

# CHAPTER I

## INTRODUCTION

### A. Background of the Research

Film, also called movie, motion picture or moving picture, is a visual art-form used to convey experiences that consist of ideas, stories, perceptions, feelings, beauty, or atmosphere through the use of moving images. Film or movie are generally accompanied by sound, and more rarely, other sensory stimulations. It is commonly known movie has a message that wants to be presented to the audience. The movie can also be one of the sources of education, knowledge, and entertainment. There are many popular foreign movies in Indonesia, but movie entitled Brave is so much intriguing to be discussed.

Brave is a 2012 American computer-animated fantasy film produced by Pixar Animation Studios and released by Walt Disney Pictures. Set in the Scottish Highlands, the film tells the story of a princess named Merida who defies an age-old custom, causing chaos in the kingdom by expressing the desire not to be betrothed. When her mother falls victims to a beastly curse turning into a bear, Merida must look within herself and find the key to saving the kingdom. Merida is the first Disney Princess created by Pixar.

This movie produced in English and in some scene the dialogues are applying figurative language to convey the message, which is not deliver the true meaning. Figurative language more popular with the term figure of speech,

it is a language style used by the writer or speaker to convey a message imaginatively and in a class that aims to make the reader or listener get a certain effect from the style of language used.

In addition, figurative language is a language expression technique, a discussion style whose meaning does not refer to the literal meaning of the words that support it, but to the added meaning, the implied meaning. Because of figurative language is a language expression technique, actually figurative language is often used to represent the feelings and thoughts of authors, writers or speakers who use figurative language. Therefore, figurative language is also used in films to invite readers or listeners to be more creative in interpreting the words and writings that others convey as best as possible and to get an imaginative element in the reader or listener, both oral and written.

Since people has different perceptions and point of view in interpreting the meaning of figurative language, it is determining the result in translating the meaning, whether it is acceptable and can be understood or not. In fact, most of all foreign movies are produced in English, which is difficult to understand by Indonesians. The differences in language used, especially the use of figurative language, can be a problem for Indonesians to interpret the meaning that delivered by the movie. The movie should be translated from English Language as Source Language (SL) to Indonesian as the Target Language (TL) in order to make the audience easier to understand and enjoy the movie itself. So, translation subtitle of English movie is very useful in Indonesia.

In a way of making a translation, it is necessary to know the technique of translating the source language into the target language. The process of translating a written source text into a written target text that retains information components, form, functionality, and tone while adhering to agreed-upon specifications is known as translation. (Bendana & Melby, 2012, p. 13). In the process of translation, especially in movie subtitle, it is not only based on the source language but also be seen from the aspect of the translation quality.

Translation, which is an inter-language activity, also has a very important role in the transfer of information, ideas, communication and culture between individuals, groups, even nations and countries. Translation from the mother tongue into a foreign language, especially English, obviously will be more difficult than translating from a foreign language into the mother tongue. This occurs due to the translator's limited mastery of foreign language vocabulary and grammar.

Even so, the translation of foreign languages into mother tongues cannot be taken lightly. In this case, translating figurative language needs to be careful in choosing word equivalents because the meaning in figurative language is not a real meaning. Therefore, it is necessary to master English vocabulary, grammar and also the methods applied in translation, so that there is no deviation of meaning. Start from here, the quality of the translation is determined.

Knowing the importance of applying appropriate methods and criteria in translation can be a reference in the process of making subtitles from the source language into target language. The use of the right method and the good understanding of criteria in translation quality will certainly result in an accurate and acceptable translation. Choosing words or finding the appropriate word equivalents in the translation of the source language into the target language cannot be underestimated, so that messages can be conveyed well to the audience and do not cause misunderstanding of meaning.

Starting with the aforementioned, the researcher investigates the process employed in translating the Brave movie subtitles, because the approach utilized by the translator has an impact on the translation's results and quality.

In other words, the approach used has an impact on the quality of the translation, as demonstrated by Pribadi (2018)'s paper An Analysis of Figurative Language Translation in The Pursuit of Happiness Movie. The sample of the Pribadi's analysis will be described as follows.

Figurative Language	Subtitle
<b>Excerpt from 01:46:56 → 01:47:47</b> Why don't you <b>let</b> the lady <b>in</b> ?	<i>Kenapa kamu tidak  mendahulukan wanita ini  masuk?</i>

The data was taken from scene where Chris and Christopher would come in the bus. However, they are not queueing where everybody is in line. One of the man who wants to come in the bus too, protests to Chris because he

cut the line and does not let the lady in. Chris does not listen to the man but he gets angry and shouts to the man to silent.

The data is an orientational metaphor and shows Acceptable translation because it contains clear and natural criteria. The translation in excerpt (11) not accurate because the translation made misunderstanding meaning. *Let* means ‘*membiarkan*’ or ‘*mengizinkan*’ and ‘*in*’ means ‘*masuk*’. Thus, *let in* means ‘*membiarkan masuk*’ or ‘*mengizinkan masuk*’. The English of ‘*mendahulukan*’ is ‘*prioritize*’. However, the sentence is not showing about prioritize. Therefore, the translation has ambiguity meaning. In spite of not accurate. The translation is clear and natural. The translation used common words to translate the figurative language. The words which used common words to translate the figurative language. The words which used by the translator are appropriate also. Therefore, the translating is clear and natural.

Using Larson's theory as an example, it is clearly stated how the research examines the quality of subtitle translation. Unfortunately, the researcher did not go into depth about the translator's method. Based on the sample data, the translator's method is communicative translation. When examined from the source language, the word *let* is translated as ‘*mendahulukan* rather than *membiarkan*’, the equivalent of the term is not precise and accurate. The translator, on the other hand, decides to use ‘*mendahulukan*’ rather than ‘*membiarkan*’ since the communicative translation method aims to reproduce contextual meaning so that the audience can accept and understand both language and content components. The figurative

translation, while not accurate, is acceptable given the age range of the audience, which ranges from teenagers to adults with a more diversified vocabulary and high comprehension. Furthermore, the wide range of film genres necessitates a wide range of target audiences.

Brave movie is one of the films watched by children and teenagers. The quality of the subtitle translation certainly has an impact on the audience in understanding the content of the story and a translator also ensures that each word chosen is adjusted to the target audience. The research example above shows clearly how the method can affect the quality of the translation. A translator or interpreter has an important role because it contributes to transferring the message language from the source language to the target language. As a result of these findings, researchers intend to further investigate the quality of translation as well as the accuracy of the methods used by translators.

Those are crucial in translation quality since language plays an important role in human communication. Without language, a communication cannot work well. By using language, people can say their interest, wants, messages, ideas, and information to other people. Because of that reason, language is implemented in movie.

In this case, the researcher writes about the quality of translation from the figurative language found in the Brave movie. Based on the consideration the researcher wants to research entitled: “Translation Quality of Figurative Language Found in Brave Movie Subtitle”.

## **B. Question and Scope of the Research**

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

In this research, the researcher intends to focus on the following problems:

- a. What are the methods of translating figurative language?
- b. How is the quality translation of the figurative language used in Brave Movie subtitle?

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

The researcher gives a limit in this research to focus in analyzing the method in translating figurative language applying Hoed's theory and the quality translation of figurative language found in Brave Movie subtitle using the theory of Nababan that divides into three parameters; Accuracy, Acceptability and Readability.

Therefore, in this study the researcher will also limit the types of figurative language that will be used as data analysis. According to Gorys Keraf and Perrine, the range of figurative language types will be used as a reference in determining analytical data related to figurative language in the Brave film.

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

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

Based on the question and scope of the research, the objective of the research has the following below:

- a. Analyzing the method of translating figurative language used in Brave Movie subtitle.
- b. Identifying the translation quality of figurative language found in Brave Movie subtitle.

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

This part describes the research contribution. The researcher expects that this research can provide useful information and knowledge about the methods used in translating figurative language and also the quality in translating figurative language. In addition, this research is expected to prevent misunderstandings and misinterpretations in translating and interpreting figurative language. This study uses a qualitative descriptive method that focuses on translation work. The researcher used two significances, that is theoretically and practically.

Theoretically, this research can be used as a reference for translation study, especially about method of translating and figurative language translation quality. In this study, various theories and issues related to the topic discussed will be presented in this research, there are the translation method and the translation quality of figurative language. With various explanations and discussions on this topic, it is hoped that it can provide new insights about the quality translation of figurative language and does not cause an ambiguity.



On the other hand, practically, by doing this research, the researcher will get some experience and knowledge about the issue showed in this analysis and it will be useful in the future. Moreover, for the reader hopefully it can be used to increase understanding and insight about what methods are used in translating figurative language and the quality produced in the translation. Also, the readers become more careful and critical in assessing the translation, so that they do not just accept the translation, but are able to see whether the form and content of the translation are commensurate with the source text. Furthermore, there is a possibility if the next research can conduct further projects in this field by extending it to other levels, other subjects, and different setting

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

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

Translation can be defined as the transposition of a text into a different language from the one used to write the original text. In the context of translation quality, it is mean the translation is suitable to the target language.

##### **2. Figurative Language**

Figurative language is a language expression technique, a discussion meaning does not refer to the literal meaning of the words that support it, but to the added meaning, the implied meaning.

### 3. Subtitling

Subtitling is a diversion of audio-visual message from Source Language (SL) to Target Language (TL) which takes the form write or text is displayed on the movie screen during dialogue take place.

### 4. Movie

Movie is also called motion picture or moving picture, is a visual art-form used to convey experiences that consist of ideas, stories, perceptions, feelings, beauty, or atmosphere through the use of moving images.

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

The systematics of the research paper for this study is divided into five chapters and each chapter explain different topic. Here are five chapters that will be discussed:

Chapter I is Introduction, this chapter consist of background of the research, question and scope of the research, objective and significance of the research, operational definition, and systematization of the research.

Chapter II is Theoretical Description, this chapter elaborates about description of concept and research of the relevance.

Chapter III is Research Methodology, this chapter explain about method of the research, procedure of the research, technique of the data collection. Technique of the data analysis, and data source.

Chapter IV is Data Analysis Data, this chapter explicate about data description, data analysis and interpretation of the research findings.

Chapter V is Conclusion and Suggestion, this chapter gives the conclusion which relate to hypothesis discussion and suggestion which relate to significance of the research.

