

CHAPTER I

INTRODUCTION

This chapter presents background of the study, statement of research questions, objectives of the study, significance of the study, and scope and limitation of the study. Those are necessary to be explain because they provide important information about this study.

1.1 Background of the Study

Language is the basis of communication that allows humans to establish relationships and interact with others. Wibisono (2017) explains that one of the common ways that humans usually use to communicate is through the use of language. Wibisono emphasized the functions of language as the media for humans to share information and connect. Without language, humans would feel restricted in conveying their thoughts, feelings, and ideas to others. According to Nisa and Amri (2020), the inability to communicate well through language will result in difficulties in collaborating with other humans. In this case, the meaning and the role of language in human life are very significant because every expression or language utterance has its meaning.

Amidst the diversity of languages in a global context, it is very crucial to remember that language functions as a universal communication tool, which is to convey information and provide understanding between individuals. Therefore, it is often necessary to translate into various languages. According to Nisa and Amri (2020), translation involves two languages known as the Source Language (SL) and the Target Language (TL). The translation process includes a series of steps aimed at conveying the message from the Source Language (SL) into the Target Language (TL) with a high level of accuracy. Translation is not just a word-for-word transfer but rather about preserving the core and substance of the original message so that it can be effectively conveyed in the intended language.

In the contemporary global entertainment landscape, audio-visual film subtitling plays a role by amplifying the reach and influence of subtitle content,

which is a crucial aspect of making foreign-language films accessible to a global audience. According to Shuttleworth and Cowie (1997), "subtitling can be defined as the process of providing synchronized captions for film and television dialogue (and more recently for live opera)." Based on this definition, subtitling is a translation stage in the form of a conversation that is arranged to be in harmony with the original dialogue in a film or television show. This definition emphasizes the importance of translation quality, which requires it to be in harmony with the conversation in audio-visual text.

This research focuses on translation analysis in the subtitles of the Disney's movie "The Little Mermaid" directed by Rob Marshall, with the scope of research including translation from English to Indonesian by using Gottlieb's (1992) theory. There are 10 subtitling strategies in the movie, namely: Expansion, Paraphrase, Transfers, Imitation, Transcriptions, Dislocation, Condensation, Decimation, Deletion, and Resignation. The translator can employ Gottlieb's strategy as a practical method when it comes to providing subtitles. One illustration is the implementation of the transfer strategy used by the translator in the subtitle of the Disney's movie "The Little Mermaid," for example:

Source Language: "I just want to know more about them"

Target Language: "Aku hanya ingin lebih mengenal Mereka"

In the subtitling process, the transfer strategy is used to ensure that all words in the source language are translated accurately and correctly. In this approach, there are no words added or removed in the target language and the words remain the same when switching from the Source Language (SL) to the Target Language (TL). The Indonesian translation of the source dialogue and text effectively conveys the same meaning and message as the original.

The advent of streaming platforms like *Disney+ Hotstar* has made it easier for viewers worldwide to access a variety of entertainment content, which includes classic Disney movies. One of the exciting initiatives that Disney Studios has undertaken is to present a live-action movie that is a re-imagination of one of their animated classics, named "The Little Mermaid," this movie is directed by Rob

Marshall. This live-action movie is part of Disney's effort to bring back the classic Mermaid stories loved by many generations with more stunning technology and take a new approach that allows the familiar characters to live in the real world.

Thus, through a deep understanding of subtitling strategies, we can see how language not only unifies, but also provides the possibility of expressing cultural and artistic richness. This movie is interesting to analyze in the context of subtitle strategy and translation ideology applied in its production because it presents a distinctive story with an epic background. By utilizing the most advanced digital technology, the production team managed to bring these two worlds to life in stunning detail, creating a strong contrast between the land world and the underwater world that looks real. This not only provides a stunning visual experience for the audience, but also enriches the experience of watching this film with the depth and richness of the story background presented.

In terms of translation ideology, language choice and the use of subtitles can reflect the cultural values intended by the film production team. For example, when translating the dialogue of fantastical characters like mermaids, singing crabs, and talking birds. In this case, it is necessary to consider the meaning that most appropriately matches the cultural nuances and distinctive characteristics of the characters in the film to ensure it is easily understood by the audience. This film also has a significant musical aspect, where the subtitle strategy might involve song lyrics or detailed translations to understand the meaning behind the melody. The presence of music is very important because it is a key element in "The Little Mermaid". The translation ideology in this context focuses on conveying the expression and emotion contained in the songs accurately. This approach ensures that the essence and moral message of the story are preserved while allowing audiences from various cultural backgrounds to experience the magic of the movie.

1.2 Research Questions

Based on the explanation above, the statements of the problem can be formulated as follows:

1. What are kinds of subtitling strategies utilized in Disney's Movie "The Little Mermaid" on *Disney+ Hotstar*?
2. What are translation ideologies used by the translator in processing subtitles for the Disney movie "The Little Mermaid" on *Disney+ Hotstar*?

1.3 Objectives of the Study

From the statement of research question mentioned above, in this study there are two objectives to be achieved :

1. To identify and analyze the subtitling strategies employed in Disney's movie "The Little Mermaid" on *Disney+ Hotstar*
2. To describe the translation ideologies employed by the translator in the process of translating subtitles for the Disney movie "The Little Mermaid" on *Disney+ Hotstar*.

1.4 Significance of the Study

Two main dimensions are discussed in this research: the theoretical and practical aspects.

1. Theoretical Significance

This research provides insight into the application of translation strategies in the context of synchronization, particularly in the realm of popular culture and entertainment. By analyzing the strategies in subtitles and the translation ideology of the source text reorganized into the Target Language while maintaining synchronization with the visual and auditory aspects of the film, this study is expected to make an important contribution to improving understanding and knowledge in future research, particularly in the field of translation techniques, especially in subtitle alignment.

2. Practical Significance

It is hoped that what has been found and the discussion of the research results can contribute to understanding the direct benefits for translators and subtitle aligners, especially those involved in film production and broadcasting. By understanding effective techniques in preserving the original meaning and message in subtitle alignment, translators can improve the quality of their translations, which will benefit an international audience.

1.5 Scope and Limitation of the Study

To ensure the smooth running of the research, it is imperative to establish the scope and limitation of the discussion. This research has a scope focused on studies in the field of Translations, which focuses on analyze the subtitle strategy in the Disney's movie entitled "The Little Mermaid" directed by Rob Marshall. The scope of this research is to utilize Gottlieb's (1992) theory to identify and analyze the subtitle strategies used, as well as Venuti's (1995) theory to understand the translation ideology that underlies the process.

This research also has limitations that need to be considered by analyzing the utterances of the main character containing subtitle strategies and translation ideologies in the Disney film "The Little Mermaid", played by singer and actress Halle Bailey ("Grown-ish") as the Mermaid. This decision is based on an understanding of the central role of the main character in conveying the narrative and emotional message of the film.