

CHAPTER I

INTRODUCTION

This chapter consists of five sections, including background, research questions, objectives, significance, and scope and limitations of the study. It discusses the reasons and background of this study. Then, the focus and objectives of the study are explained according to the research limitations and described in detail in the scope of the study. In addition, the significance of the study is discussed to show the contribution of this research theoretically and practically. To ease the reader, some of these definitions are explained as follows.

1.1. Background of the Study

Humans use language as a tool to communicate with others and have social interactions. Therefore, language plays an important role in human relationships. Language is used to communicate information and express feelings and thoughts. People need to communicate in social life and its interaction by using language as a means of communication. Besides that, the language in each country or region is different. It happens because of a person's ability to speak a language.

In this modern era, and as technology develops, language is also evolving and changing. Many people can communicate using two languages to create a new vocabulary in society. The most productive word affirmation in society now is caused by the young generation because of the significance of borrowing words in communication. People usually choose a particular code when they talk to others. They may use one code, switch from one code to another, or mix them in a sometimes very short utterance (Wardhaugh, 2006). For example, when we talk with our friends in daily conversation, we use the Indonesian language. Unconsciously, we change the language to our regional language or vice versa. Because of that, we need to translate the language into another language so that our friends can understand our message or meaning.

Nabilah (2016) stated that translation is transferring someone's concept of mind from one language to another. This statement shows that translation is

translating or transferring data from one language to another to give precise meaning. Translation is important in our daily conversation because every region has its own culture and language. The quality of translation can help us to understand the meaning of the source language, so equivalence in translation is very important. Many media or AI translations exist, namely Google Translate, DeepL Translate, and others. However, the quality of this media is not as good as if a human translator translated it. A good translator is needed because there are so many languages worldwide. Indonesia is also known as a country rich in languages (regions). More than 700 regional languages can be found on every island in Indonesia. The number of languages in Indonesia certainly causes new languages to be absorbed from several other languages, known as language varieties. Language variation is influenced by cross-generational changes every year, and English is the language that is commonly used as a mix or borrowed by the youth generation for daily conversation. Therefore, when choosing words to translate or define something, a translator pays close attention to equivalence so that the original message can be conveyed.

In this modern era, most of the young generation or Gen Z use English borrowing words in their conversations. Haugen (1972) stated that borrowing occurs without the consent or awareness of the lender, so the borrower is not obliged to repay. It means borrowing is a word from another language and using it in the recipient language, and the recipient language is not obliged to return the word. Haugen (1972) classifies borrowing into 3 types, namely loanword, loanblend, and loanshift. Each type is distinguished based on its morphological and phonological elements. So, this is interesting to analyze because it relates to how the borrowing words are maintained. In addition, Romdanah (2018) argued that borrowing words can be a tool in human language to enrich the vocabulary of language and develop human skills in foreign languages. Some people like to use borrowing words to look cool and impressive. In addition, globalization has an impact on the language style people use. English is an international language that is used in everyday life.

So, borrowing words can be found in everyday life, not only in everyday conversations with others in the real world or on social media. However, we can also find them in conversations between characters in films, cartoons, and dramas.

Borrowing words are widely used in social media, music, gaming, and the academic world. Sometimes, we, as Gen Z do not realize that the words we use are borrowing words. Many borrowing words undergo morphological adaptation, such as the word “computer” into “*komputer*”. However, some retain their original form, such as the word “assessment” because it is considered more academic. Moreover, many borrowing words have a shift in meaning, such as the word “healing,” which originally means medical or psychological recovery. However, by Gen Z, this word is used to describe leisure activities such as going on vacation, taking a trip, and taking a break to reduce stress. In addition, with the shift in meaning, translators have to choose the most appropriate words when translating borrowing words. It means that the words must be equivalent because the culture of the receiving language is not always the same as that of the giving language. This phenomenon shows that the equivalence of borrowing words is not just about translating words. It is influenced by the social context, culture, and people's perception of culture itself. In addition, this study focuses on translation, which is how words from one language are transferred to another. This provides inspiration to analyze how the receiving language receives the words. This is related to equivalence according to Nida (1964), he says that equivalence is the process of how words from the source language must be equivalent to the target language in order to be more easily understood. Nida (1964) classifies equivalence into two, namely formal and dynamic equivalence.

In modern language development and translation, the analysis of borrowing and equivalence is important to understand intercultural dynamics as well as the accuracy of cross-language messaging. In addition, lexical borrowings from foreign languages, especially English, are increasingly used in various media, including Indonesian drama subtitles. However, most of the

previous studies focused on the form and classification of borrowing words structurally in written texts such as novels or news, without directly linking them to the equivalence theory of translation. Moreover, the researcher did not find any study that specifically analyzes the use of borrowing and its equivalence in the context of drama subtitles, which is precisely a medium of communication that is highly influenced by cultural aspects, situational context, and the need to convey meaning quickly and effectively. Therefore, this study is important to fill the gap by combining linguistic and translation approaches to reveal language strategies in subtitles more comprehensively.

Drama is an audio-visual artwork that combines moving images, sound, and often music to convey a story, message, or experience to the audience. It has a variety of genres, such as fantasy, romance, comedy, and action. Drama has a more complex plot than the movie because it has more duration and more than one episode. Some countries produce drama, and the duration of the drama in each country is different. For example, Korean drama lasts about 60-90 minutes, Chinese drama is about 20-40 minutes, and Indonesian drama is about 30-60 minutes. Many Indonesians like to watch Korean dramas because they have interesting storylines, genres, and cultures, as well as a good soundtrack and amazing visuals. However, some people do not like it because of the language, and they think that most Korean people get plastic surgery. Therefore, some people in Indonesia prefer to watch Indonesian dramas. So, many people underestimate Indonesian dramas because they are considered to have poor quality, boring storylines, and less attractive visuals than foreign dramas. However, this drama titled **A+** proves that Indonesian dramas are also good and interesting in term of the theme of education.

A+ is a drama series from Indonesia that has interesting and rarely encountered stories. The storyline of **A+** raises the issue of education in Indonesia, the courage of high school students, friendship, romance, mystery, and a mother's love. Dramas like this are interesting because most dramas are about romance or love stories, so the whole drama is a love story. However, in this drama, a little romance scene makes it more memorable. Because the

central theme of this drama is education, it is very suitable for the research to be carried out. We can learn about some educational topics, such as chemistry, English, science, and other subjects.

There are five main characters in the drama. They are Kai, Re, Kenan, Ale, and Aurora. The five main characters are Gen Z, who often use borrowing words in their conversations to show their identity as students from international schools. Many people make content about A+ on social media. They make review videos, quote videos, and funny videos. This drama aired in 2023 on Prime Video and became the top 1 in the App. Prime Video is a video streaming service. Users can watch movies, dramas, and TV serials on computers, laptops, smartphones, and even tablets. The genre of this drama is the international genre, so there are more than three subtitles. From the subtitles, we can find out how the translator translated the dialogue spoken by each character while still maintaining the nuances of Indonesian teenagers for a global audience.

Kai, Re, Kenan, Ale, and Aurora in A+ drama represent a typical Gen Z language style, especially in the use of borrowing words. This is interesting to discuss because this character reflects the linguistic phenomenon that occurs among teenagers today. It is the reason why this study focuses on the field of translation, especially the translation of subtitles in drama. It is because all main characters' use borrowing words in their dialogue. So, there are many borrowing words that can be seen from the drama's subtitles.

For example:

Source Language	: Lamarck's evolution theory claims that the environment is the reason for a living being adaptive behavior.
Target Language	: <i>Teori evolusi Lamarck menyatakan bahwa lingkungan adalah alasan perilaku adaptif makhluk hidup.</i>

From these subtitles, we can find the English borrowing word from the English subtitle is “evolution” and the Indonesian subtitle is “*evolusi*.” This example shows that borrowing words is adapted to the rules of the target

language. From English “-tion” to “-si” in Indonesia, it still retains half of its original form. This example is equivalent because the word does not change. So, from the explanation, the researcher is interested to do this study with entitled “An Analysis of Borrowing Words in “A+” Drama (English and Indonesian Subtitles)”.

1.2. Research Questions

Based on the background of the study above, the problems of the research are:

1. What types of English borrowing words are used by the main characters’ utterances in A+ drama subtitles?
2. What types of equivalence of English borrowing words are found in the main characters’ utterances in A+ drama subtitles?

1.3. Objectives of the Study

Based on the research questions above, the objectives of the research are as follows:

1. To find out the types of English borrowing words used by the main characters’ utterances in A+ drama subtitles.
2. To analyze the types of equivalence of borrowing words found in the main characters’ utterances in A+ drama subtitles.

1.4. Significance of the Study

Theoretically, this study contributes to the advancement of knowledge in translation. It expands the theoretical understanding of borrowing words and their equivalence. The results of this research can help students of the English study program to understand borrowing words.

It has practical applications for helping translators enrich their vocabulary so that they can choose accurate words in translation. In addition, this study can help lexicographers introduce new words by making dictionaries. Finally, it can also be used as a reference for future research.

1.5. Scope and Limitation of the Study

The scope of this study is translation study, particularly in regard of borrowing words. The research focus on finding the types of borrowing words based on Haugen's (1972) theory and the types of equivalence based on Nida's (1964) theory. This analysis focuses on borrowing words existing in the drama entitled *A+*. Therefore, the researcher limits this study to examine the borrowing words spoken by the main characters in episodes 1 until 6 in *A+* drama subtitles. The main characters are Kalypso Dirgantari, Re Dirgantara, Kenan Aditya, Adinda Aletheia, and Aurora Calista.