

CHAPTER I

INTRODUCTION

1.1 Background of The Research

Among the variations of language that are worth studying and reflect linguistic phenomena in daily life is slang. With globalization and the rise of digital communication, slang spreads rapidly through social media, music, movies, and the internet. This phenomenon has resulted in mixing of slang expressions from different languages and cultures. Additionally, slang helps people feel connected to their social groups and express themselves casually. Widawski (2015) states that there are many variations of slang dialects in the world, but one of the most popular and globally recognized is American slang. American slang is an informal dialect of English used by many Americans in the United States, which is formed from non-formal words and phrases, created through processes such as combining, shifting, shortening, mixing, borrowing, and creating new vocabulary.

Today, slang words are easily found in films. Movies are more than just entertainment, they are a reflection of society, culture, and historical moments. As a social and cultural product, films capture the values, beliefs, and issues of the time in which they are made. Movies often show how people speak in different time periods and communities. For example, the movie *Grease* (1978) uses 1950s teen slang like "cool cat". *Superbad* (2007) and other teen comedies reflect modern youth slang. For this reason, television and films give great examples of the English language in use. They automatically have a context as well, which makes it crucial to analyze them.

Many times, people get confused by the translation of the subtitle that is not well-translated. For instance, slang is rarely translated into correct ones. Every context of the slang that carries significant meaning within the film cannot be conveyed properly to the audience due to the incorrect translation. Consequently, if the translation in the films goes wrong, there will be a misunderstanding of the context of the subtitles in films. It will also become a disadvantage for the audience who uses slang that they learned from the TV series for daily conversation if the meaning of the slang is misinterpreted.

One of the ways to translate foreign film and television programs is subtitling. According to Spanakaki (2007), subtitling refers to the process of transforming spoken dialogue into written text that is displayed on screen, usually at the bottom, to allow viewers to read while watching the audiovisual content. Subtitle is needed to deliver the message of the movie for the audience or viewers who do not understand the story of the film without its translation. Subtitling has given contributions to viewers who may not speak the language that is being spoken in the films.

The process of subtitling is complicated and not an easy task. A translator should prioritize what parts of the dialogue have to be represented and what parts of the dialogue have to be omitted. A translator not only has to translate the dialogue but also has to get the meaning across within the limitations. Therefore, a translator must choose the appropriate translation strategies to solve these problems and help the audience catch the messages without wasting time reading the text on the screen, this must be considered by every translator, especially a translator of film subtitle.

The equivalence and translation strategies are regarded as significant aspects of translation study since those theories are involved in how to deliver the meaning that is precise between two languages. Baker (2018) claimed translation strategies are important for ensuring equivalence, and that they help translators deliver meaning as accurately and effectively as possible, balancing between the source text to the target audience. The objective of this study is to identify the translation strategies that are used in the movie entitled *Brooklyn 99*. Therefore, the researcher wanted to analyze the translation strategies and the dominant strategy that is mostly used in this TV series.

Equivalence has long been a central concept in translation studies, serving as a foundational principle in determining how meaning is transferred from one language to another. Nida and Taber (1969) introduced two major types of equivalence, such as formal equivalence and dynamic equivalence, which offer different approaches to translation. This research explores how the application of these two types of equivalence in subtitling affects the translation of slang expressions in the TV series *Brooklyn 99*, highlighting the practical impact of equivalence theory in translation.

The data source of this study is a comedy TV series entitled “*Brooklyn 99*”. *Brooklyn 99* is a comedy crime series in 2019. The researcher chose this particular TV show because the series is set in the 99th precinct of the New York City Police Department (NYPD), located in Brooklyn. Within this setting, the characters use American slang, which aligns with the objective of this study to analyze American slang. This particular TV show provides many examples of slang used by the characters in this series. There is a lot of slang used in almost every conversation when they talk

to each other or their fellow worker. Furthermore, *Brooklyn 99* is an award-winning television comedy. It is a popular comedy television series that has garnered large audiences.

The researcher decided to analyze the translation strategy of this television series, as the researcher knows that it is not easy to translate a film. Translating the subtitle of a film needs strategies to get a good translation. The researcher discovers that the translations of slang are translated in various ways since most of the slang cannot be expressed literally. It triggers the researcher's curiosity to find out the equivalence and translation strategies of the slang in the film, to know whether the dominant translation strategy is appropriate and can help the audiences understand the message delivered based on the translation strategy used.

1.2 Research Question

1. What are the translation strategies used by the translator in subtitling the American slang into Indonesian in the TV series *Brooklyn 99* subtitle?
2. What is the effect of type equivalence applied in subtitling American slang into Indonesian in the subtitles of the TV series *Brooklyn 99* subtitle?

1.3 Purposes of The Research

1. To describe the translation strategy used by the translator in translating the American slang into Indonesian in the TV series *Brooklyn 99*
2. To identify the type of meaning equivalence in translating the American slang into Indonesian in the TV series *Brooklyn 99*

1.4 Limitations of The Research

In this study, the research only focuses on translation strategies and the type of equivalence of slang words and phrases found in the TV series *Brooklyn 99* subtitle. This research focuses on analyzing *Brooklyn 99*, specifically in Season 1, Episode 10, which carries the theme of Thanksgiving. The analysis is limited to this single episode because holiday-themed episodes, especially Thanksgiving, often highlight informal interactions among characters. These interactions naturally create a good situation for the use of slang. According to Sociolinguistic theory, Wardhaugh (2010), speakers have the flexibility to use different ways of speaking depending on the situation. Informal situations often encourage the use of colloquial or non-standard forms like slang, as speakers accommodate the expectations of their audience and the social intimacy of the setting.

1.5 Significance of the Study

This research is expected to be a useful reference for learners and translators who want to expand their knowledge of slang, appropriate strategies, and meaning equivalence of slang in the translation of film subtitles. Hopefully, this study will give more explanation, information, and examples of translation strategy and type of meaning equivalence to the audience who take Translation courses for their learning.

1.6 Definition of Key Terms

- Slang: Slang is formed from non-formal words and phrases. This involves combining, shifting, shortening, mixing, borrowing, and creating new

vocabulary, and AAVE slang is more commonly used in spoken language than written language (Widawski, 2015).

- American Slang: American slang here means the collection of words and phrases that are commonly used or understandable to the majority of the general American.
- Translation: Translation is the act of accurately transferring the content of a text or spoken language from one language, known as the source language (SL), to another language, known as the target language (TL)" (Sinambela et al., 2023, p. 3269)
- Subtitling: Subtitling is a translation method that involves the process of converting spoken dialogue in audiovisual media into written text displayed on the screen (Spanakaki, 2007)
- Translation Strategies: Translation strategies are approaches used by translators to convey meaning from the source language to the target language effectively.
- Equivalence: Equivalence refers to the relationship between the source text and the target text in terms of meaning, style, and function.