CHAPTER I

INTRODUCTION

1.1 Background

In today's society, communication through language is key. People use language to express their thoughts and emotions, which is why it's so important. In line with Wierzbicka (1992:3) in Megawati (2017), language is a tool for expressing meaning. We think, feel, and perceive because we want to share them with others, but this is only sometimes the case. We need language to store our thoughts and to be able to recognize them later. Nida (1964) in Arif (2015) says there can be no absolute correspondence between languages since no two are identical. Due to no two indistinguishable languages, shifts may occur in translation. It appears in either translation or interpretation.

Based on the book titled "*A Linguistic Theory of Translation*" written by Catford (1965; 20), he said "*the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Therefore the aim of translation is to make equivalent both SL and TL. In other words, translation is an activity of transferring ideas or message from the source language (SL) into the target language (TL) to make equivalent meaning in translating text, a translator should cover the author's ideas, thought, and message then express them in the target language without changing the core of the author's message.*"

According to the definition above, translation is a technique for helping speakers of a foreign language understand the meaning of that language by making modifications to both the source language and the target language without destroying the meaning. The translation is very often used in this era. One of the examples of the number of stories that have been filmed and made into watchable stories on screen comes from the movie.

Based on Georgakopoulou (2009) in Pertamidian (2015) There are two methods for translating movies. It can be accomplished with dubbing and subtitles. The researcher's focus in this study is subtitle analysis. A subtitle is a translation of the spoken and written words that appear or are used in the movie.

The researcher is interested in analyzing the translation shift on Coco movies in this study. Translation has advanced rapidly in recent years, paralleling the advancement of the global economy, science, and technology, not only in the translation of books and other printed materials but also in the translation of dialogue and narration in television shows and movies.

Subtitling is a type of translation that focuses on turning the dialogue or narration from movies or television shows into written text that is shown on the screen. legal streaming platforms are commonly used by people of all ages, including children to adults.

In reality, subtitling is a challenging task. Because of a number of factors, including the different grammatical structures between the SL and the TL, the various cultural contexts, the different linguistic conventions, Translators

frequently encounter difficulties due to the limited amount of time viewers have to read the text and the limited amount of screen space available to display the translated expressions.

The researcher took the data from Disney Hotstar's official platform, one of the world's largest platforms after Netflix. Where Coco movies are shown, Disney Hotstar provides subtitle translation and dubbing features in various languages, one of which is translated into Indonesian.

Most of these movies are English-language dialogues that have been subtitled in the country where they will be screened. When foreign films are shown in Indonesia there will be a subtitle below the screen, the subtitles are used to translate the film into the proper Indonesian language, making it easier for the audience who were helped by translation to understand what is conveyed in the film or series.

As stated in the title, the researcher uses Coco movies as the primary data source and focuses on their translated subtitles. Coco was released in 2017 in English and Spanish, with Indonesian subtitles and dubbing on the Disney Hotstar platform. Many things happen during the translation process, such as word shifts that can change the beauty or accuracy of meaning in a sentence; here, the researcher analyzes the translator's translation results, perceiving how the translator translates English to Indonesian and makes it an appropriate sentence while not changing the slightest meaning.

Shifts between the source language and the target language can sometimes be necessary to achieve an equivalent translation.

The translators can make advantage of translation shifts to reduce the difficulties. A shift is a technique for translation that involves substituting target language components for those in without altering the meaning in the SL. The translation shift aids in the creation of a natural translation. Level shift and category shift are the two types of translation shifts, according to Catford (1965: 73).

A level shift is concerned with the transition from the grammar to the lexis level, whereas a category shift is concerned with all grammatical changes. The types of grammatical modifications in category shifts, according to Catford (1965:75–80), include structure shift, class shift, unit shift, and intra-system shift.

1.2 Limitation of the Problem

The researcher's major purpose in this research is to analyze one type of translation shift. There are level shifts and category shifts. The researcher focuses on category shifts that contain structure shifts, class shifts, unit shifts, and intra-system shifts. The "Coco" movie is used by the researcher in this study. The researcher is going to find out the type of category shifts and the most dominant types found in the Coco movie's subtitles.

1.3 Research Questions

In this research, the researcher formulates the problems as follows:

1. What are the types of category shifts that found in the 'Coco' movie?

2. What is the most dominant type found in the 'Coco' movie?

3. What translation strategies are used in Coco movies?

1.4 Objective of the Research

From the problem statements above, the researcher intends:

1. To analyze the types of category shifts found in the 'Coco' Movie.

2. To identify the most dominant types of category shifts in the 'Coco' movie.3.

3. To analyze the translation strategies from the translator in Coco movie subtitles.