

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Subtitle is a textual version of dialog in films and television programs, usually displayed at the bottom of the screen. Subtitles are used to make the content more accessible to individuals who are deaf or hard of hearing, as well as to those who may not understand the spoken language used in the video. Cintas & Remael (2021) state that the subtitling may be defined as a translation practice that consist of presenting a written text, generally on the lower part of the screen, that endeavors to recount the original dialogue of the speaker, as well as the discursive elements that appear in the image (letters, inserts, graffiti, inscriptions, placards, and the like) and the information that is contained on the soundtrack (songs, voices off).

The translation of the film is very important to make the audience understand in figurative language so that the moral message in the film can be conveyed well to the audience. Figurative language is the use of words or expressions that do not have a literal meaning to create special effects, images, or deeper meaning. As opposed to literal language which expresses the meaning directly, figurative language uses comparisons, metaphors, or other language styles to convey messages in a more creative, imaginative, and often more expressive way.

Moreover, Abrams (1999) states that figurative language noticeably deviates from what is understood to be the standard meaning of words or from the

standard arrangement of words to produce a particular meaning or effect. Figures are sometimes described as primarily poetic, but they are integral to the function of language and indispensable to all modes of discourse. Besides being able to know the plot and meaning of the film, people can learn foreign languages through the subtitles and dialogue contained in the film. Sometimes screenwriters use figurative language in their writing. That makes a word or phrase more unique and interesting. According to Honeck and Hoffman (2018), figurative language also created a certain effect in a word. It means that figurative language is being perceived by understanding the literal meaning of a word or a phrase in a sentence and then related to the context in which the figurative language takes place to find out the hidden meaning and message that a writer or speaker wants to convey. Figurative language is commonly used in literature form, especially in movies.

According to Perrine (1997), figurative language consists of 12 kinds: hyperbole, irony, understatement, apostrophe, synecdoche, metonymy, symbol, allegory, paradox, simile, metaphor, and personification. According to Cintas & Remael (2021) subtitling strategies used in translating figurative languages can be several types. These strategies are essential for ensuring that the subtitles accurately convey the intended meaning of the figurative language while remaining accessible and understandable to the target audiences. The following are the types of subtitling strategies according to Cintas & Remals (2021) : Loan, literal translation, calque, explicitation, substitution, transposition, lexical, compensation, omission.

There have been various studies on the use of metaphorical language in movie subtitles. Hartono (2012) conducted the first study, titled *Translation Problems of Idioms and Figurative Languages from English to Indonesian*. This study examines the challenges and solutions associated with translating novel texts, with a focus on translating personifications, idioms, metaphors, similes, and alliterations from English into Indonesian. These challenges are derived from three major factors: objective, generic, and emotive. The objective aspects cover the translation of idioms, metaphors, similes, personifications, and alliteration from English to Indonesian in Harper Lee's novel *To Kill a Mockingbird*. The generic component includes the book translator's educational background and translation expertise. The emotional aspect is readers' reactions to the novel translation quality. This evaluative qualitative research, which is based on the holistic critique approach, discovered that idioms were translated using the idiomatic translation method, but metaphors, similes, personifications, and alliterations were translated using the literal translation technique. Metaphors, similes, personifications, and alliterations have yet to be accurately translated, although idioms have. Idioms are natural to translate, but metaphors, similes, personifications, and alliterations are not.

The second study, titled *The English Translation of Figurative Language in Iwan Setyawan's 9 Summers 10 Autumns*, was conducted by Khasanah (2015). The objective of this research is to identify the figurative language types and the translation techniques employed by the translator, and the degree of equivalence in terms of style and meaning. Qualitative research was implemented in the study. The

data were obtained from the figurative language and its translation. The results indicate that 258 data points are present. The categories of figurative language include simile, metaphor, personification, hyperbole, metonymy, and synecdoche. Metaphor is the most prevalent type. Twelve techniques, including four mixed translation techniques, are employed to translate those types: borrowing, compensation, compression, explicitation, generalization, literal translation, modulation, transposition, literal translation and modulation, literal translation and transposition, compensation and modulation, and explicitation and modulation. The most prevalent technique is literal translation, which is characterized by its ability to interpret the manner and meaning of figurative language.

The third work by Krisnawati (2017) is titled *The Translation of English Figurative Language in Mean Girl Movie into Indonesian*. The objectives of this research are to determine the categories of figurative language in English and their equivalents in Indonesian, as well as to identify the methodologies employed to translate English figurative language into Indonesian. The data for this research was obtained from the 2004 film *Mean Girl*. The theory employed in this investigation is the theory of figurative language categories, as proposed by Tarigan (2009), and the theory of translation strategies for figurative language by Larson (1997). The results indicate that *Mean Girl* film contains nine types of figurative language: antithesis, metaphor, simile, hyperbole, irony, paradox, sarcasm, euphemism, and synecdoche. The strategies employed to translate the figurative language are as follows: translating the figurative language into its intended meaning in the target

language and translating the figurative language into the target language without sacrificing any meaning features.

The data source for the first and second previous studies were novels, and the third used movie subtitles. Qualitative methodology was implemented in each of the three previous research. The first study employed Newmark's theory, while the second study employed Keraf's theory. Conversely, the third previous study integrated Larson's theory and Tarigan's form of figurative language. This current research distinguishes itself by emphasizing the identification of the figurative language categories that are present in the English-Indonesian subtitles of the series entitled *Bridgeton*. The figurative language categories were analyzed using Perrien's theory, and the subtitling strategies were analyzed by using Cintas and Rемаel's theory. The selection of *Bridgeton* as the data source was due to its significant amount of figurative languages.

1.2. Statements of Problem

Based on the background of the study, the research questions are formulated as follows:

1. What types of figurative languages are used in the *Bridgeton season 1 episodes 1 and 2*?
2. What subtitling strategies are applied in translating the figurative languages in the *Bridgeton season 1 episodes 1 and 2*?

1.3. Research Objectives

This research aims to:

1. Analyze the types of figurative languages in the *Bridgeton season 1 episodes 1 and 2*.
2. Analyze the subtitling strategies applied in translating the figurative languages in the *Bridgeton season 1 episodes 1 and 2*.

1.4. Scope and Limitation

The writer limits the research in analyzing the types of figurative language and focuses on types of figurative language in *Bridgeton* episodes 1 and 2 (2020). The researcher uses a theory of Perrine (1997) to analyze the types of figurative languages and Cintas & Remael's (2021) subtitling strategies to analyze the types of the strategies used to translate the figurative languages found.

1.5. Research Methodology

The descriptive qualitative method was used in this research. Descriptive method is an analytical approach where the researcher remains close to the data by using limited frameworks and interpretation to explain the data. According to Creswell and Creswell (2023) qualitative research is learning about problem or issue from participants and conducting research to obtain this information. This study used words rather than numbers because the researcher used a television series where in the series the characters or participants said some

words which later the researcher analyzed some of those words to obtain information.

The data are taken from the *Bridgerton* series. This series was produced by Chris Van Dusen. It tells the story of the lives of the eight Bridgerton sisters and their search for love among London's high society. The story is set in Regency-era London and follows the journey of the members of the Bridgerton family who seek happiness in the world of royalty. In this story, we follow the journey of Daphne Bridgerton, the eldest daughter of the Bridgerton family, who is entering the season of searching for the ideal husband. However, Daphne runs into trouble when her reputation is tarnished by rumors orchestrated by a mysterious writer named Lady Whistledown. The series was translated by Yunia A and featured on Netflix.

1.6. Organization of Writing

Chapter 1 consists of introduction, the background of the study language concepts and types, as well as the previous studies. Chapter 2 consists of discussions about audiovisual translation, types of figurative languages, and subtitling strategies. Chapter 3 consists of data analysis discussing the finding and the analysis of the data found in *Bridgerton* series Season 1 Episodes 1 and 2. Chapter 4 consists of the conclusion of the data analysis