

# CHAPTER I

## INTRODUCTION

### A. Background of the Research

Metaphor is something that is sure to be encountered if someone masters a language. A metaphor is a figure of speech where a word or phrase is applied to an object or action that is not used literally. Newmark stated that metaphor is describing one thing in the other terms (1988, p. 104). In other words, metaphor is a way of transferring physical feelings through metaphorical expressions.

An object or action that is applied in the metaphorical phrases is not literally applicable. For example, in daily conversation, "you are my sunshine" does not mean 'you' are the light coming from the sun. But the speaker feels the hearer is like the sun, which can light up his life or make him happy. The word "sunshine" in this sentence expresses a happiness that comes from the hearer.

In literary works, the reader can find a metaphor when the writer chooses to use something figurative rather than a literary term. The written word is not only a daily word but also contains figurative language. Using the figurative, people's talk is not just information exchange. Moreover, talk is a full-blown performance, display, and propaganda that occasionally increases a person's status in the social hierarchy while also lowering it.

A metaphor requires the expertise of the translator to find an equivalent figure of speech in the target language. Every language has its own metaphor. Translators sometimes cannot translate a metaphor literally because the sentence is grammatically correct but does not appear to make sense. Therefore, a strategy for translating the metaphor is needed.

Larson, in her book entitled *Meaning Based Translation: A Guide to Cross-Language Equivalence* (1988, p. 267) explained that in translating metaphor, the metaphor can be translated into metaphor (M→M), the metaphor can be translated into simile (M→S), The metaphor can be replaced by another metaphor that belongs to the target language (M→another M), The metaphor can be kept and explained (M→explain the meaning), and the metaphor can be translated into a non-metaphoric word (M→non-metaphoric word). Related to the translation of metaphor, the writer gives an example in this analysis. "Kamar-Taj has fallen" is translated into "*Kamar-Taj telah kalah*". The word "Fallen" is a form of verb 3 of the word "Fall" and if we translate it directly, it means to move downward from a higher to a lower level. But the character in this film said this word does not refer to this meaning. The character means Kamar-Taj has lost the war and this place has been overrun by the enemy. In this case, the translator decided to translate the word "fallen" as a metaphor into "*kalah*" as a non-metaphoric word.

The metaphor is commonly used in song, poetry, novels, and film to express an abstract concept. A film is a work of fiction. Film can be used to learn natural utterances in English. In this case, the writer chooses *Doctor*

*Strange in the Multiverse of Madness* film as the source to find the translation strategy of metaphor. The reason why the writer chooses this film is because it contains a lot of metaphorical expressions that are interesting to discuss. *Doctor Strange in the Multiverse of Madness* is an action and adventure film created by Marvel Studios. It premiered on May 2, 2022, in the United States and was officially released on May 5, 2022, in Indonesia. This film is directed by Sam Raimi.

This film is the first Marvel film to carry the concept of multiverse adventure. This movie stars Benedict Cumberbatch as Stephen Strange, Benedict Wong as Wong, Xochiti Gomez as America Chavez, Elisabeth Olsen as Wanda Maximoff, Rachel McAdams as Christine Palmer, Chiwetel Ejiofor as Baron Mordo, John Krasinski as Mister Fantastic, Patrick Stewart as Professor X, and Hayley Atwell as Captain Britain.

This film tells about America Chavez, who has the extraordinary power to move from one universe to another. But, she could not control her power. In the beginning of the film, she fought one of the monsters with Defender Strange, which is the variant of Doctor Strange in the main universe. She could move to another universe only when he was being cornered by the enemy and was on the verge of death. Wanda Maximoff, who is now known as the Scarlet Witch, used the Darkold book to control monsters in another universe. Darkold book is a book that contains forbidden spells. She used this spell to hunt down and intend to take power from America Chavez.

On 22nd June 2022, Disney+ Hotstar released this film on their platform exclusively. Disney+ Hotstar is a streaming service dedicated to showing international hits and local movies. This service includes blockbuster Hollywood films and award-winning content from Disney, Marvel, Star Wars, Pixar, National Geographic and many more, as well as screenings of exclusive Indonesian shows and films from leading studios in Indonesia. Disney provides subtitles for Indonesian, English, Mandarin, Malaysian, Hindi and Thai for this film. In this research, the writer used subtitles made by Disney+ Hotstar translator, Nazareth Setiabudi.

A subtitle is text embedded in a film as a translation of the language. In making subtitles, there are things that need to be considered, such as time, space, and the number of lines for each translation. The meaning of space is the place on the screen that is used to place the subtitles, and "time is the duration that must be adjusted between the subtitles and the character's speech and the number of lines of subtitles that must not cover the film screen. A subtitle's translator must understand this so that there are no mistakes in adjusting the speech of the characters with the subtitles that appear.

A film in English has to be translated into other languages. Translation is the process of replacing textual material from a source language (SL) to a target language (TL) with the same or equivalent meaning. So, the writer can conclude that translating is recreating a word or sentence from one language to another with the same meaning. Needless to say, a good translation is needed to understand what the writer expresses in the literary works because

of the cultural differences between the writer and the translator. So that the viewer can understand the storyline of the film without mastering English.

As an international language, English is used worldwide as the communication tool to establish social relations with others. According to Colston (2015, p. 7), language not only converse but also emote, empathize, love, hate, dismiss, resist, align, cleave, attract, and repel using systems that interact in complex ways to affect the processes and products of language comprehension and production. The language could be oral, written, gestural, or facial.

Language is very important to learn because if people are from different countries and speak different languages, they need the same language to communicate. Verbal language is commonly used to communicate feelings, ideas, thoughts, or concepts. So it means that humans have to unify their language, regardless of their original language, so that they can understand each other.

So, from all of the explanation and analysis above, the writer is interested in discussing the translation strategy that is used in the Doctor Strange in the Multiverse of Madness film and this research with the title "Translation Strategy of Metaphor in the Subtitle of Doctor Strange in the Multiverse of Madness Film".

## **B. Question And Scope Of The Research**

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

The problem will be discussed in this study as formulated through the following questions:

- a. What type of metaphors do appear in the film of *Doctor Strange in the Multiverse of Madness*?
- b. What is the metaphorical translation strategy used in the subtitle of *Doctor Strange in the Multiverse of Madness* film?

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

This research only focuses on the type of metaphor that appears in the film and the strategy that is used in translating it. The theory is from Newmark (1988) in his book "A Textbook of Translation" to analyze the types of metaphors and from Larson's book (1998) entitled "Meaning-Based Translation: A Guide to Cross-language Equivalence" to identify the strategy that is used to translate the metaphor. In this research, the data is collected from Doctor Strange in the Multiverse of Madness, a film subtitled by Nazareth Setiabudi.

## **C. Objective And Significances Of The Research**

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

- a. To identify the type of metaphor that appears in the film *Doctor Strange in the Multiverse of Madness*.

- b. To analyze metaphorical translation strategy that was used in the subtitle of *Doctor Strange in the Multiverse of Madness*.

## 2. Significances of the Research

The result of this study can be used by teachers of English to get useful information about the translation strategy of metaphor, especially in film. Hopefully, the readers can get more information about metaphor and the strategy to translate it, especially in this film. The writer hopes this research can give more motivation to the students who learn translation strategy as a reference in their studies.

## D. Operational Definition

After reading and understanding the theories, the writer could summarize the meaning of each term. The writer will explain the term as follow:

### 1. Translation

Translation is recreating a word or sentence from the source language to the target language with the same or equivalent meaning. Translation is changing the form of the source language (SL) and replacing it with the form of the target language (TL).

### 2. Metaphor

A metaphor is a figure of speech that describes an object or action in a way that isn't literally true but helps explain an idea or make a comparison.

### **3. Subtitle**

A subtitle is text that is embedded in a show, such as a video, film, or television show, as a translation of the language used in the show.

### **4. Film**

Film is one of modern literature works which contain ideas, story, moving images, and sound.

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

The systematic of this research is to make the writer easier in taking the understanding of composition. The writer arranges this paper into five chapters. The systematization of this research is divided into five chapters as follow:

Chapter I Introduction. This chapter explains about the background of the research, question and scope of the research, objectives and significance of the research, operational definition, and systematization of the research.

Chapter II Theoretical Description. This chapter explains the definition of translation and metaphor. In this chapter, the writer will explain the theory of translation strategies to translate the metaphor.

Chapter III Methodology of Study. In this chapter, the writer describes the research methods. This chapter explains about the method of



the research, time and place of the research, kind of the research, procedure of the research, technique of the data collection, technique of the data collection, technique of the data analysis and sources of the primary and secondary data.

Chapter IV Research and Finding Discussion. This chapter explains about the data description, data analysis, and the interpretation of the research findings. The result of the research will be shown by the writer in the interpretation of the research finding.

Chapter V Conclusion and Suggestions. This chapter is about the conclusion and suggestion of the analysis based on the question that was already formulated in Chapter I. In this chapter, the writer will explain the summary of the conclusions which relate to the hypothesis discussion, suggestions which relate to significance of the research.

