and seem like a translation. Seeing the explanation above, the researcher

decided to analyze the subtitles in the movie "the little mermaid" with the title **"The Analysis of English - Indonesia Translation in The Little Mermaid Movie"**.

B. Delimitation

The focus of this research is to examine the translation techniques and the quality of subtitles from English to Indonesian in the movie "The Little Mermaid".

C. Research Question

The formulation of the questions in this research are:

1. How is the translation Accuracy in the film "*The Little Mermaid*" ?
2. How is the translation Acceptability in film "*The Little Mermaid*"?
3. How is the translation Readability in film "*The Little Mermaid*"?

D. Purpose of this Research

1. To describe the translation Accuracy in the movie *The Little Mermaid*.
2. To describe the translation Acceptability in the movie *The LittleMermaid*.
3. To describe the translation Readability in the movie *The LittleMermaid*.

E. Significance of the Study

The study of translation techniques has meaning, significance and plays an important role for readers, especially in this era where having knowledge

and skills in English is mandatory for today's generation due to cultural changes and rapid technological developments. Understanding translation techniques can increase vocabulary and can use English according to the correct and appropriate structure. Movies are one of the efficient learning media because students can learn a new language in a fun way, besides that movies can also help readers improve their speaking, listening, reading and writing skills. This research also supports learning English through other media besides books, readers can learn about vocabulary from formal to informal, readers can also learn about some English accents used in some movies and can increase knowledge and insight into foreign cultures that can make them have an open mind and can think with other perspectives. Translation studies can also help readers in communicating about daily activities or communicating about general matters. Thus, this research has an important role in improving English learning ability and preparing learners for the future.

F. Definition of Operational Key Terms

1. Translation

Translation is usually used to transfer written or spoken SL texts with their equivalents written or spoken TL text. In general, the purpose of translation is to reproduce various types of texts including religious, literary, scientific and philosophical texts in other languages and thereby making it available to a wider audience (Suryaningtyas et al, 2019).

2. Translation Quality

Translation quality assessment is of particular relevance in four areas: published translations, unpublished translations, and translations produced in the context of course teaching. A good translation should use the form of language commonly used in the receiving language, communicate the same meaning as understood by native speakers, and maintain the dynamics of the original language text. The main goal of translation is to produce accuracy, acceptability and readability.

3. Movie

Chang (2012) states that movies are a type of multimedia, both visual and aural. Movies are also a medium of entertainment that is in great demand by people of all ages.

G. Review Literature

1. Translation

Catford (1965) stated that the replacement of a source text with the target text should be equivalent. From Catford's statement, the author knows what substitutions should be made and a translator should be able to replace information from the source text with equivalent information in the text that is comparable to the information in the target text. Furthermore, Newmark (1989) argues that translation is a movement of meaning from one text into another language, from Newmark's statement above is that when a text is translated from the source language into the target language, the text must have the same meaning as the meaning known by the author. Therefore, in

translating a text, a translator must translate the text according to the target language but in a language that is easy to understand without losing the meaning of the original language of the text.

Then, Munday (2016) stated that the translator must be able to understand the meaning or message of what is said or written by the author of the original language of the text. The translator must also express the exact meaning in a language that is easily understood by the readers which will not lose the impression of the original language. Based on the above definition, translation has the same terms. The meaning, context or message of the two sources in the target language. The meaning, context and message in the source language must be equivalent and we can assume that the definition of translation is a process that includes ideas and messages from the source language into the target language in both spoken and written form.

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2. Translation Process

Nida and Taber explain the translation process in a simple and general way. Nida and Taber (1974:33) "introduce three stages in the

translation process. The process is carried out by analyzing the original language into the grammatical and semantic structure of the new language, transferring a meaning and finally by restructuring the equivalent meaning from the new language to the target language with a tolerable and comprehensible sentence pattern. The message in the receiving language must be the same as the message in the source language. If the result is a match between the source language and the receiving language, then the translation can be written.

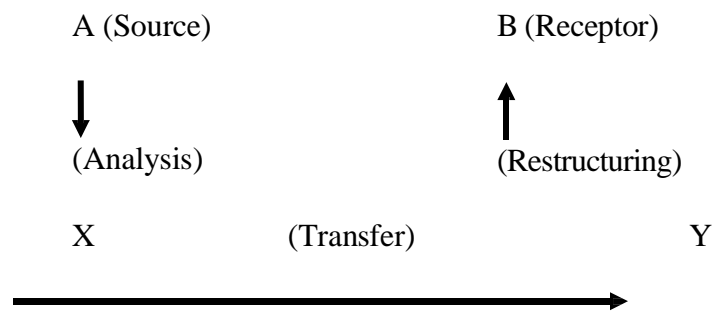


Figure 1. 1 Translation Process according to Nida

From Nida and Taber's teori, the translation process can be explain more detail.

- a. Analysis: Analyze the initial structure of a text thoroughly.
- b. Transfer: The translator transfers the content or meaning of a text contained in the source language to the target language.
- c. Restructuring: the source language text is restructured based on semantics and style according to the rules found in the target language.

And from Nida and Taber's explanation, it can be concluded that translation must have a process, the translator must have knowledge and

understanding of the elements of both languages, such as grammatical and semantic structures. The translation process is carried out to find the equivalent meaning from the source language (Bsu) to the target language (Bsa) and the translation process is a process of reproducing a target language that is produced as naturally as possible, both in terms of meaning and language.

3. Translation Quality

In translation, it is very important to pay attention to the requirements of translation. A translator must be able to transfer information from BSU into BSA well. A good translation should sound natural and maintain the meaning of the source language without reducing the meaning of the source language. The use of translation techniques will help the translator in determining the form and structure of the translated words, phrases, clauses, and sentences.

Translation quality assessment is of particular relevance in four areas: published translations, published translations, unpublished translations, and translations produced in the context of course teaching. A good translation should use the form of language commonly used in the receiving language, communicate the same meaning as understood by native speakers, and maintain the dynamics of the original language text. The main goal of translation is to produce accuracy, acceptability and readability translations Nababan et al. (2012).

a. Accuracy

Accuracy is a term used in translation evaluation to refer to whether the source language text and the target language text are equivalent or not. The key to a good translation is that the translated text must be equally meaningful in both languages. This is the accuracy parameter Nababan et al. (2012).

Table 1. 1 Parameter of Accuracy

Translation Categories	Score	Accuracy Indicators
Accurate	3	Words, phrases, clauses, sentences, or texts from the source language is accurately translated into the target language; no distortion of meaning happens.
Less Accurate	2	The majority of words, technical terms, phrases, clauses, sentences, and texts have been accurately translated into the target language. However, meaning distortions, double-meaning translations, and deleted meanings continue to damage the message's integrity.
Inaccurate	1	The meaning of words, technical terms, phrases, clauses, sentences, or texts of the source language is incorrectly transferred into the target language or languages. The source language is incorrectly translated into the target language or omitted.

b. Acceptability

Acceptability refers to whether a translation has been expressed in accordance with the rules, norms and culture prevailing in the target language or not, both at the micro level and at the macro level. In the target language or not, both at the micro level and at the macro level Nababan et al. (2012). Here is the parameter of acceptability.

Table 1. 2 Parameter Of Acceptability

Translation Categories	Score	Acceptability Indicators
Acceptable	3	The translation feels natural; the technical vocabulary employed are common and known to the reader; and the phrases, clauses, and sentences follow the laws of the language. The phrases, clauses, and sentences employed follow the conventions of the Indonesian language.
Less Acceptable	2	In general, the translation felt natural; nevertheless, there were a few issues with the use of technical words and grammatical faults.
Unacceptable	1	The translation doesn't feel natural or authentic; the technical terms employed are uncommon and unfamiliar to the reader; and the phrases, clauses, and sentences utilized do not follow Indonesian language principles.

c. Readability

Readability refers to the ease or difficulty of understanding a translated text. In the context of translation, the term readability basically concerns not only the readability of the source language text but also the readability of the target language text Nababan et al. (2012). Here is the parameter of readability.

Table 1. 3 Parameter of Readability

Translation Categories	Score	Readability Indicators
Readable	3	Words, technical terminology, phrases, clauses, sentences, and translated materials are easily understood by the reader.
Less Readable	2	In general, the reader can grasp the translation; however, some parts must be read more than once in order to fully comprehend it.
Unreadable	1	The translation difficult tounderstood by the reader

d. Movie

Chang (2012) states that movies are one type of multimedia, both visual and aural. Movies are entertainment media that are loved by many people, from teenagers to parents. There are many types of movie genres where movie lovers can find movies with their favorite genres. Many movies also come from countries that we don't know the language of, but don't worry because with translation techniques we can watch movies from all countries without worrying that we don't understand their language. With the existence of movies and translation techniques, our society can know and learn about foreign languages through movies. That way they can also learn a lot of other cultures.

The little mermaid is an American musical fantasy film adaptation of the 1989 Disney princess cartoon series, directed by Rob Marshall from a screenplay written by David Magee and produced by

Walt Disney Pictures with DeLuca Marshall and Marc Platt productions. Just like in the cartoon, this movie is still about a mermaid named Ariel who always dreams of living on land and being able to walk and have a pair of legs. With Ariel's desire so high in the end she made a deal with the sea witch Ursula. He was willing to exchange his voice and change his tail into a pair of human legs. When he had exchanged his tail for a pair of legs, on land he met a prince who was looking for a wife and in the end they fell in love. However, not only there, with her evil intentions to become the king of the sea, Ursula planned bad things for Ariel. However, Ariel was able to get through all the obstacles and in the end he and the prince got married and the land and sea were united.

e. Previous Research

- 1) Laili, Jafar (2021), in her research, entitled "An analysis of translation techniques and translation quality "The Boss Baby" serial movie on Netflix". This study examines the translation techniques used to translate the subtitle of the movie "The Boss Baby". there are three problems to be solved in the study, namely: to find out the translation techniques used in movie, 2) to explain the translation quality of movie, 3) to find out the effect of using the translation techniques in translation quality of the movie. The results of this research are as follows; 1) the author found 171 data and nine kinds of translation techniques; 2) the author found translation quality of the movie, the scale of accurate (77,79%), less accurate (4,67%),

inaccurate (17,54%); acceptability (87,72%), less acceptability (10,52%), unacceptability (1,75%); and readability (81,28%), less readability (14,61%), unreadability(4,10%); 3) the effect of used translation techniques in translation quality of the movie is qualified translation, because the highest frequency on the first scale that has 3 point in every parameters accurately (77,79%), acceptability (87,72%), and readability (81,28%).

- 2) Yuli Kuswardani, Erike Septiani (2020), in this research, entitled “Translation Analysis of Subtitle from English into Indonesian in Maleficent Movie”. this study have one research question, the research question is to analyze the clarity, accuracy and naturalness translation quality from malificent movie. Result of research shows: (1) clarity of subtitle is high with presentation of clear sentences is 77%, less clear sentence is 19.8% and unclear sentence is 3.2%; (2) accuracy of subtitle is high with presentation of accurate translation is 82.5%, less accurate is 14.5% and inaccurate translation is 3%; (3) naturalness of subtitle is high, with presentation of natural translation is 79.2% (1st expert) and 77.1%(2nd expert), less natural translation is 18.3 (1st expert) and 2.4 (2nd expert), and unnatural translation is 22.3% (1st expert) and 1.6% (2nd expert).
- 3) Ni Putu Tania Yesintha Kristina, Ni Made Ayu Widiastut (2021), in this research entitled “Translation Techniques Used in Monster University Movie” have one research question, the research question

is what the translation technique that used in monster university movie. and The result of the analysis showed that there were eight translation techniques found in the data; adaptation (2 data), borrowing (1 data), established equivalent (2 data), generalization (1 data), linguistic amplification (1 data), linguistic compression (1 data), literal (1 data), and transposition (1 data). Based on the previous research the similarity between this study and the previous study is that the researchers examined the same topic, namely the quality of language translation of a movie. The theory used by previous research is Nababan. In the previous research researched by “Yuli Kuswardani, Erike Septiani (2020), this research is entitled ‘Analysis of Subtitle Translation from English to Indonesian in Maleficent Movie’. This previous research is very similar to my research, this research examines the quality of subtitles from the movie Maleficent, therefore I use this research as my research reference.

The differences between this research and the previous ones are 1) in “Translation Analysis of The Boss Babby Movie,” the previous researcher mostly analyzed and explained the translation techniques used in the movie. 2) in “Translation Analysis of Monster University Film,” the previous researcher focused on the translation technique rather than the quality of the translation. Therefore, this is the difference between my research and the previous research. My research focuses more on the

quality of the translated text, where I am concerned with the quality of the translated text so that it can arrive well and be easily understood by the readers.

In conclusion, I took the previous research researched by “Yuli Kuswardani, Erike Septiani (2020) because the above research strongly refers and focuses on the quality of the translated text.

H. Methodology

1. Research Design

The focus of this study is to use of translation technique in English subtitles in The Little Mermaid movie and the researcher found that Creswell (2014) defines qualitative method as a method to test certain theories, by collecting data to refute existing theories. Qualitative research methods use scientific objects where the researcher is an instrument, data collection techniques and qualitative analysis emphasize more on meaning. Because this research is a qualitative research, the data that appears in the form of words, phrases, and sentences transcribed from the subtitles of spoken dialog in English. the data was obtained from the film "The Little Mermaid".

2. Data Sources

The sources of data in this research divided into two categories.

- a. In this study the researcher have a primary data, the primary data that use is transcription of subtitle in the movie The Little Mermaid in English (asSL) and Indonesia (as TL).

- b. In this study the researcher have a secondary data, the secondary data that use is research journals that relevant into theme and topic of the research.

3. Data Collection

Documentation is one of the secondary data sources that is very important and needed in a study. Documentation can be in the form of books, articles, annual reports, biographies, photographs, documentary films and so on that can be used as data sources. The documentation used by researchers in this study uses data transcripts. Data transcripts include complete transcriptions of film dialog, subtitle text and other contextual information relevant to the analysis. This transcript becomes the main data analyzed and can be used as an appendix in the research report.

In this research is to observe the subtitles that occur in the movie *The Little Mermaid*. In this movie, thus the researcher will observe the translation text displayed in the *little mermaid* movie, the researcher only takes some parts of the scene contained in the movie to examine its quality.

4. Sampling Technique

Researcher used purposive sampling for this study. Purposive sampling is a data collection technique, in which the data will not be taken as a whole. In addition, this study will also use an assessment form that will be given by the researcher to experts in the field of translation to give an assessment score of the translation quality. In subtitle analysis, purposive sampling can be used to select scene or subtitles that are considered the most

relevant, interesting subtitle to analyze. In this research, the research took 160 data in 15 scene.

5. Data Analysis

In this study, researcher used several steps in analyzing the data. In analyzing data there are several steps, 1) Data Reduction, 2) Data Display and 3) Conclusion, Miles (2014) in Sipayung (2021).

6. Data Reduction

Data reduction is the process of selecting, simplifying, and transforming data to be researched. In data reduction, the researcher will select and categorize the data to be studied. The data will also be categorized into translation quality. In collecting the data, the researcher will take the data from the subtitle translation of the movie *The Little Mermaid*.

a. Selecting

The selection stage in the data reduction process involves selecting and focusing on data that is relevant to the research question. In the case of movie subtitle analysis, this involves selecting and focusing on those parts of the subtitles that contain information or themes relevant to the purpose of the analysis. For example, if the goal is to identify cultural representations in the film, the selection process would prioritize retrieving data from the subtitles that contain information or dialogue relating to a particular culture. This process allows the researcher to filter out irrelevant data, resulting in a more focused data set that facilitates further analysis. the analysis.

b. Simplifying

To simplify movie subtitle analysis, first identify and categorize text or dialog segments relevant to the study issue, then eliminate any unnecessary information. Then, the investigator can create themes and classifications based on these codes, examine trends and connections among themes, and draw conclusions.

c. Transforming Data

Transforming data means changing raw data (movie subtitles text) into a more useful form. This can be done by categorizing the data into themes relevant to the research. Transforming data helps researchers organize and understand the raw data, which makes it easier to draw meaningful conclusions.

7. Data Display

There are various ways to display research results. For example, by using bar charts, circles or tables. However, in this study, the researcher uses tables to display the results of the use of translation quality, so that it can make it easier to understand the results of the study. In addition, the table will also make it easier to describe the research

8. Conclusion

The last step after processing the data, the researcher will draw conclusions about the result of the translation of the movie *The Little Mermaid*. This study data analysis step is first the researcher watched the *Little Mermaid* Movie and then. The researcher will calculate and conclude

how the quality of the translation results in this study

9. Data Validity

a. Source

In this study, researchers used some research data such as journals relevant to the topic. This is done to support the validity of the research results. In addition, the researcher also used a special assessment form for translation quality. This assessment form contains the score given by the assessor to the subtitle translation of the little mermaid movie

b. Expert

The researcher will involve one expert (rater) to fill out the subtitle translation quality assessment form on the little mermaid movie. The researcher will give the assessment form to the rater to rate each sentence in the subtitle transcript of the little mermaid movie.

c. Theory

Theories from experts or previous research are indispensable. This theory is needed as a reference for researching topics related to research. With the theory, it is expected that the research results can be trusted. In addition, the theory can also strengthen the the researcher's opinion on the topic of discussion.