

## CHAPTER I INTRODUCTION

### 1.1 Background of Study

Streaming services such as Netflix have been overgrown since the pandemic forced people to watch content like films or TV series via online. While people watch films or TV series on Netflix, especially in Indonesia, people use subtitles to understand the context of it. Subtitling refers to the process of translating media messages into a different language (Ghassemiazghandi & Tengku-Sepora, 2020, p. 940). This translation is then presented on the screen of the form that appears at the same time with the source verbal communication, in one or more lines of text. Thus, the primary goal of subtitling is to provide international viewers with access to audiovisual commodities in a foreign language.

Subtitles can be enjoyed and understood not only by audiences for whom English is not their native language, but also the audiences who have a motor disturbance like deaf and hearing loss. Chaume (2018) also stated that Subtitling for the Deaf and Hard of Hearing (SDH), is a method of converting spoken dialogues into written form. It enables the identical information to be easily accessed through the use of two distinct codes: the spoken code, which is conveyed using the acoustic channel (dialogues), and the graphical code, which is conveyed by way of the visual channel (subtitles).

Sometimes, when translating the source language (SL) to the target language (TL), translators encounter difficulties with words or phrases that do not have a literal meaning. They are used frequently in many different contexts, from

informal to formal conversations and written contexts. When people watch movies or TV series sometimes there are words that they do not understand. For example, the phrase *sit on the fence* means to postpone making decisions, but people who are not a native speaker will think that the meaning is sitting on the hedge in front of the house, which does not make sense. Idioms are abundant in the English language. An idiom as a string of words that implies an essence that differs from the definition of each word (Wicaksono & Wahyuni, 2018, p. 47). O'Dell and McCarthy (2017) also said that idioms are fixed combinations of words that often have a meaning that is not easily identified from the individual words themselves. Idioms frequently have meanings that are unable to be understood by looking at their individual words. Idioms are not a distinct part of the language that can be used or omitted at will.

As indicated by Baker (2018), idioms are fixed language patterns that the form has a least or no distinction. Following these remarks, it is not easy to determine the meaning of an idiom; a tool will be required to search for the idiom's actual meaning. Idioms within a single language do not necessarily have the same meaning in another language. However, it is sometimes not possible to translate idioms literally. Wicaksono and Wahyuni (2018) supported that translating idioms can be challenging since they have their unpredictable meaning and grammar. Despite the difficulty of identifying the correct equivalent, translators can look to strategy.

There are three previous researches conducted about the idioms. The first research was conducted by Inayah, Pahamzah, and Barathayomi (2018). This

research discussed the translation of idiomatic expressions from the subtitles of the *Zootopia* movie. The purpose of this research is to analyze the translation strategy and the accuracy of the idiomatic expression in the subtitles from English into Indonesian from that movie. They used a qualitative approach. They found 21 data of idiomatic expressions from the subtitles. There are three strategies that translators used to translate idiomatic expression using Baker's theory such as using an idiom with similar meaning and form, translation by paraphrase, and literal translation. The result showed that the strategy which is more frequently used by the translator is translation by paraphrase and the translation quality of idiomatic expression accuracy was 52 %, less accurate was 24%, and inaccurate was 24%. From the accuracy, it is possible to conclude that the translation quality of idiomatic expressions in the *Zootopia* movie was accurate.

The second research was conducted by Syafitri, Arasuli, and Hardiah (2018). The intention of this previous study is to evaluate the acceptability of the translation of idiomatic expressions in *The Internship* movie, based on Larson's theory. They applied Larson's theory, which was proposed in 1984. The study used qualitative research methodology. Based on the collected data, the results indicate that the translator deemed the translation of idiomatic expressions acceptable according to Larson's criteria. Larson's Theory outlines three key criteria for an ideal translation: accuracy, clarity, and naturalness. They identified that the ideal-acceptable idiom has the highest percentage among the total of 55 idiomatic expressions.

Another research was conducted by Sari and Basari (2015). The idioms in the *Fast Five* movie were examined by the researcher using Makkai's categorization. They utilized Baker's theory from 1992. The methodology used in this study was qualitative research. The study's data was collected by obtaining two versions of the movie script. Based on the analysis conducted, a total of 37 idioms were identified. They concluded that strategies were implemented to translate the idioms found in the movie script. The most commonly used strategy for translation is paraphrasing with 24 idioms, accounting for 64.86% of translations. The second most common strategy is using similar meaning but different forms with 10 idioms, making up 27.02% of translations. The strategy of using both similar meaning and form, as well as omission, had the same frequency with only one idiom each, accounting for 2.70% of translations. The movie script primarily utilizes the translation by paraphrase strategy as it effectively translates many idioms.

Compared to the previous researches above, there are similarities as well as distinctions regarding this research and preceding research. The similarity is they discussed the topic of translating idioms. Meanwhile, this study focuses on analyzing the types and translation strategies of idioms by using different theories and movies. The previous studies used a movie as their data, but this research using TV series. The first previous study used strategies from Baker's theory (1992), the second previous study used a theory from Larson (1984), and the last previous study used Makkai's theory to categorize the idioms and strategies from Baker (1992).

This research uses O'Dell and McCarthy's (2017) for categorizing the types of idioms and the strategies from Baker (2018) to translate the idioms. The

researcher selected the *Blockbuster* series on Netflix due to the frequent use of idioms by the characters in their everyday conversations. The researcher is interested to know what types of idioms are used in communication in the TV series *Blockbuster* and the strategy that the translator used to translate the idioms.

## **1.2 Statement of Problems**

From the background of the research above, the researcher focused on analyzing the types and strategies of idioms in the Netflix series *Blockbuster*. In this context, the problems of this study are described in the following questions:

1. What types of idioms are found in the Netflix series *Blockbuster*?
2. What translation strategies are used to translate the idioms in the Netflix series *Blockbuster*?

## **1.3 Purposes of Study**

Referring to the statement of the research problem above, the researcher presents the purposes of the research below:

1. To categorize the types of idioms in the Netflix series *Blockbuster*.
2. To analyze the strategies to translate the idioms in the Netflix series *Blockbuster*.

## **1.4 Scope and Limitation**

The researcher limits the study because of the width of this study by focusing on identifying the idioms in the Netflix series *Blockbuster*. The researcher used O'Dell and McCarthy's theory (2017) to categorize the idioms from the source language. The category has seven types, there are similes, binomials, trinomials,

proverbs, cliché, fixed statements, and other languages. The researcher also used Baker's theory (2018) to analyze the translation strategies. There are five kinds of translation strategies, using an idiom of similar meaning and form, using an idiom of similar meaning but dissimilar form, translation by paraphrase, translation by omission of a play idiom, and translation by omission of the entire idiom. This data was collected using the character's utterances from episodes 1-10 of the first season of Blockbuster series because the conversation of the characters contained some idioms which are incorporated into the research, which does not exhibit any bias.

### **1.5 Research Methodology**

The researcher analyzed the data using descriptive qualitative research methodology. Qualitative research takes a broader viewpoint and typically involves gathering a diverse range of data from different sources. This allows researchers to develop a more profound comprehension of individual participants, including their thinking, points of view, and mindsets (Nassaji, 2015). Zohrabi (2013) explained that qualitative research is a type of social action focusing on the interpretation and understanding of people's experiences in order to fully grasp their social reality. The methodology used consists of a variety of techniques such as interviews, diaries, journals, classroom observations, immersions, and open-ended questionnaires to collect, analyze, and interpret data. Additionally, visual and textual materials are subjected to content analysis and oral. In conclusion, qualitative research facilitates an in-depth understanding of a specific phenomenon, such as the environment, experiences, processes, or beliefs, through the collection, analysis, and interpretation of data. With this method, the researcher focuses on

collecting the data to categorize the idioms and analyze the strategies used from the data. The data used for this research is a series from Netflix in English and Indonesian, entitled *Blockbuster*. The researcher used some dictionaries to analyze the meaning of idioms from the source language, such as the web version of Merriam Webster Dictionary, the web version of Cambridge Dictionary, and Farlex Dictionary of Idioms in the Free Dictionary online. Thereupon, to analyze the idioms in the target language, the researcher used online Kamus Besar Bahasa Indonesia (KBBI), and online Tesaurus Kemdikbud.

### **1.5.1 Data**

The source of data is taken from a television series on Netflix. Netflix is an online video streaming platform. The movie is entitled *Blockbuster* and translated by Hendrik Sompie. *Blockbuster* is a 2022 American comedy about a Video rental store workplace. It was made by Vanessa Ramos, who managed the production and she was the chief director. The show was based on the Blockbuster name, and Randall Park played Timmy as the main character. He was fictionalized as the manager of the last Blockbuster store, which was set in Grandville, Michigan. The other character that played with Timmy was Eliza Walker (Melissa Fumero). She was an employee at the store who had been Timmy's crush for a long time. She worked hard to pay for her apartment after separating from her husband. The story focused on how Timmy managed the last Blockbuster store to make people come to the store and keep it safe from bankruptcy. Timmy also tried to convey his feelings to Eliza. The characters frequently used some idioms in their conversations.

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The data are specifically derived from the dialogue in the source language which have the idioms in them. The source language that contains idioms are categorized into types of idioms using a theory by O'Dell and McCarthy's (2017). In order to determine the strategy applied by the translator for translating idioms in the source language, the researcher implemented a theory proposed by Baker (2018).

### **1.5.2 Data Collection**

To collect the data, the techniques used are:

1. Watching the series one time to comprehend the story.
2. Watching and looking at the English and Indonesian versions of the Netflix series *Blockbuster* for the second time to compare both translations.
3. Identifying the idioms from the series.
4. Marking and collecting the idioms.
5. Classifying the types of idioms.

### **1.5.3 Data Analysis**

In analyzing the data, the researcher applied the following procedures:

1. Finding and comprehending the meaning of English Idioms.
2. Categorizing the types of idioms by using O'Dell and McCarthy's theory.
3. Comparing the English idioms to Indonesian translation.
4. Analyzing the strategies used by the translator using Baker's theory.

5. Explaining the data in comprehensive detail.
6. Making conclusions.

## **1.6 The Organization of Writing**

To make this research simple to comprehend, this research paper is divided into four chapters. Chapter one contains the background of the study, statements of problems, the purpose of study, scope and limitations, method of research, and paper organization. Chapter two contains a theoretical framework. It concludes by explaining the theory's writer used for this research. These theories are the translation theory from the experts, the types of idioms theory by O'Dell and McCarthy (2017), and the theory of subtitling strategies proposed by Mona Baker (2018). Using Baker's approach of subtitling techniques, chapter three explains the data analysis concerning the idioms identified in the data source. The conclusion to the complete discussion of this research is presented in chapter four. It also provides suggestions for further study on how idioms might be rendered in translation.