CHAPTER I

INTRODUCTION

1.1. Background of the Research

Nowadays, watching movies is one of most the popular forms of entertainment for the general public. People love to watch a movie for its affordable cost and accessible platform. The viewers do not need to visit the cinema to watch a movie, they can watch the movie through a streaming platform like Netflix, Amazon Prime Video, or Disney+. On these streaming platforms, people not only can find local movies but also various foreign movies and television series. Unfortunately, some people could not receive the message of those foreign movies due to the language barrier. In this case, the translation is needed to overcome the issue. As described by Newmark (1988), "… it is rendering the meaning of a text into another language in the way that the author intended the text" (p.5). Through translation, the dialogue of a foreign movie can be translated into the intended language so that people can understand the message of that particular movie.

Translation of audiovisual materials such as movies can be done in various ways. As Diaz-Cintas and Remael (2014) described, "Dubbing and subtitling are the most popular in the profession and the best known by audiences, but there are others such as voice-over, partial-dubbing, narration and interpreting" (p. 12). In terms of foreign movies, the subtitling process is usually chosen by cinema or streaming platform because the production cost is relatively lower than dubbing which requires experienced voice actors for a good result.

During the process of subtitling, the translator often encounters the problem of non-equivalence. Non-equivalence is an occurrence during the translation process when a

certain word or expression from the Source Language (SL) cannot be transferred to the Target Language (TL). Baker (2018) described, "Non-equivalence at word level means that the target language has no direct equivalent for a word which occurs in the source text" (p. 19). This phenomenon can be found in the subtitle of *Yesterday* movie. For example, the sentence 'Welcome to my little beach **shack**.' Was translated into 'Selamat datang di **pondok** pantai kecilku.' The word *shack* in the SL means a roughly built hut or cabin. Unfortunately, the TL lacks the specific term to achieve equivalence. The translator decided to use a more general word which is *pondok* to overcome this problem. Another example, the sentence 'No, it's, uh... it's **superstar** rights.' was translated into 'Tidak, itu hak *superstar*.' The word *superstar* in the SL means a high-profile and extremely successful performer. This concept is not lexicalized yet in the TL. The translator decided to use loan words to solve the problem.

The non-equivalence can affect the understanding of the movie by the audiences which can affect the message of the movie. However, the research on the non-equivalence of the subtitle of a foreign movie from English to Indonesian is rather low in numbers and variations. The writer believes that there are some aspects that are still unexplored in this field of research hence he decided to conduct this research. The writer will use the subtitle of *Yesterday* movie as his research object. The *Yesterday* movie is a romantic comedy movie about a struggling musician named Jack Malik who is the only person on Earth who can remember The Beatles after waking up in an alternate universe. Knowing that nobody remembers The Beatles, Jack uses their songs to gain popularity in the music industry. The movie is directed by Danny Boyle and written by Richard Curtis and Jack Barth. The movie's duration is 1 hour and 56 minutes. This movie has won two awards after released in 2019, which are the 2019 Montclair Film Festival winner of the World

Cinema category and the 2019 Aegean Film Festival winner of the Best Film category. The writer thinks that this movie is suitable for this research, considering its release date is relatively new compared to the one used by the previous researchers. In this research, the writer will focus on the non-equivalence at word level. Further, the writer will identify the non-equivalence at word level in the subtitle of *Yesterday* movie, as well as the analysis of the type of that non-equivalence and the strategies used by the translator to solve it.

1.2. Research Questions

Based on the given explanation, the research will be conducted to answer these questions:

a. What are the types of non-equivalence at word level occurring in the ST and TT subtitles of the *Yesterday* movie?

b. What are the strategies used by the translator to solve the non-equivalence at word level in the Indonesian subtitle of the *Yesterday* movie?

1.3. The Objectives of the Research

There are two purposes of this research, which are:

a. To analyze the types of non-equivalence at word level in the ST and TT subtitle of the *Yesterday* movie.

b. To analyze the strategies used by the translator to solve the non-equivalence at word level in the subtitle of the *Yesterday* movie.

3

1.4. Focus of the Research

This research is concerned with the non-equivalence at word level that occurs in the subtitle of *Yesterday* movie. The researcher used translation theories from Mona Baker to find the occurrences of the non-equivalence at word level, the causes of the non-equivalence at word level, and the strategies used by the translator to solve the non-equivalence at word level.

1.5. Method of the Research

This research applied the library research method. Library research is a technique of gathering information related to the research by learning and understanding the data which has a close relation to the topics of the research. The researcher can find that information from books, theories, notes, and documents. George (2008) explained that library research is a form of structured investigation with specific tools, rules, and techniques. She also mentioned the three key points in library research, which are the verb *to find* and the noun *source* and *tool*. Those keywords are related to the nature of library research which is investigation, evidence, and instrument. The writer used the library research method to find out some relevant theories and information regarding the research.

This research is conducted under the qualitative approach. According to Lune and Berg (2017), qualitative research refers to research that tries to find the quality of something. The quality here refers to the essence and ambiance of that particular object or the what, how, when, where, and why of a thing. Further, they summarize that qualitative research refers to the meanings, concepts, definitions, characteristics,

4

metaphors, symbols, and descriptions of things. In this research, the writer analyzed the type and strategies of the non-equivalence at word level.

To collect the data, the writer applied a qualitative audio-visual strategy. Creswell (2009) stated that qualitative data collection procedures are divided into four types, observations, interviews, documents, and audio-visual materials. Further, he explained that the qualitative audio-visual strategy is a data collection procedure in which the researcher uses audio-visual materials to collect the research data. In this research, the writer collected the research data from *Yesterday* movie subtitle and video, which are audio-visual materials. Therefore, the researcher applied a qualitative audio-visual strategy

1.5.1 Data Collection

The data of this research were the non-equivalence at word level in the subtitle of *Yesterday* movie. In the process of identifying the non-equivalence at word level, the writer first watched the movie and observed the oral language to get the context of the dialogue and compared it with the Indonesian subtitle. To find those data, the writer need the English subtitle of *Yesterday* movie, the Indonesian subtitle of *Yesterday* movie, and *Yesterday* movie video to provide some contexts that is not provided by the subtitles. Both the movie video and subtitles were taken from the Google TV streaming platform.

When collecting the data, the writer applied the purposive sampling technique to take some samples from the populations. Purposive sampling is a technique in which the researcher uses his judgment to decide on the samples for the research data (Black, 2010). In this research, the writer has choosen the research data from Jack Malik's

dialogues. Jack Malik is the main cast of *Yesterday* movie. He had 447 dialogues from 69 scenes in the movie.

In collecting the data, the writer first watched the movie. Afterward, the writer read the Indonesian subtitle. Further, the writer took note on all of Jack Malik's dialogue in the movie. After that, the writer selected the dialogues in which a non-equivalence at word level had occurred in those dialogues.

After the process of data collection, the writer found 22 occurrences of non-equivalence at word level in the subtitle of *Yesterday* movie that fulfill the limitations set by the writer, which is Jack Malik's dialogues.

1.5.2 Data Analysis

After collecting the data, the writer first classified the causes of non-equivalence based on eleven types of non-equivalence at word level, as described by Baker. Out of the 447 Jack Malik's dialogues, there were 22 dialogues in which non-equivalence at word level had occurred. These 22 dialogues, further, were classified based on the type of non-equivalence that happened in each dialogue.

Afterward, the writer analyzed how the translator solves the non-equivalence problem based on the eight translation strategies to overcome the non-equivalence at the word level mentioned by Baker. The writer compared the ST and the TT to determine which translation strategy that was applied by the translator.