CHAPTER I

INTRODUCTION

1.1. Background of the study

Audiovisual translation, according to Cintas (2009), is a branch of translation studies that concentrates on audiovisual material such as television programs, movies, documentaries, and web videos. The great number of international TV shows is one of the reasons why audiovisual translation is essential for reaching a big audience. Foreign TV shows often include topics about the culture of a certain ethnic group or country, which explains the use of specific terms in the show.

Each country has its own terms for culture, and cultures vary from one country to another. Cultural references, as stated by Cintas and Remael (2021), include a wide range of language parts, such as colloquialisms, idiomatic expressions, historical allusions, folklore, and local customs. These cultural references are usually used in TV series to help audiences gain insight into the specific culture of the source language. As a result, translating cultural references for TV series requires a balance between language equivalence, cultural understanding, and audience understanding.

According to Newmark (1998), translation is the transfer of a text's meaning into another language in the way that was intended by the author. As a result, a translator plays a very important role in order to deliver the message to the target language audience. Entertainment media is an example of media that requires translation competence. The entertainment industry is now moving away from print media. TV series are one type of entertainment media that is enjoyed by many people. TV shows from other countries can help their audiences embrace other languages and cultures. In order to ensure that the information is available to a diverse and global audience, translation is an essential component. The popularity of international TV series has transcended linguistic and cultural boundaries. TV series translation, however, is a difficult process that calls for careful evaluation of both translation methodologies and underlying translation ideas.

Additionally, translating cultural references is another challenge in translating foreign TV programs. The target audience may find it difficult to fully understand the plot or meaning of the TV series they are watching due to cultural differences between the source language and the target language. Therefore, the translator has to come up with strategies for making the target audience understand the cultural differences in the TV series. Cultural references contain a broad range of linguistic components, such as idiomatic expressions, slang, connections to past events, folklore, and local customs. The relationship between culture and language, according to Newmark (1988), is as a way of life for a community, as culture is manifested in language as a way of expression. As a result, translation strategy and translation ideology are at the core of how culturally specific terms are handled in TV series translation. When translating texts with terminology that have cultural

connotations into the target language, translation strategies involve many approaches and procedures that the translator might use. Many factors, such as language, cultural, and technical considerations, can have an impact on these strategies. The choice of translation approach has a significant impact on the target audience's comprehension and acceptance of the information, which impacts the whole TV series viewing experience.

The technique and ideology used by translators to translate cultural references in TV series is a topic that the researcher is interested in analysing about so that the target audience is able to comprehend and enjoy the TV series they watch. One of the TV series that the researcher chose for analysis is the American TV series *Mixed-ish Season 2 (2021),* which was produced by Kenya Barris and shown on the ABC Channel. The reason the researcher selected this TV series is because of its IMDB rating of 6.8 (imdb.com). The show educates the audience the importance of being proud of their ethnicity, as all races and cultures have particular features. Furthermore, there were various previous studies on these topics.

The first previous research by Aditama (2018) stated that the translator used the paraphrase strategy rather than the other three strategies proposed by Gottlieb when translating idioms from the movie *21 Jump Street (2012)* into the target language. The other three strategies were similar meaning and form, similar meaning but dissimilar form, and omission. Additionally, domestication was the translator's ideology chosen because the idiom words from the target language that are translated are more adapted to the meaning and context into the target language.

Another study by Firdaus and Nauly (2022) identified four cultural types in the movie script investigated based on Newmark's theory: material, concept, and social

organization, ecological, and gesture and habit. The translator then used only four of the 18 available translation strategies, according to Molina Albir's strategies. Borrowing, verbatim translation, established equivalency, and adaptation are some of the strategies employed. Furthermore, the analyzed data were acceptable, appropriately translated, and understandable.

In addition, Ratnasari et al (2016) research showed that the translator employed Molina Albir's translation strategies while translating proper names and vocatives from the movie. Seven translation strategies were used to translate proper names and nine strategies for translating vocatives. This study also demonstrated that when translating vocatives and proper names into Indonesian, the translator tended to adopt a more foreignization ideology. On the other hand, it is clear that *The Hobbit* has a variety of vocatives and proper names with different translation qualities. The translation quality includes accurate, less accurate, inaccurate, acceptable, less acceptable, unacceptable, high readability, sufficient readability, and low readability.

Although previous studies have analyzed various theories of translation strategies and ideologies in subtitling, there are gaps in this study. The difference in source data and theories applied by the researcher became the gap between this research and previous studies. Despite the gap, this research could enhance the comprehension of the translation process by employing a variety of theories and data.

1.2. Research Questions

The following questions are addressed by this study:

1. What strategies are used in translating cultural references in the TV series *Mixed-ish Season 2*?

2. What translation ideology is used in translating cultural references in the TV series *Mixed-ish Season 2*?

1.3. Research Objectives

Based on the research questions above, the purposes of this research are:

1. To analyze the strategies used in the translation of cultural references in the TV series *Mixed-ish Season 2*.

2. To discover the translation ideology used in translating cultural references in the TV series *Mixed-ish Season 2*.

1.4. Scope and Limitation

This study focused on cultural references that appeared and the translation ideology used by the translator in the TV series *Mixed-ish Season 2*. Cintas and Remael's theory was the main theory employed in this study to categorize cultural references. Cultural references are separated into two categories, each with a different focus on the formation of cultural references, such as certain phenomena, art and culture, administrative or territorial units, and others. The writer was not only focused on the classification of cultural references but also used Cintas and Remael's theory to explain the subtitling strategies used by translators in translating the cultural references found by the researcher. The subtitling strategies, classified

into nine types, include Loan, Literal Translation, Calque, Explicitation, Substitution, Transposition, Lexical Recreation, Compensation, and Omission. In addition, the researcher applied Venuti's theory to analyze the translation ideology used by the translator. Translation ideologies included foreignization and domestication.

1.5. Research Methodology

1.5.1. Research Design

This research is qualitative research. According to Creswell & Creswell (2023), qualitative research is a method to comprehend social or human problems through the use of techniques and questions related to the problem. The data used in qualitative research is more in the form of words. The objective of qualitative research, as stated by Kumar (2019), is to comprehend and explain people's feelings, perceptions, values, and beliefs. Furthermore, the descriptive method was applied in this study. The descriptive method, based on Cresswell, was a method of analysis using an interpretation and framework to classify and explain data. The researcher used this method to describe the strategies employed by the translator in order to translate the cultural references found in *Mixed-ish Season 2* into Indonesian. This approach is also applied to explain the translation ideology used by the translator when translating cultural references into Indonesian.

1.5.2. Source of Data

The data source of this research was taken from the American TV series *Mixed-ish Season 2* (2021) episodes one through thirteen. The data in this series

was formed in words and phrases. These series were produced by Kenya Barris and aired on ABC Channel. There are two seasons of this TV series. The first season aired in 2019 and the second season aired in 2021. The second season of this TV series was picked by the researcher, however, because the release time of this series is not too far from this research. This TV series showed the life of a Black family led by Allicia (Tika Sumpter), as they moved to the suburbs to start their new life. Johan (Ethan William), Allicia's son, who came from a black family pretended to be Mexican at school. Allicia was surprised by the confession of her son. She and her husband try to give an understanding of their family history of Black origin to Johan. In giving the explanation, Allicia used many cultural references.

1.5.3. Method of Data Collection

The researcher gathered data using a variety of ways, including:

1. Watching series *Mixed-ish Season 2* from episodes one through thirteen;

2. Analyzing the English version to its Indonesian subtitles;

3. Outlining all of the cultural references used by the characters;

4. Categorizing the cultural references found based on their types; and

5. Looking up online dictionaries and encyclopedias.

1.5.4. Method of Data Analysis

In order to analyze the data that was collected, the researcher takes the following steps:

1. Using Cintas and Remael's theory to classify cultural references found in the series;

2. Analyzing the translation of the cultural references according to the subtitling strategy proposed by Cintas and Remael;

3. Analyzing the translation ideology applied by the translator to translate the cultural references in the series using Venuti's (2008) theory; and

4. Making the conclusion after analyzing the data.

1.6. The Organization of Writing

This research study is organized into four chapters for easy understanding. The first chapter discusses the study's background, research questions, research objectives, scope and limitations, research methods, and writing organization. Chapter two contains a theoretical framework. It concludes with an explanation of the theory that guided the writer's research. These theories include expert translation theory, Cintas and Remael's (2021) theory of cultural references, and the theory of subtitling strategies, as well as Venuti's (2008) theory of translation ideology. The third chapter explains the data analysis of the cultural references found in the data sources using Cintas and Remael's (2021) theory of cultural references, as well as an analysis of the subtitling strategy based on the same theory. This chapter also includes an explanation of the analysis of the translation ideology used by the translator based on Venuti's (2008) theory. Chapter four concludes the whole discussion of this research. This chapter additionally presents some recommendations for further research regarding the translation of cultural references and the translation ideologies used.