

CHAPTER 1

INTRODUCTION

This chapter describes background of the study, statement of the problem, objectives of the study, significance of the study and also scope and limitation of the study. Those points are important to be explained because it will give a general description about this study.

1.1 Background of The Study

Language is a medium of communication to serve and gain an idea and information. Language is diverse in the world. It has become one of the challenges for people to understand the information and the ideas from overseas if they do not have a capability of those languages. In this part, translation has an important role in it. According to Newmark (1988, p.7), translation is used for multilingual notices for every branch of knowledge for public needs such as article, report and others. Translation becomes a way how diverse languages could be easily to be understood as the aim of spreading idea and information broadly.

Along with the development of technology, translation also develops. In the old times, translation is only in a form of written text. During the twentieth century, the new genre of translation is appeared, i.e. audio visual translation (Barzegar, 2010). At that time, there were many inventions that changed the world such as television, computer and internet, it also impacted in the science, whereas translation include on it.

Audiovisual Translation is a field of translation study, which is very important to be analyzed. According to Baker (2001, p.277), translation these days is known as academic discipline that concerned with literary or non-literary. It is in form of oral interpreting, along with dubbing and subtitle. There is a process of translation in subtitling a video. From the analysis of subtitle, we can know how the source language was translated to the target language and how the component of speech such as figurative language aspect is translated. In analyzing the audiovisual translation, we can know how the relation of both languages such as the figurative language is used among the languages.

Audiovisual translation is a genre of translation that used to transfer a spoken dialogue of the source language to target language. There are two most common forms in AVT i.e. subtitling and dubbing. (Supriadi, 2018, p.384) Subtitle is one of the well-known results of AVT that is used in various media. In this modern era, one of the media that really need subtitles to serve their content is YouTube. It is because these days people tend to find or share the idea and information through audiovisual way, such as YouTube. According to Cooper (2019) in America, 60% American citizens watches YouTube in a day. In June 2020, ComScore said there are 93 million of Indonesian citizens who watches YouTube in a month and 80% is about education content such as science, business and etc. The interaction between audio and visual makes the ideas and information easier to be accepted. There are many content creators, influencers, academic organizations, or even TV shows put their video on YouTube, one of them is TED.

TED stands for Technology, Entertainment and Design is American nonprofit organization channel YouTube where one of the contents is about spreading ideas, i.e. TED Talks. TED Talks is a conference consist of speaker in stage presenting their idea to the audiences. The speaker in TED Talks using English, and it is facilitated with Indonesian Subtitle. TED has a program for translator, i.e. Translation organization, whereas the translator all around the world can submit their work as the subtitle in TED Talks.

TED talks have three reasons to be analyzed in this research. First, the content is about spreading ideas in many fields of knowledge. In the talks, the speaker gives a speech about their ideas, innovation and information, so that it is really important to be known for the country as a whole and the individual as well. The content will not easy to be spread because the language that is used in the video is English so that it needs subtitle for viewer who are not using English as their daily language. Second, TED Talks invites qualified speaker for speech in the talks. An innovator who also entrepreneur Bill gates, scientist Henna Maria Uusitupa and physician-scientist Ofer Levy are the speaker with theme about science for human health will be the source of data in this study. The last but not least, it is a non-profit organization, meaning that the notion of alignment or bias is less. So because of those reasons, TED Talks subtitle is worth to be analyzed.

TED Talks as the content of spreading ideas s and speaker innovation meaning that they need an exaggeration to attract the addressee's attention; it calls hyperbola. According to McCarthy and Carter (2004), using hyperbole does not mean as a lie. As a speaker who served an idea, they need an attention, they need

someone to agree with them, and because TED Talks also allows the speaker to show their research or invention, it must be a chance for them to get an investor. For example, *and a large epidemic would require us to have **hundreds of thousands of workers***. (Bill Gates, 2.27). Bill gates talking about epidemic should be handled well. It will create a large pandemic that needs hundreds of thousands of workers if the pandemic is not handled well. Instead of saying that it will need many workers, he said it by '*Hundreds of thousands of workers*' to exaggerate it. So that it will trigger the audiences to focus on Bill Gates's speech on how the pandemic can be handled. It means, more or less the speakers will use hyperbolic expression to attract audience attention. Every language has a different form and also culture related to the hyperbole. So that is why, the researcher wants to discover what translation techniques and to explain the equivalence of hyperbolic expression translation in the subtitle from English into Indonesian in term of maintaining the aim of hyperbole to attract attention.

The researcher realizes how important the subtitle of every content with different languages. Subtitle can be a strategy for the channel You Tube and the speaker to maintain their market, so that the organization should provide good translation of the subtitle for the country that they aim to. A good subtitler will ensure that the viewer understand the content and attract to the talk by a good translation of hyperbolic expression. TED Talks needs to provide it, since they have already made a great content and a wide market, so how it delivers and spreads the idea for global viewers is by good translation and equivalence as well as good subtitle. For example, the case of pandemic of corona virus, in applying

the idea from Bill Gates about pandemic, viewers should understand and catch the point itself, so that, a good subtitle is needed.

This study is set out to discover the translation techniques and to explain the equivalence of hyperbolic expression in the three talks in TED talks. This research used translation technique proposed by Molina and Albir (2002) to analyze the translation techniques. The use of the theory is because of the techniques are varied and specific. So it will be covered many expressions of hyperbole. In case of analyzing the equivalence of hyperbolic expression, the researcher used the theory of degree of equivalence proposed by Bell (1991). The degree of equivalence will neatly show how the hyperbolic expression in English carried out into Indonesia. So because of that, those two theories match with this data.

1.2 Statement of The Problem

1.2.1. What are the translation techniques used for hyperbolic expression in TED Talks subtitles?

1.2.2. What is the most dominant degree of equivalence of hyperbolic expression translation from English into Indonesian in TED Talks subtitles?

1.3 Objectives of The Study

1.3.1. To know the translation techniques of hyperbolic expression in TED Talks subtitles

1.3.2. To know the most dominant degree of equivalence of hyperbolic expression translation from English into Indonesian in TED Talks subtitles

1.4 Significance of The Study

This study is expected to contribute theoretically and practically. The explanation above, are the significance of the study that divided into theoretical and practical.

Theoretically, the researcher hopes that the result of the study will give a contribution to the translation especially in audiovisual translation area. It will make a wider knowledge for student or even public who having interest in translation about translation technique and the equivalence in audiovisual translation, and last it will enrich the knowledge of translator in translating a subtitle especially in case of hyperbolic expression. Practically, the researcher expected later on the result of this study can give a benefit for translator to see a new market of translation such as making a subtitle for video in YouTube as their career progress. Since it's quite new, hopefully this study can encourage the researcher to analyze this kind of study since for translation technique and equivalence of hyperbolic expression still lack. As the main focus in this study, the result of this study aim to be applied by translator in translating hyperbolic expression in subtitle.

1.5 Scope and Limitation of The Study

Researcher only focused on analyzing translation techniques of hyperbolic expression and the equivalence. The researcher focuses on science core from the channel. First is Bill Gates who talked about how to avoid the next outbreak.

Second, Henna-Maria Uusitupa about how the gut microbes you are born with affect your lifelong health. And the last, Ofer Levy with the new science of personalized vaccines. The researcher used 18 translation techniques by Molina and Albir (2002) and degree of equivalence by Bell (1991) as the theories to analyze the hyperbolic expression as the data.