

CHAPTER I

INTRODUCTION

1.1 Background

People worldwide are becoming increasingly in need of translation services from other languages (Source Language) to other languages (Target Language). People are distinguished by their language, culture, customs, and other characteristics as global citizens who come from various backgrounds. As a result, an effort to translate can be regarded as being extremely crucial to undertake to comprehend one another's resources.

Translating a work of art requires several processes. This is because translation changes the composition or shape of words or sentences, nevertheless, translation is the act of conveying an idea or information from the source language to the target language. Furthermore, the translator is a way to find other languages equivalent to the text's source language. Based on Newmark (1988) Translation is the process of communicating the meaning of the source language (SL) into the target language (TL), exactly as the author intended.

Many individuals think that translation is straightforward. There are several things to consider while translating: the original text's style, the translator's skill, and so on. When a translator translates a foreign language, he or she should not be casual, because translation requires a plan or approach to translating the language appropriately. The translation is a form of converting languages from the source to

the target that is spoken or written. Larson (1989) defined translation as a change of words. When we talk about the types of language, we are talking about spoken or written words, sentences, paragraphs, and so on.

Figurative language forms the sentences or phrases that are used in a language that offers something other than the actual meaning. Glucksberg (2001) argues that visual language has a specific meaning that is different from the true meaning of the word. Figurative language has a deeper meaning than words. It is not possible to analyze the meaning that visual language makes of its literal meaning. Differences in figurative language mean that language has more opportunities to express or present people's thoughts and feelings. Figurative language is practised in written and non-written forms. It can be found in films in non-written forms. Especially the subtitle. In movies, films, and songs, you can find translations that are easy to find in everyday life. The function of translation in cinema is to assist the viewer in interpreting and comprehending the film's foreign language. This is typical in everyday life, for both children and adults.

The researcher chose the issue of figurative language, especially metaphor and simile because these figurative languages appear most frequently in movie subtitles. However, the meaning of the text generally changes when it is translated into the target language. According to Newmark (1988), any eight several translation methods. They are word-for-word, literal, semantic, communicative, free and adaptation. That's why often the meaning of translation changes. For example in film subtitles. As directed by Oxford, words that translate what is said in a film into

a different language appear on the screen at the bottom. Subtitles are also used, especially on television, to help deaf people. This research aims to make the readers know why the meaning changes from SL to TL.

The researcher would like to analyze the translation method found in the figurative language in the *witches* movie subtitle. The researchers choose this movie because *The Witches* is a 2020 miraculous comedy movie directed by Robert Zemeckis. It is based on Roald Dahl's 1983 novel of the same name. *The Witches* debuted on HBO Max on October 22, 2020, with a classical cinematic release in certain markets a week. People gave the film different reactions, mostly praising the performances and visuals but criticizing the script, calling it inferior to Roeg's movie despite being more faithful to the book. But in August 2022, the film was removed from HBO Max. Based on the data, this research will be evaluated using a qualitative descriptive methodology and the theory of Kennedy (1983) and Newmark (1988).

1.2 Limitation of the Problem

Based on the background above the research is only limited to the translation methods and categorization of the Simile, Metaphor, Personification, and Hyperbole in figurative language sentences in *The Witches* movie subtitle.

1.3 Research of the Questions

Based on the background the problem formulation in this study is as follows:

1. What are the methods applied in figurative language sentences in *The Witches* movie subtitles?

2. How do researcher find simile, metaphor and personification in figurative sentences in The Witches movie subtitles?

1.4 Objectives of the Research

Among the advantages obtained from this research are :

1. To analyze the translation methods used in figurative language sentences in The Witches movie subtitles.
2. To find the dominant type of figurative language in The Witches movie subtitle.

