CHAPTER I

INTRODUCTION

A. Background of study

Translation techniques are fundamental procedures in conveying meaning across languages. According to Molina and Albir (2002) translation techniques involve analysis and classification methods to ensure accuracy between the source language (SL) and target language (TL), influencing both translation units and micro-units of text within specific contexts. This process is inherently discursive and contextual rather than directly linear. As highlighted by Nord in Rafieyan (2016), the translation process requires careful comparison of each word transferred between languages. The effectiveness of techniques significantly impacts whether viewers can properly understand foreign content, as translators must possess deep understanding of both languages to ensure translations align with intended meanings and contexts (Kanasya & Bram, 2023), particularly in handling variations in grammatical structures, word order, and linguistic rules. Studies have shown that subtitling strategies often involve techniques such as literal translation, omission, transfer strategy, paraphrase, transcription, deletion, and adaptation to convey the movie core messages effectively (Zeng & Liu, 2024 ; Nurhandini, 2023 ; Kholiq & Agustine, 2020; Putri, 2016 ; Simanjuntak & Basari, 2013), the researcher comes to curiosity to study more about other techniques.

Translation quality assessment plays a vital role in evaluating translated works' effectiveness. With this study focusing specifically on readability. The importance of quality assessment is evident in modern media consumption, where platforms often provide subtitles without considering crucial factors that affect translation quality. As observed in the original text, this can lead to confusion and difficulties in understanding the intended meaning, highlighting the need for careful quality assessment in subtitle translation.

Subtitling, has become increasingly significant in modern media consumption, particularly in movie contexts. Subtitling (Global LTS, n.d.; Latino Bridge, n.d.) refers to the process of creating and displaying text on a screen to translate the spoken dialogue in a movie or television program into another language. As Jan Pedersen (2018) notes, subtitling standards vary across countries, but theres is growing trend toward simplification to enhance audience comprehension. Subtitling envolves the skill of translator and the technical expertise to acuratly and display the text on screen. He indicates a global shift toward making subtitles more accessible for diverse linguistic and cultural backgrounds, extending beyond traditional movie and TV dialogue to include various forms of media. In contrast, subtitles are the actual text that appears on the screen as a result of this process. They are the end product of the subtitling process, providing viewers with a translated version of the spoken dialogue. The use of movie as an object of translation technique analysis has received

substantial attention in previous research, as demonstrated by a number of studies that reveal the complexity of translating audiovisual content. One prominent study by Aulia and Nugroho investigates the comparative translation analysis of subtitles and dubbing in the animated movie "Raya and the Last Dragon." Their research identifies eleven distinct translation techniques, including amplification, borrowing, and reduction, which are essential for maintaining the film's naturalness and coherence in translation (Aulia & Nugroho, 2022). The finding aligns with the findings of Liu, who analyzes the English subtitles of "Mulan," emphasizing the effectiveness of techniques such as cultural adaptation and functional equivalence in conveying thematic elements (Liu, 2023). In this research, the researcher focuses on the subtitle analysis of a selected movie, Resident Evil Death Island.

The significance of movies as a medium for translation study is well-established. According to Hestiana and Anita (2022, p. 48), movies are collectively known as "cinema," derived from kinematics, meaning motion. Previous ressearch explained that movies, through their combination of audio and visual components, create a uniquely engaging experience that prevents viewer boredom and enhances memory retention Kurby & Zacks (2022, pp. 19, 24). This multimedia aspect makes movies suitable for studying translation effectiveness, as they provide both contextual and linguistic challenges for translators. Movie has long been recognized as a significant medium for education and learning, particularly

in the realm of translation studies. The importance of movies as a tool for understanding translation, its also can be seen through various lenses, despite their cinematography, including their ability to convey cultural narratives and enhance language acquisition (Rashdan, Johar, Mohamad, & Abd Kadir, 2023, p. 14). By choosing movies as a medium, one can simultaneously enhance cultural understanding of both languages, which also influences the quality of translations that the audience can easily comprehend.

This study employs Molina and Albir's (2002), translation technique framework, which emphasizes the importance of analyzing how meaning is transferred between languages while maintaining contextual accuracy. Nababan (2012) established three crucial aspects of translation quality: accuracy, acceptability, and readability.

The selection of these analytical approaches is supported by the practical challenges observed in subtitle translation. A significant challenge in subtitle translation lies in how subtitlers navigate the challenges posed by slang expressions, emphasizing the need for a nuanced approach to translation that considers both linguistic and cultural factors (Hashish, R., & Hussein, 2022). This necessitates translators to possess a nuanced awareness of the phonetic characteristics of both the source and target languages. Such awareness is critical for conveying the intended message accurately and ensuring that the subtitles are comprehensible and engaging for the target audience. These challenges

necessitate a systematic approach to translation technique analysis, particularly in ensuring that subtitles effectively convey meaning while remaining engaging and comprehensible to the target audience.

This research addresses a significant gap in current translation studies. While many studies have examined subtitle translation, there is limited research focusing specifically on video game movie adaptations. The choice of "Resident Evil: Death Island" as the research subject. Resident Evil is one of the multimedia franchises (movies, games, series) that is famous in various countries, including Indonesia. Indonesia is one of the big markets for global media consumption, including popular movie and series such as Resident Evil (Aziz, n.d.). Its popularity shows the need to reach cross-cultural and cross-language audiences.

B. Delimitation

The analysis material consists of transcripts taken from only a few scenes, so it does not cover a full analysis of the movie. Additionally, the process of measuring readability quality is adjusted to the amount of transcript data used in the technical analysis. It takes 22minuters long form the beginning of the movie. It does not encompass the entire movie. Most of the work focused on analyzing the techniques and assessing the readability quality of the subtitles translated from English to Indonesian in the movie *Resident Evil: Death Island.*

C. Research Question

The formulation of the questions in this research are :

1. What translation techniques are used to analyze the English - Indonesian subtitles in *"Resident Evil: Death Island"* movie ?

2. How are the readability of translation result in *"Resident Evil: Death Island"* movie?

D. Purpose of this Study

1. To analyse the English - Indonesian subtitles in *"Resident Evil: Death Island"* movie.

2. To discuss the readability of translation result in *"Resident Evil: Death Island"* movie.

E. Significance of the Study

The theoretical benefits of studying language subtitling can be seen in two main points. First, as a form of development in translation studies, research in the field of subtitling enriches the academic study of translation, particularly within the audiovisual context. This helps in understanding effective techniques and strategies for transferring meaning between languages in movie media. Second, in understanding the concept of equivalence, a deep understanding of equivalence in translation can assist translators in achieving accurate translations at various levels, including words, phrases, and grammatical structures.

For practitioners, the benefits include improving translation quality. Subtitling analysis helps the movie industry in selecting

translation services that produce high-quality subtitles, ensuring that the message in the movie is accurately conveyed to the audience. Additionally, it serves as a means for developing translator competence. For both practitioners and academics, this research provides a deeper understanding of effective translation techniques, which can improve skills in producing translations that are culturally and linguistically appropriate for the target language. Lastly, understanding translation strategies is also a key benefit. By learning various translation strategies, translators can choose the most appropriate approach for specific contexts, thereby enhancing the accuracy and readability of subtitles.

F. Definition of Operational Key Terms

1. Translation Technique

   The translation technique primarily emphasizes analyzing the language components and classifying them in order to find an appropriate equivalent (Molina & Albir, 2002).

2. Translation readability

   Translation readability refers to the level of ease with which a translated text can be read and understood. It does not only consider the readability of the source text but also that of the target text (Richard et al., 2002).

3. Subtitle

Defines subtitling as follows: "Subtitling can be defined as the process of providing synchronized caption for movie and television dialogue." (Widiani, 2012:31).