CHAPTER I

INTRODUCTION

1.1 Background of Study

Translation is an important and useful tool for humans. With translation, we can communicate in different parts of the world effectively. All different kinds of written work in different fields, such as science or law, require a translated version in order to be understood by the targeted audience. It helps them to gain knowledge of said work from another language. In conclusion, translation aids in bridging the gap of linguistic and cultural nuances.

Experts have defined translation in many ways. Nida and Taber (1969) described translation as the reproduction of the target language to be the closest natural equivalent of the source language message. Meanwhile, McGuire (1980 p.12) stated that translation is the "rendering of a source language (SL) text into the target language (TL) so as to ensure that (1) the surface meaning of the two will be approximately similar and (2) the structures of the source language will be preserved as closely as possible but not so closely that the TL structures will be seriously distorted." Newmark (1988 p.5) explained that translation means "rendering the meaning of a text into another language in the way that the author intended the text." It can be concluded that translation is a process where it renders the meaning of a text from the original language to the target language. In addition to that, House (2016) said that translation is an activity of text processing and text reproduction that leads from the source text to the resulting text.

Therefore, translation is an important process to help understanding different kinds of written or verbal work to the target audience.

Audiovisual translation, also known as AVT, is one of the branches in translation. In AVT, the translation activity involves transferring the meaning from media across to foreign viewers. Pérez-González (2020) believed that audiovisual translation is the practice and process that are involved in or the result of transferring from multimodal and multimedia content across languages and cultures. Cintas and Remael (2021) affirmed that there are various types of audiovisual translation such as Interpreting, Voice over, Narration, Dubbing, Fandubbing, Audio subtitling, Subtitling, Surtitling, Subtitles for the Deaf and Hard of Hearing (SDH), and Live subtitling.

This study will only be focusing on the subtitling aspect. Subtitling is one of the branches in the process of audiovisual translation. Subtitling is the process of translating a spoken dialogue from the speaker, usually from audiovisual contents such as shows, movies or news. Cintas and Remael (2021) interpreted subtitling as a translation practice that consists of presenting a written text, generally on the lower part of the screen, that endeavors to recount the original dialogue of the speakers, 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). It can be inferred that subtitling is an important process in dealing with foreigners understanding the audiovisual contents from a different language. Although it is indeed important for foreigners' understanding, there are some challenges that the translator will face.

One of the obstacles of translating subtitles is slang. In Shahraki and Rasekh's (2011) words, slangs refers to speech expressions used by a speech community (e.g. teenagers, criminals, etc.) that wishes to show its attachment to a favorable social identity. Maulidiya et al. (2021) agreed that slang is spoken within a social group that may not be approved and understood by other social groups due to the slang and the social group are considered to be a unit. It can be inferred that slangs are expressions that are used within certain groups that can understand and approve.

Slang types can be formed from their respective categories. The formations of slang follow different word-formation patterns (Mattiello, 2008). Mattiello (2008) revealed that slang formations can be categorized into grammatical formations and extra-grammatical formations. Grammatical formation in slang produces new words through predictable processes, which align with patterns in standard English and ensure regularity in form and semantics. Meanwhile, extra-grammatical formation deviates from standard English rules and violates principles such as morphotactic transparency, unitary base/output hypotheses, and semantic predictability. They prioritize the creativity, secrecy, and playfulness of a slang. This distinct categorization of slang highlights their dynamic nature.

In a research conducted by Dweik and Suleiman (2013) about cultural references, the findings showed that the participants in their research encountered different kinds of problems when translating cultural expressions. From their research, these problems consist of unfamiliarity with cultural expressions, failure to achieve equivalence in the second language, ambiguity of some cultural

expressions, and lack of knowledge of translation techniques and translation strategies. From their discovery, it can be inferred that cultural references are proven to be an obstacle for translators, which also makes the same case when translating slangs. Therefore, it is important to know what strategies to use when handling slang.

Cintas and Remael (2021) subtitling strategies are deemed to be suitable for this analysis because of the strategies that are appropriate for analyzing slangs, which are culturally bound words. There are nine subtitling strategies, namely (1) loan is used when there is no possible translation and both languages use the exact same word; (2) calque is used as literal translation; (3) explicitation is using specific terms to make the source text more accessible by meeting the target audience half way; (4) substitution is used when spatial constraints do not allow for the insertion of a rather long term; (5) transposition is used when the target viewers might not understand the source text reference should a loan or calque be used, and there is no room for explication; (6) lexical recreation is used when the source text speaker makes up words by doing the same for the target language; (7) compensation is used when there is a translational loss and exchanging it by overtranslating or adding something in another; (8) omission is used when the target language does not have the corresponding term by omitting the term completely and (9) addition are always a form of explicitation by adding additional information in the target language.

In addition to analyzing the subtitling strategy of slang, this study also analyzes the errors that are found in slang translation. Darmayanti et al. (2019) claimed that translation is no easy task due to the characteristics integrated in the

grammar and culture. Translators must deal with translation challenges such as cultural nuances or linguistic indifference. Failing to do so, translation errors will occur and will lead to misunderstandings. Therefore, translation errors assessment is a great tool to highlight the errors found in translation.

There are other theories surrounding translation errors. However, the writer prefers to use Pedersen's (2017) FAR model. Pedersen's (2017) FAR model is one of the suitable ways to assess the errors found in translations. It includes (1) Functional equivalence; (2) Acceptability such as grammaticality or idiomaticity; and (3) Readability which is the technical aspect, such as reading speed, the use of italics and subtitling punctuation.

There are similarities and differences between this study and previous studies. The first previous research is from Ibrahim and Amalia's research (2023). Their research focused on the analysis of the slang expressions used in the Indonesian subtitle of the 2020 movie, *Spenser Confidential* with the Indonesian subtitle from Netflix. The theory they used are Mattiello's types of slang and subtitling strategy proposed by Cintas and Remael. The method that they used was a qualitative method, to investigate the types of slang and the subtitling strategies. From their analysis, the data showed that they had found 102 slang expressions based on the slang types and compounding being the most prominent type of slang expression proposed by Mattiello's slang types. They analyzed that omission is the most occurring strategy that was proposed by Cintas and Remael (2014).

The second previous research is Savitri and Sriyono's research (2023). Their research focused on identifying the slang expressions and analyzing the

subtitling strategies, slang types, and the readability rating of subtitles in *Purple Heart*. They used three different theories to analyze their data which includes Mattiello's slang types, subtitling strategy by Gottlieb, and Nababan's readability rating. Their research implemented a descriptive qualitative research method to analyze the source of data as it primarily focused on the word in the *Purple Heart* movie. The researchers analyzed the data and asked 11 respondents to validate the result of the readability rating of the selected subtitle. Their results concluded that the most dominant level of readability in the subtitles of the *Purple Heart* movie is the readable category and they state that the slang expressions in that movie are easy for readers to understand.

The third previous research is from Rahmah et al (2025). Their research focused on investigating the types of slang terms and the subtitling strategies that are used in the movie *Inside Out 2*. The theory that they used to analyze the subtitles of the slang terms is from Baker's translation strategies (1992) and Allan and Burridge's slang types to analyze what type of slang terms are being used in the movie. The research method that they used is a descriptive qualitative method. From their analysis, the slang types that are most occurring are imitative slang, which is mimicking existing phrases or speech patterns. The results of their study also showed that the most prevalent subtitling strategies proposed by Baker's translation strategies is direct translation.

The fourth previous research is from Amalia and Hasni's research (2023). The research aims to investigate the types of errors in the movie subtitles for the unofficial movie online streaming website LayarKaca21 (LK21). The theories

they utilized for this research are from Pedersen's (2017) FAR model. The research method that they employed was qualitative study and it is a descriptive case study. From their findings, the most common errors found are functional equivalence with 316 data, whereas the most uncommon errors are acceptability with 105 data.

These previous studies have a recurring idea of strategies within the subtitles for cultural bound terms, specifically for slangs. The first research's similarity to this study is the theory that is being used for the analysis. On the contrary, this study does not focus on the typologies of slang terms. The second research's similarity to this study is the analysis of subtitling strategy in slang and assessing its quality. However, this study focuses on analyzing the subtitling strategy using Cintas and Remael's (2020) theory and assessing the errors in the subtitles for slang translation using Pedersen's (2017) FAR model. The third research's similarity to this study is the analysis of subtitling strategy in slang terms. Unlike the third research, this study's focal point is the analysis of subtitling strategies in slang and assessing its translation errors. The fourth research's similarity to this study is the usage of the FAR model to assess translation errors, such as accuracy, acceptability, and readability. On the other hand, this study also aims at the subtitling strategy and also analyzes Netflix instead of LK21. Dissimilar to these aforementioned research, this study focuses on identifying the subtitling strategies of translated slang terms and analyzing slang translation errors in *Breaking Bad* Season 3. With this assessment, future subtitlers may know the ideal subtitling strategy for slang translation and avoid any translation errors.

1.2 Statement of Problem

1. What are the subtitling strategies used in the English to Indonesian translation of slangs in *Breaking Bad* Season 3 according to Cintas and Remael?

2. How is the translation of slang in *Breaking Bad* Season 3 on Netflix according to Pedersen's FAR model (2017)?

1.3 Research Objective

The objective of this study is to identify what subtitling strategies are being applied in the translation of slangs and the errors of the slangs translation in *Breaking Bad* Season 3.

1.4 Research Methodology

This study uses the qualitative approach. Bengtsson (2016) proposed that qualitative research contributes to an understanding of the human condition in different contexts and of a perceived situation. Meanwhile, Ahmad et.al (2019) added that qualitative research is one which provides insights and understanding of the problem setting. This approach is fitting for, as mentioned previously, analyzing the subtitling strategies and the accuracy of translation for slangs in *Breaking Bad* Season 3 because it allows for an in-depth examination of the contextual, cultural, and linguistic nuances. This also allows the writer to use content analysis as a tool of analyzing.

This study will resort to descriptive study**.** The focus of descriptive study is to describe a detailed account of a phenomenon and its characteristics (Nassaji,

2015). This allows the use of observation to gather the data. The writer will use thematic analysis to analyze because it identifies and interprets the patterns/themes in data (Ahmed et al, 2025). Thematic analysis will aid the writer to analyze the subtitling strategies and translation errors of slangs in *Breaking Bad.*

In this study, the source of the data is from a series entitled *Breaking Bad* released on January 20, 2008. Volle (2024) defined the show *Breaking Bad* as a crime drama series created by writer and producer Vince Gilligan. The series follows Walter White, a chemistry teacher, trying to make ends meet after he was diagnosed with lung cancer. He decided to join the life of crime by selling crystal meth to provide for his family with the help of his partner Jesse Pinkman. The writer selected this series due to the abundance of slang terms from the series. The writer focuses on season 3 to elude any differences of slang terms or their meaning that might happen across different years.

1.5 Data Collection

The data are collected in several steps. These steps are:

1. Watching the show and discovering any slang terms found in the English subtitles.

2. Identifying the slang terms equivalence in the Indonesian translation. By consulting printed dictionaries, online dictionaries, and other reliable sources.

3. Coding the data by arranging them in letters and numbers, for example: S3E301. S3 means Season 3, E3 means Episode 3, 01 means Data 01.

1.6 Data Analysis

To analyze these collected data. The writer uses some steps, such as:

1. Analyzing the subtitling strategies that are being used on slang terms by using Cintas and Remael's (2020) subtitling strategy.

2. Analyzing any errors found in translation of slangs using Pedersen's (2017) FAR model theory.

1.7 Scope and Limitations

This study focuses on the subtitling strategies and translation errors of slangs in *Breaking Bad* Season 3. The data will be collected through the streaming platform of Netflix. This study will be limited to Cintas and Remael (2021) subtitling strategy to classify the type of subtitling strategy and Pedersen's (2017) FAR model for translation errors in *Breaking Bad* Season 3 subtitles on Netflix.

1.8 Organization of Writing

This study is organized by chapters. Chapter 1 is about the introduction to translation theories from experts' definition and the definition of slang and the translation accuracy. Chapter 2 discusses the theoretical framework on translation, slang, translation strategies on slangs, and the translation errors found in the slang translation. Chapter 3 is the data analysis and discussion. The last chapter discusses the conclusions of the study.