

CHAPTER I

INTRODUCTION

1.1 Background of The Research

Translation is one of the tools to communicate. According to Ghazala (1995), translation generally refers to all the processes and methods used to render or transfer the meaning of the source language into the target language as closely and accurately as possible, it is meaning that is translated in relation to grammar, style, and sounds. Translation becomes a tool to help people communicate with each other to make it easier to receive and understand messages despite the large differences in the language used. There are several results from the translation work, such as academic documents, books, magazines, and newspapers. Translation is also needed in the form of cinematography, such as, TV shows, TV commercials, and films.

The translation of cinematographical products is called audiovisual translation (Matkivska, 2014). According to Coelh (2003), In the translation process of mass audio-visual communication, such as film and television, subtitling and dubbing are two methods of transferring language. Based on that, the two common methods of audiovisual translation (AVT) are subtitles and dubbing. Subtitle is exchanging the characteristic from spoken dialogue to written mode, which is ordinarily placed at the bottom of the screen. In other hand, dubbing is indicated to

any method of covering the first voice in an audiovisual production by another voice (Shuttleworth & Cowie, 2004).

Gottlieb (1992) presents two general categories for the subtitling: intralingual and interlingual subtitling. Gottlieb also states that there are ten subtitle strategies that are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. Whether it is written or a visual text, every sort of translation form has its own strategy. In the subtitling process, the choice of the appropriate subtitling strategy is an important thing for the translator to make a understandable translation. From the strategies, a translator can help the audience to catch the message of the text.

The English language is known to all people in this world as the international language used to communicate with each other. Nowadays, there were many different languages variety used by people or groups in their daily conversation. Language was used in social relations by someone to represent who they were. It was connected with a certain social group's strong identity and was represented by slang. Hartmann & Stork as cited by Alwasilah (1985) stated that:

“Slang is a variety of speech characterized by newly coined and rapidly changing vocabulary, used by the young or by social and professional group for ‘in-group’ communication and thus tending to prevent understanding by the rest of speech community”

Another scholar Chaer and Agustina (1998) said that Slang is a secret language held by some community groups that are not owned by other groups. Slang can be formed from words to sentences. Slang has different meanings from literal meaning. Slang is intended to make words or sentences that sound taboo or impolite

sound polite to those who do not understand the full meaning behind the word. Based on description above, slang is only used by a community from the community itself, as found in the language of a teenager that is not understood by adults, the secret language of the gangsters, the language of prisoners to other prisoners so as not to be understood by the warden police. Over time due to the influence of the media and the widespread of the meaning of the slang, in the end, slang becomes a common word that can be understood by everyone.

Abuarqoub (2019) state that effective translation must be done with accuracy, clarity, and impartiality, for example the literal translation of Kentucky Fried Chicken: KFC's slogan "Finger-lick in' good" in Chinese is "Eat your fingers off. He also said that The lack of sufficient knowledge in a language can cause misunderstandings, which may lead to big losses in money, effort, time, and potential customers internationally. Lack of slang understanding will lead to misinterpretation while watching the TV series, as it is sometimes difficult to find the equivalent slang terms in standard English.

Based on that, a translator must really understand or at least know the meaning of the existing word or slang, in order to make the slang acceptable by the target language. This is where the use of a subtitling strategy is to make it easier to translate words or sentences that are basically only understood by a particular group.

In this study, the researcher is interested in doing research Peaky Blinders TV series in terms of British Slang Expressions. Peaky Blinders is a British TV Series created by Steven Knight that tell a story about a family gangster in the Aftermath of World War 1 in Birmingham. The Peaky Blinders itself based on a real-life

Birmingham gangster who was active in the city from the 1890s to the early twentieth century. Not only formal English, but also slang is used in this British TV series *Peaky Blinders* season 1. Many variations of slang are used in this TV series because these gangsters come from lower-class social status communities. There are also a number of slang variations that arose in the early 20th century that are no longer used today.

Hence from this explanation, the importance of a translator understanding the cultural background of the source language so that when translating does not occur some misinterpreting. In the case of using slang, the translator must be more careful when translating some unusual words or expressions, so the translator must think of what subtitling strategy is more appropriate and accurate for translating slang.

There has been some research about subtitling strategies on slang, the first research was composed by Chaerul Anam in 2017, entitled “Slang Translation Strategies of Indonesian Subtitle of *Deadpool* Movie. The second research was composed by Fallah Nour Rohmah in 2014, entitled “Subtitling Strategies of English Slang Expression in The Indonesian Subtitle of TV Series *Hannah Montana* Season 4”. This two studies are one of the inspiration why the researcher choose this topic about subtitling strategies on slang.

Although the researcher have similar topic with previous studies, in this present study, the researcher will try to explore the subtitling strategies of slang expressions in British TV series *Peaky Blinders* Season 1 and will explain how equivalent the subtitle of the slang expressions is. The exploration includes finding

the slang expressions itself, finding the process of subtitling it, and describing the degree of equivalent of the slang expressions on its Indonesian subtitle.

1.2 Research Question

1. What types of English slang expressions are found in British TV series Peaky Blinders season 1?
2. What strategies are used by the translator in subtitling the English slang expressions?
3. What types of meaning equivalence of the English slang expressions that are found in British TV series Peaky Blinders season 1 and their Indonesian subtitle?

1.3 Purposes of the Research

1. To describe the types of English slang expressions found in British TV series Peaky Blinders season 1,
2. To describe the strategies used by the translator in subtitling the English slang expressions in British TV series Peaky Blinders season 1, and
3. To describe the types of meaning equivalence of the English slang expressions found in American TV series Glee season 1 and their Indonesian subtitle.

1.4 Significance of the Study

The researcher will choose a topic relating to the analysis of slang classification in the subtitle of Peaky Blinders TV Series, the subtitling strategies that are applied in the series, and also the quality of the slang translation for those who are interested on audio-visual translation. The researcher may have expectations that the research will give some benefits. Hopefully, this research finding can contribute to those who learn English as a means of translation study, particularly in the field of subtitling, and are also expected to enrich subtitling theories in a film or TV show. Other researchers may benefit from the outcome of this research in order to improve their research quality, particularly when they want to conduct similar or further research on subtitling strategies.

1.5 Limitation of the Research

The research will focus on subtitling strategies of British slang found in Peaky Blinders season 1, even though there are many language variations on English, this research only aims to analyze British slang that found in the series. Also, this study analyzes from the tv series only from season 1 which consists of 6 episodes.

1.6 Definition of Key Terms

- Translation : general terms referring on the transfer of thought and ideas from one language (source) to another (target). (Brislin, 1976)
- Subtitling : the process of providing synchronized caption for film and television dialogue. (Shuttleworth and Cowie, 1997)

- Subtitling strategies : Strategies here mean techniques used by translator in translating word, phrase or speaker's utterance.
- Slang : Slang is a language which is very familiar in style, and is usually restricted to the members of particular social group, for example 'teenage slang', 'army slang', 'theater slang. Slang is not usually understood by people outside a particular social group, and so has value in showing the intimacy of its member. (Leech and Svartvik, 1981)
- Equivalence : Refers to cases where language describe the same situation by different stylistic or structural means. (Vinay and Darbelnet, cited in Munday 2001)