

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Language is a crucial component of communicating between individuals or groups. Language is used as a communication tool for expressing ideas or thoughts, which can be done verbally or nonverbally. Language can also accommodate thoughts and feelings, allowing speakers and speech partners to communicate more effectively. Language becomes an important component that serves as a guide in everyday behavior. The use of language is manifested in various media, such as words, pictures, or gestures in every country, race, and even tribe that has a different language. Because there are so many languages around the world, a translation process is required so that readers can understand the author's intent.

Translation activities can be found and done in everyday life. Many translation activities occur in our daily lives; for example, when we start to begin university, our friends on campus do not always come from the same area. Unknowingly, when communicating with friends who use a specific regional language, if one does not understand the regional language, the other person will help divert the message into a language everyone understands, namely Indonesian. This diversion is intended to assist the recipient in understanding the speaker's meaning.

Translation can be defined as a process of messages delivered in one language into other languages so the readers can understand the target language. Sometimes people can have difficulty comprehending the contents or meaning of

Western films that employ English. Thus, translation is required for the creation of movie subtitles. The translation is typically employed to convert written or spoken text resources into an equivalent target written text or language. Generally, translation seeks to find the equivalent meaning of the source language statement in the target language.

The translator can convey the SL (source language) text to the TL (target language) text by utilizing translation techniques to help the readers understand translation in the TL. Translation techniques transfer meaning from the SL to the TL based on a -unit (word, phrase, clause, or sentence) affecting the translation output. According to Molina and Albir (2002), translation techniques are the procedures used to examine and classify how translation is equal. However, the translation technique is utilized to transfer messages from the SL to the TL at the level of words, phrases, clauses, or sentences.

Translation is an important part of learning a foreign language. It has evolved into an essential component of maintaining good communication. Translation Studies (TS) has arisen as a research topic over the last two decades, during which screen translation has gradually emerged as a new area. The approach from the emerging Translation Studies field is called Audio-visual Translation (AVT). Chiaro (2009: 141) described that audio-visual translation is transferring written text from one language to another of the verbal components of audio-visual works and products. Bordwell & Thompson (1990: 409) said that in audio-visual translation (AVT), two major types exist: dubbing and subtitling.

Three previous studies are relevant to this study. The first study was conducted by Puspita (2012), entitled “Translation Techniques Used in Indonesian Subtitle Text of “Finding Nemo” Movie”. This research differs from Puspita’s (2012) research. In her research, the researcher only examined the subtitling version of the movie and did not examine the dubbing version. Meanwhile, the researcher examined both the subtitling and dubbing versions in this research. Another study conducted by Putri & Supardi (2018), entitled “Audio-Visual Translation: Subtitling and Dubbing Technique—Movie Soundtrack in Frozen: Let it Go”. This research differs from Putri and Supardi’s (2018) research. In their research, the literal translation technique is the most commonly used in the subtitling version, and the modulation technique is the most commonly used translation technique in the dubbing version.

Meanwhile, in this research, the reduction technique is the most commonly used translation technique in the subtitling and dubbing. The last study was conducted by Aulia & Nugroho (2022), entitled “Comparative Translation Analysis of Subtitle and Dubbing in “Raya and the Last Dragon”. This research differs from Aulia & and Nugroho ‘s (2022) research. In their research, the established equivalent technique is the most common translation technique used in subtitling and dubbing versions. Meanwhile, in this research, the reduction technique is the most common translation technique used in subtitling and dubbing versions.

From this research, the researcher hopes to provide knowledge regarding the translation techniques used in translating the source language into the target language in subtitling and dubbing. The researcher chose original soundtrack of the Frozen 2 movie “Into the Unknown” because this movie is highly popular. Into the

Unknown is a song recorded by American actress and singer-songwriter Idina Menzel and Norwegian singer-songwriter Aurora from the 2019 Disney film *Frozen II*, with music and lyrics composed by Kristen Anderson-Lopez and Robert Lopez. The song received Academy Award, Critics' Choice Movie Award, Golden Globe Award and Satellite Award nominations for Best Original Song.

Based on this background, the researcher was interested in identifying the translation techniques used to translate the SL (source language) into the TL (target language), as well as to determine the most dominant translation technique used to translate the source language into the target language in the form of subtitling and dubbing in OST *Frozen 2: Into the Unknown*. So, the researcher wanted to conduct the study entitled "Translation Techniques Used in Audio-Visual Translation: Subtitling and Dubbing—Original Soundtrack Movie in *Frozen 2: Into the Unknown*".

## 1.2 Research Questions

Based on the background of the research, there are two research questions, those are:

1. What types of translation techniques are employed in translating the source language into the target language in subtitling and dubbing in OST *Frozen 2: Into the Unknown*?"
2. What is the most common translation technique employed in translating the source language into the target language in subtitling and dubbing in OST *Frozen 2: Into the Unknown*?"

### **1.3 Objectives of the Research**

Based on the research questions, this research is aimed to:

1. Identify the translation technique used to translate the source language into the target language in subtitling and dubbing in OST *Frozen 2: Into the Unknown*.
2. Determine the most dominant translation technique used to translate the source language into the target language in subtitling and dubbing in OST *Frozen 2: Into the Unknown*.

### **1.4 Scope and Limitation of the Research**

This study focused on the translation techniques employed in translating the source language into the target language in subtitling and dubbing in OST *Frozen 2: Into the Unknown* using the Molina and Albir (2002) theory.

### **1.5 Significance of the Research**

The results of this research are expected to be a practical guidance to the translator to enhance their skills in audio-visual translation field, specifically subtitling and dubbing. The results of this research may also enrich the knowledge about audio-visual translation for students with a particular interest in this topic. In addition, hopefully, this research can be used as a reference for future researchers interested in this topic.

### **1.6 Definition of Key Terms**

In this subchapter, the researcher will explain some definitions related to this research, they are as follows:

## **Translation**

Translation is the process of translating words or text from one language (SL) to another (TL).

## **Translation Techniques**

A translation technique is a set of procedures for analyzing and categorizing how word equivalents in translated texts function.

## **Audio-visual Translation**

Audio-visual translation (AVT) is a process that transfers the equivalent meaning from the source language (SL) to the target language (TL) utilized in movies or audio devices.

## **Into the Unknown**

Into the Unknown is a song recorded by American actress and singer-songwriter Idina Menzel and Norwegian singer-songwriter Aurora from the 2019 Disney film Frozen II, with music and lyrics composed by Kristen Anderson-Lopez and Robert Lopez.