

CHAPTER I

INTRODUCTION

1.1 Background

In recent years, video games have experienced significant advancements in various aspects, including technology, narrative design, and interactivity. The industry has developed into one of the largest sectors within the global entertainment landscape, attracting players from diverse backgrounds. According to Newzoo's Global Games Market Report 2023, the market generated revenues of \$183.9 billion in 2023, with a year-on-year growth of +0.5%, and is projected to continue its growth toward 2026. The report highlights that mobile gaming accounts for the highest share of revenues, while PC gaming is a significant growth driver. This sustained expansion underscores the sector's immense economic significance. Alongside the rising popularity of esports as a professional path, there has also been a marked increase in interest toward the translation of texts and dialogues in video games. This is exemplified by Indonesian streamers such as Windah, who have gained rapid popularity by playing games with compelling storylines. This phenomenon demonstrates that many viewers are interested in following the game's narrative, highlighting the critical importance of accurate dialogue translation to ensure an immersive and culturally accessible gaming experience for a global audience.

This development has rendered the role of translators within the video game industry increasingly complex. Translators are expected not only to perform literal linguistic transference but also to effectively convey the emotional tone, atmospheric qualities, and culturally embedded nuances intrinsic to game content.

Narrative-driven games, in particular, often rely on rich dialogues and character development, which require careful translation to ensure that meaning and emotional resonance are preserved for the target audience. Translational difficulties become more pronounced when dealing with ambiguous elements such as irony, metaphorical constructs, and culture-specific references, all of which must be adapted thoughtfully to maintain the intended impact of the original text.

The primary data source for this research is the game *Mouthwashing* (2024), developed by Wrong Organ. This game was chosen because its dialogues and texts are rich in emotional depth and intricate cultural nuances, making it a compelling case study for analyzing translation strategies. The data collection method involved analyzing a full gameplay walkthrough video of *Mouthwashing* on YouTube. In this context, a 'gameplay walkthrough' is a video that shows the entire game being played by someone else from start to finish, capturing all the story elements, character interactions, and dialogues exactly as a player would experience them. This approach was chosen to access the complete and uninterrupted narrative in its authentic context. Observing the full playthrough was essential to understanding the context of each dialogue exchange, including character development, plot progression, and how the atmosphere is built throughout the game. The focus on extracting and analyzing dialogues from this video allows this research to examine how translation techniques convey the intended atmosphere, emotional impact, and meaning of the source text.

This research adopts Skopos Theory as its primary theoretical framework, with particular emphasis on its three core principles: the skopos rule, coherence rule, and fidelity rule. These principles are considered relevant in examining how translation

strategies can be aligned with the overall purpose of the translation, ensure comprehensibility for the target audience, and maintain a functional connection between the source and target texts. By applying these principles, the study aims to analyze how the translation of dialogues in the selected video game can be made effective and meaningful for the intended audience.

To complement this framework, the research also applies the translation techniques proposed by Molina and Albir (2002), which include eighteen strategies such as adaptation, amplification, borrowing, literal translation, modulation, reduction, and others. These techniques serve as analytical tools to classify and evaluate the strategies used in translating the dialogues. Through the integration of Skopos Theory and Molina & Albir's techniques, the research seeks to provide a structured examination of translation practices in video games, with particular attention to how meaning, nuance, and context are conveyed from the source text into the target language. Therefore, this research focuses on the translation of dialogues and texts in Mouthwashing (2024) by employing Skopos Theory and the translation techniques of Molina & Albir as analytical frameworks.

1.2 Limitation of Problem

1. This research is limited to the translation of dialogues and textual content in the game Mouthwashing (2024), and does not include other aspects such as audio elements and background.
2. This research is limited to the analysis of translation techniques used in the dialogues and texts of the game Mouthwashing, employing the three core principles of Skopos Theory and the classification of translation techniques

by Molina and Albir to examine the adjustment of meaning and function in the target language.

1.3 Research Questions

1. How is Skopos Theory applied in translating dialogues and texts in the game Mouthwashing (2024) into the target language?
2. What translation techniques are used in translating the dialogues and texts of the game Mouthwashing based on Molina and Albir's classification?

1.4 Objectives of the Research

1. To analyze how Skopos Theory is applied in translating dialogues and texts in the game Mouthwashing (2024) into the target language.
2. To identify the translation techniques used in translating the dialogues and texts of the game Mouthwashing based on Molina and Albir's classification.

