

CHAPTER I

INTRODUCTION

A. Background of the Research

Translation is a complex and multifaceted process that involves converting text or speech from one language to another while preserving its original meaning, tone, and purpose. As a bridge between cultures, translation facilitates communication and understanding among speakers of different languages. This process requires more than linguistic competence, as it demands a deep understanding of the cultural and contextual nuances of both the source language (SL) and the target language (TL). Previous studies have explored the complexities of translation, highlighting the challenges and importance of ensuring accuracy and acceptability.

One crucial aspect of translation is subtitle translation, which refers to the written renditions of spoken dialogue in movies and TV shows. Subtitles enable audiences to comprehend content from different linguistic and cultural backgrounds. Baker (2006) emphasizes that subtitles must convey the intended message of the dialogue in an efficient and accurate manner, balancing the need for brevity with the preservation of meaning. Subtitling is not merely a word-for-word transfer; it involves adapting the spoken language into concise written form while considering cultural norms and

linguistic structures. Previous studies, such as those by Setiawan (2018) and Saragih et al. (2012), have highlighted the challenges in subtitle translation, particularly in maintaining cultural relevance and linguistic accuracy. For instance, research conducted by Setiawan (2018) found that unit shift translation in movie subtitles often leads to misunderstandings if not handled carefully. Research by Melissa (2019) also stated that more translation technique is also needed so translator can understand better of translation problems.

The concept of acceptability is integral to the success of subtitle translation. Acceptability, as defined by Nababan (2012), refers to the accurate representation of the target culture and linguistic norms within the translated content. Achieving acceptability poses a significant challenge, as cultural differences can lead to misinterpretations or loss of meaning. Setiawan (2018) suggests that diverse translation techniques are essential to ensure accuracy and acceptability in subtitle translation. These techniques must account for cultural nuances and contextual relevance, which are critical in delivering an authentic viewing experience. In comparison, Saragih et al. (2012) focused on cultural translation strategies in subtitles, emphasizing the need for cultural adaptation to ensure the audience's understanding and engagement.

In the context of entertainment, subtitle translation plays a pivotal role. Watching movies from various countries often requires

subtitles to bridge language barriers. Previous studies, such as those conducted by Setiawan (2018) and Saragih et al. (2012), have explored subtitle translation strategies in specific movies. Setiawan's research highlighted the need for varied translation techniques to enhance accuracy, while Saragih et al. examined cultural translation strategies in subtitles. Building upon these studies, this research focuses on translation acceptability and subtitling strategies in the movie *Ready Player One*, given its relevance to the topic and cultural intricacies.

The theoretical framework for this research is grounded in the principles of translation and subtitling strategies. Catford's (1965) theory of translation emphasizes the translator's role in maintaining the intended purpose and message while adapting content for the target audience. Baker's (2001) and (2006) work on subtitling provides insights into the practical aspects of creating concise and meaningful subtitles. These theories guide the analysis of acceptability and the application of effective subtitling strategies in *Ready Player One*.

This research adopts a systematic approach to examining the interplay between translation techniques and subtitle acceptability. By evaluating how these elements influence the audience's understanding and cultural connection, the research aims to contribute to the broader discourse on effective translation practices in the digital entertainment era. The findings are expected to highlight best

practices for achieving accuracy and acceptability in subtitle translation, offering practical insights for translators and researchers alike.

B. Research Focus

Based on background of the research, the researcher focus on subtitling strategy and acceptability in “*Ready Player One*” movie English into Indonesia subtitle.

C. Research Questions

Based on the previous research conducted by Setiawan (2018) and Saragih et al. (2012), the researcher formulates the following questions:

1. What strategies does the subtitler use in subtitling “*Ready Player One*” from English into Indonesian?
2. How is the quality of acceptability in the subtitling of the “*Ready Player One*” movie from English into Indonesian?

D. Research Objectives

Based on the research questions above, the objectives of this research are:

1. To describe the subtitling strategies used in the “*Ready Player One*” movie from English into Indonesian.
2. To analyze the quality of acceptability in the subtitling of the “*Ready Player One*” movie from English into Indonesian.

E. Significance of The Research

The findings of this research are expected to provide both theoretical and

practical benefits:

1. **Theoretical Significance** Theoretically, this research is expected to help readers gain a deeper understanding of translation acceptability and subtitling strategies within the field of translation studies. It aims to provide academic insights into how meaning and culture are effectively transferred through subtitles.
2. **Practical Significance**
 - a. **For Subtitle Translators:** This research can serve as a reference for applying various translation strategies to improve the quality and acceptability of subtitles.
 - b. **For Future Researchers:** The results of this study can be used as a basis or comparison for further research involving different movie genres or translation techniques to enhance communication and cross-cultural understanding.

F. Literature Review

After examining subtitling strategies and translation acceptability in audiovisual translation and reviewing relevant literature, several closely related studies were identified, such as the following.

First, journal by Muharom et al, (2025) the title “*Analysis of translation techniques in Indonesian subtitles of Interstellar movie*”. Quantitative findings show that while literal translation is the most frequent technique (33.42%), it is closely supported by modulation

(25.70%) and transposition (19.02%). This suggests that despite structural similarities between English and Indonesian, translators must still employ significant adjustments for grammar and culture. Notably, the nearly equal split between direct (48.87%) and oblique (51.13%) methods highlights the complex strategic balance required to maintain both accuracy to the source and naturalness in the target language.

Second, journal by Didien, M. A. and Authar, N. (2022) the title “*Analysis of Translation Techniques in The English Subtitle of The Movie “Ketika Cinta Bertasbih 1”*”. This journal find five translation technique, those are transposition (9 times), borrowing (7 times), adaptation (10 times), generalization (3 times), and compensation (once). These five translation techniques are used to address translation problems in the movie.

Third, journal by Marangoni, M. (2019) the title “*Ready Player One: The Analysis of Specific Dialogue Translation Problems and Potential Cultural Consequences.*”. The field of audiovisual translation is inherently demanding due to the intersection of technical, cultural, and linguistic variables. Neglecting these complexities or bypassing qualified experts in favor of cost-cutting measures compromises the integrity of the source material and can inadvertently trigger negative sociopolitical repercussions. Unlike previous research, this research is more focused on the subtitling strategy and acceptability of the translation from English into

Indonesian in the movie “*Ready Player One*”.

G. Definition of Key Terms

1. Translation: The process of converting text or spoken words from one language into another, aiming to preserve the original meaning, style, and intent (Larson, 1984).
2. Subtitling: The written renditions of spoken dialogue in movies and TV shows, displayed on the screen to help audiences understand the content (Baker, 2006).
3. Acceptability: The accurate representation of the target culture, norms, and linguistic conventions in the translated text (Nababan, 2012).
4. Subtitling Strategies: Techniques used to adapt spoken language into concise written text while maintaining coherence and viewer comprehension (Gottlieb, 1992).
5. Cultural Relevance: The alignment of the translation with the cultural norms and expectations of the target language audience (Nababan, 2012).
6. Movie as a form of multimedia for both visual and aural. That mean viewer can receive the feeling of the movie from watching the character move and hearing them talking. (Chang, 2012).