

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, which outlines the rationale and context underlying the research. It also formulates the research questions that guide the investigation, states the objectives of the study, and explains the significance of the research for both theoretical and practical purposes. In addition, this chapter delineates the scope of the study and addresses its limitations in order to clarify the boundaries of the research.

1.1 Background of the Study

The development of technology affect human culture in reading, news that is usually read in newspapers can now be seen on smartphones. Literature work that were traditionally in print are now available for reading on smartphones, just like news. One example is comics. Nowadays comics can be enjoyed in various forms, such as comic strips, comic books, graphic novels, compilation comics, and online comics (Dewi et al., 2018). Because of that, terms such as webcomic and webtoon emerged. Webtoon which stands for web cartoon is one of the works that is widely enjoyed by people. Webtoon has become a world phenomenon and its readers are spread across more than 100 countries (Schilling, 2022). One of the most well-known webtoon applications is Line Webtoon. Line Webtoon holds the top spot as the most widely used app in the comic category on the Play Store (Ariel et al., 2020). This application has managed to penetrate 1.5 million downloads in just 2 months after launch (Amanda et al., 2016). Line Webtoon is an application made by Line Corporation from South Korea which is very popular among young people (Devi & Tanjung, 2020). Even though this application originates from Korea, the comics are the work of creators from various countries. Even Indonesia has several comic creators working on this application.

In line with the comic creators who come from various countries, the readers also come from various countries. Therefore, Line Webtoon provides comics in various languages, including English, Chinese, Indonesian, Thai, etc. Translating webtoons is of course different from translating normal text, because webtoons are

illustrated stories. Besides that, since webtoons come from various countries, of course there are difficulties in translating some terms into other languages due to cultural differences or others. Webtoon itself is like ordinary comics which are used to express ideas through images combined with writing and also other visual information (Adlim, 2013). So that the translation results must be able to convey the ideas expressed by the comic author properly.

Translating text is certainly not easy, there will be many obstacles that translators will go through when translating texts. In translation, it's crucial to maintain equivalence throughout the process and in the final results, underscoring its significance (Riecher, 2019). If the result of the translation is not equal with the meaning in the original text then it is very possible for misunderstandings to occur, but the translator also must not be too fixated on equivalence. Nida and Taber (2004) argue that translators shouldn't feel too restricted by sticking too closely to the original text or trying to match every word, sentence, and grammar structure exactly. Instead, they should focus on how readers in the target language will respond, aiming to evoke similar reactions and feelings as those from readers of the original text. Therefore, the equivalence between the original text and the translated text is an important point of translation. But in a language, of course, there are expressions that are not easily translated into other languages. This is a barrier for translators when translating text. One of expressions that is not easy to translate is idiom.

Idioms are one of the obstacles in translation. According to Baker (2018), idioms frequently convey meanings that cannot be inferred from their individual parts. This is a challenge for translators to translate idioms. Even if they were experts, they would still run into difficulties due to other reasons. Translators may make mistakes in translating some idioms and some words that are not familiar to their mother tongue because culture influences language expression (Arono & Nadrah, 2019). Therefore they are required to understand the meaning in the combined words and to know the meaning of an idiom, translators are required to know the ins and outs of the original language to be translated. Translators are

advised to enrich their culture-related knowledge and master translation skills related to translation (Kang & Yang, 2022). This shows how difficult it is to translate idioms. As an example, the idiom *kepala dingin* in Indonesian cannot necessarily be interpreted as *cold head*, some people may understand but some others may be confused, it might be better to replace it with an idiom with a similar meaning. So appropriate idiom translation strategies are needed, such as replacing an idiom with another idiom with the same meaning, or even eliminating the form of the idiom itself, then the readers from the target language better understand the meaning to be conveyed from the source language.

This study involved analyzing the webtoon entitled *Ganda*, created by Nikki Dibya Wardhana. *Ganda* tells the story of Rika, a student who is confused about her decision to become Ganda's successor as a guard at the UBR campus. He protects the campus from evil creatures called Jinns who attack people at night. But being a guard is a dangerous job and can't be done half measures. The researcher chose this webtoon because in this webtoon there are several idioms which are not easy to translate. Besides that, this webtoon comes from an Indonesian writer and not many webtoons from Indonesia are well-known to foreign countries. With the English version of *Ganda* webtoon, it shows that the readers of this webtoon are not only from Indonesia and that proves that this webtoon is quite famous. This webtoon has a rating of 9.72 and has 2.3 million readers. In the English version, this webtoon has a rating of 9.69 with readers reaching 300 thousand. This webtoon has 49 episodes and the researcher will analyze the translation of idioms from Indonesian to English contained in dialogues from several episodes contain idioms in them.

This study focuses on the translation strategy adopted for translating idioms in the *Ganda* webtoon. The researcher decided to explore this topic because translating idioms requires careful consideration; simply translating them word for word can lead to misunderstandings since the meaning of an idiom often transcends the literal interpretation of its individual words. So if the translator fails to accurately translate the idiom, the intended meaning or message could be misrepresented. Baker (2018) states that a person's competence in actively using

idioms from a foreign language almost never matches that of native speakers. Therefore, it is necessary to ascertain whether the translation strategy used is correct and whether the translation results are readable or not.

To support this research, this study uses translation strategy theory from Mona Baker (2018). In this theory, Baker suggests several approaches for translating idioms. These strategies can be problem solvers in translating idioms. In addition, the researcher use the translation quality assessment instrument from Nababan et al., (2012) as a measure of the quality of idiom translation results in the Ganda webtoon. This study uses one of the 3 sub-instruments, namely the translation readability assessment instrument. However, this research needs to be done so that the researcher understand the strategies used in translating idioms and also the readability of the translation results.

This study aims to offer more comprehensive insights into the suitable strategy for translating idiom. In addition, this research is expected to be a contribution to broaden the knowledge of English students related to the right strategy for translating idioms as well as an additional reference for future researchers who are researching similar topics.

1.2 Research Questions

1. What are types of translation strategies for translating idioms found in Ganda Webtoon ?
2. What are the readability level of idioms translation in Ganda webtoon ?

1.3 Objectives of the Study

From the given research question, the objectives of this study are as follows:

1. To identify the translation strategy used in translating idiom in Ganda webtoon.
2. To explain the readability level of the idiom translation results in Ganda webtoon.

1.4 Significance of the Study

1.4.1 Theoretical Significances

This research is anticipated to enhance the translation field by deepening our comprehension of translation strategies, particularly those related to idiom.

1.4.2 Practical Significances

The hope is that the findings of this research can serve as a helpful tool for readers dealing with idiomatic translations in everyday life, ultimately aiming to cut down on translation mistakes.

1.5 Scope and Limitation of the Study

The subject of this research is Mona Baker's proposed strategy to translating idioms. This research also uses translation readability assessment instrument by Nababan et al. (2012). Therefore this study focuses specifically on idiom found in some episodes of the *Ganda* webtoon. It draws data from both the original Indonesian version and its English translation, aiming to analyze the translation strategies used and the readability level of the translations.