

# CHAPTER I

## INTRODUCTION

This chapter consisted of the background of the research that contains the writer's reason for comparing human translation and DeepL Translate, reason of choosing Wednesday as the object data, the translation strategies of idiom by Mona Baker as the main theory to analyze also, the reason of choosing translation accuracy theory by Nababan et al. Question and scope of the research, objective and significance of the research, operational definition, and systematization are the point of Chapter I.

### **A. Background of the Research**

Translation is a result of text in a different language of source language keeping the relation between it, and pointing the result as easy to read and understand in the target reader as naturally as it was by customizing the target reader culture while it does not look like the translation. There are 2 kinds of agents in translation according to Ward (1958; as cited in Catford 1978, p. 88) divided into human translation and machine translation. Human translation is highlighted as the direct person who takes the action in managing text from source language text to target language text adjusting the target language culture that produces communicative instruments in accordance with the target culture. Thus, it not only sends directly the message or meaning of the source language text without customizing the culture of target language. This analysis use professional human translation provided by Netflix to produce interlingual

subtitles. The other agent of translation that use machines to process converting meaning of words or texts from one language to different languages, called machine translation.

Machine translation automatically processes and produces translated text and speech from one language to another. The machine that takes control of it, using Artificial Intelligence. Frequently, the internet as one of the results of Artificial Intelligence become more expanded and easier to access anything. It is also used as our helper including machine translation. Machine translation that the system percentage higher than others is DeepL which is confirmed by Client Cheng (2022), the founder and CEO of iglobe Advisory Inc. DeepL is extremely approved as a translation machine that has a high level of neural network technology and is recognized as an extremely advanced machine than Google translate based on LinkedIn (<https://www.linkedin.com>). The other reason claimed from DeepL company, the result translation of DeepL is extra natural and smooth in translating words, combinations of words, and texts.

One of the combinations of words that indicate challenges or difficulties when translating or interpreting it, called an idiom. The unique expression of idiom which is connected with the culture's history to target language can produce translation whether will not have the real meaning or get the real meaning. It needs to know and understand the whole context in the meaning of source language and target language. The audio-visual media that contains many current idioms is on movies.

Movies are not just for entertaining but also for learning a language and sometimes as a way to send information that is happening in society. The movie became more popular because when the pandemic covid 19 came to the societies in the world include Indonesia that is required to stay at home for over 1 year. So that is the reason why people spend more time in watching movies and TV series provided by online platforms as a replacement for cinema until now. The online platforms that provide movies and TV series have become popular and the most popular online platform is Netflix which recorded more than 223,09 million users.

The original Netflix TV series that occupied the top 10 position in 93 countries is Wednesday. The writer chose Wednesday because there are so many idioms indicated in the first episode which can prove that Wednesday is rich in idioms that are expressed in every episode. Furthermore, the producer himself is Tim Burton. He produced so many movies that nominated as the best movies such as Batman, Alice in Wonderland, Charlie and the Chocolate Factory and so on. No wonder his series Wednesday recorded about 341.23 million hours watched, has watched over 50 million households where unconsciously this series has given impact to people in entertainment. The writer takes the idiom from all the episodes in the Wednesday season 1. From the translation result of the idioms produced by DeepL Translate and human translation are analyzed by the writer, in which strategies of idiom translation these agents used.

In translating or analyzing the result of the translation of idiom can be adjusted by deciding what strategies are used. The translation strategies of the idiom contain how to translate the idiom to a different language in many ways. The writer chose Baker's strategies of idiom translation as the main theory because this is still relevant, with the evidence some researchers are still using this strategy to analyze which strategies of idiom translation in plays, novels, comics, etc. are used. Also, Baker's strategies give 6 different choices to translate idiom. This is in line with the writer's analysis that compares 2 agents of translation in translating the challenging combination of words that is an idiom. It can become an analysis theory that some data refer to what choice. The writer can know how the quality of the translation results by examining it, using an assessment of translation quality.

Translation quality is the factor used to evaluate the quality of translation which is divided into three assessments argued by Nababan et al. One of them is accuracy. Accuracy is a criterion to examine whether the words can correctly transfer the meaning, still indicate the distorted meaning of words, or maybe cannot correctly translate all of the words. In this analysis, the writer decided to use the parameter of accuracy in translation due to this parameter is in line with the writer's research that analyzes idiom. Translating the idioms focuses on the correct delivered meaning of each word which is not allowed to indicate distorted meaning of words or texts, the focus of idiom is in line with the definition of accuracy. The other reason for using the theory of Nababan et al. is because most of researchers are still using it to analyze their

research that is connected to the accuracy of the translation. It proves that this theory is still relevant.

Hasibuan (2020) examined the comparison between human translation and Google Translate, the result revealed that human translator produced more accepted and natural translation than Google Translate. So that the writer, decided for choosing same level of professional human translation compare with the most advanced machine translation system that is DeepL to translate idiom. From the above reason of each component that have completely collected with the relevant theory, research and data to approved the reason what makes the writer decide to write thesis with the title “Comparing of Human Translation with DeepL Translate in Translating Idiom of Wednesday Series”.

## **B. Questions and Scopes of the Research**

### **1. Question of the Research**

Considering the background information above, this side elaborates on the problem that will be the root of the analysis

- a. What are the translation strategies of idiom that Human Translation and DeepL Translate use when translating the idiom?
- b. How is the accuracy in the idiom translation result of human translation and DeepL Translate?

## **2. Scope of the Research**

As mentioned in the background of the research, the writer finds out the differences between the result of idiom translation indicated in the Wednesday series as the object data of analysis. The translation is processed by human translation and DeepL Translate. The writer used Baker (2018) as the theory of which translation strategies of idiom each agent are used. Nababan et al. (2012) is used as another theory to analyze how the accuracy of the translation results of the agents.

## **C. Objective and Significance of the Research**

### **1. Objective of the Research**

Reflected on the question of the research, this elaborates what the aim of analyzing this research:

- a. to analyze translation strategies of the idiom are used in Human translation and DeepL translate in translating an idiom
- b. to assess the accuracy in the idiom translation result of Human translation and DeepL translate

### **2. Significance of the Research**

Theoretically, the writer hopes this research can increase the information for translators that there are significantly different translation strategies of idiom that can affect the translation result of each agent used. Significant differences exist between the value of each strategy that divided into 6 ways. The translators can choose which strategies they want

to use to make the translation transfer naturally, lexically, understandable or get into the context. For the student, the writer hopes it can add new knowledge for the readers who have not faced the kind of translation strategies of idiom, that translate or interpret idiom not only that we usually translate.

Practically, the writer hopes this research can make human translator more confident because no matter how advanced a technology is, human ability still needed and more accurate. Technology cannot immediately know the current new words like idioms and adjust the context of the whole text meaning that people in society usually use. For the student, the writer hopes this research can make the students who will translate by using machine translation more selective and do not depend or 100% believe.

#### **D. Operational Definition**

The key or main focus of this analysis are idiom, translation method, accuracy, human translation, and DeepL Translate:

##### **1. Translation**

Translation is changement of words, phrases, sentences, and text from a language by focusing on delivering the same meaning to different languages.

## **2. Human Translation**

Human translation is managing text from source language text to target language text done by person considering the target language culture that produce communicative instrument.

## **3. DeepL Translate**

DeepL translation is a new company established in 2017 which contains a translation machine that offers to translate in unlimited text and can translate a form like pdf, word, ppt and provide many types of languages with claimed it as a fast, accurate, and secure translation machine.

## **4. Translation Strategies of Idiom**

Translation strategies of idiom are the way to translate that contain relevant and applicable for translating idiom.

## **5. Accuracy**

Accuracy is the correctness of the message or meaning conveyed into the target language which include the of meaning of words, phrases, clauses, sentences or text, without meaning deviation.

## **6. Idiom**

Idiom is made of a string of words that cannot translate literally or lexically but it should see the context, what is implied not what is said of that speech or text.



## **E. Systematization of the Research**

Chapter I collects and explains the causes of the writer comparing human translation and DeepL Translate, causes of choosing the Wednesday series as the object data, choosing the translation strategies of idiom as the theory, and so on. It shows the questions and scopes of the research, objective and significant translation, and operational definitions. The last is explaining the systematization of the research.

Chapter II collects the theory that the writer uses for analysis and explanation of translation, translation process, translation strategy, kinds of translation agents, and translation quality. Concept 2 contains an explanation of idioms and kinds of idioms. Concept 3 indicates a description of subtitle and types of subtitles. The most essential thing is the writer collects the relevant book to fill the definition of each component that is the main theories in the title, it also can be from a proven website. Collecting the previous research refers to the writer's analysis and shows in research of the relevance.

Chapter III is explaining the method of the research, how the procedure when do the research. The technique that uses in the analysis explaining in technique of the data collection. Analyzing to answer the question and the objective of the research in technique of the data analysis. The last is where the writer gets the data from, collect in data source.

Chapter IV analyzes each data that has been collected following the question of the research. Analyzing the translation strategies, and assesing the accuracy has to use the expert to prove the analysis. Then give the writer's

thoughts or ideas that are relevant to the result of the data and refer to the theory from the expert. After that, the last statement in this chapter explains the result of the analysis.

Chapter V contains the overall conclusion of the analysis, that conclude whether the question of the research have answered. The conclusion can be a paragraph or divided into sections in the form of points, the conclusion must be connected to the question of the research. Suggestions also contained in this chapter to give the advice of all the analysis that have been done.

