

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language plays an important role in human life. Language is created in the first place for communication purposes. Moreover, language can function as a tool to maintain a relationship with each other. **Verderber (1999)** stated “A language is a set of sentences to people that belongs to the same country, geographical, region, and cultural tradition. According to Verderber’s statement, he means “a language is a combination of words that will turn into a sentence, which belongs to different kind of backgrounds.”. Through language, individuals can interact with one another easily, understand each other better and gain a better perspective on society. If we can form the words and turn them into well-structured sentences, communication will run smoothly. **Lunenburg (2010)** stated, “that communication is the transfer of information and general understanding from one person to another”. In addition, language also participates in human life to express ideas and thoughts in unique ways, such as through songs, movies, poems, etc.

Previously, everyone was busy with their lives, either children or adults, and human tends to fill most of their days to survive even without rest. Nevertheless, with the improvement of the technologies in this generation, there are a lot of activities available to release stress such as watching a movie. A movie can be defined as a form or media of visual storytelling that entertains the audiences with moving pictures, and sounds, also it is accessible through the television, cellular phone, or, even cinema. Each character in the movie has dialogue lines that include conversations and it is arranged in a script with a subtitle. On this occasion, we can tell that movie

has one of the biggest changes in society, they can be used for educational purposes or just as media to entertain people.

Essentially, the number of Indonesian people who like Hollywood movies is big. Normally, Hollywood movies use English as their mother language, and the locals (Indonesian) usually need a subtitle to understand the plot better. However, in the formation of a subtitle, it can not be separated from the translation. Nowadays, translation has one of the biggest roles in the movie. Translation can be defined as delivering information or conversation from one language to another one or from the source language (*SL*) to the target language (*TL*).

Usually, the translator also uses strategies to translate from one language into another language. Translation shift can be considered as one of the strategies. **Catford (1965:73)** categorized translation shift into two groups: level shifts and category shift. A level shift can be defined as a source language (*SL*) item at one linguistic level that has a target language (*TL*) translation equivalent at a different level. Meanwhile as category shifts, its departures from formal correspondence in translation. The category shift is divided into several groups such as structure shift, class-unit, and intra-system shift. Hence, it can be concluded that the result of the subtitle becomes interesting and easier to understand.

The writer's main purpose is choosing this topic because it will bring many benefits to society in the entertainment industry. On the other words, the researcher also expected to be useful for the audiences as this study also provides the function of translation shift in a movie. Furthermore, this study also contribute to the broader academic discourse on translation theory and practice. It can serve as a case study for future researchers interested in exploring translation

shifts in other films or media content. In this study, the writer chooses the “Luca” movie and uses **Catford’s (1965)** theory on translation shift. The writer uses the data from Disney Hotstar’s official website where the platform itself provide the audiences with subtitle translation and dubbing features in various languages.

The choice of ‘Luca’ as the movie of interest for this research is likely due to its popularity all over the world and widespread availability on Disney Hotstar’s official website. As a major streaming platform, Disney Hotstar provides the audiences subtitle translations and dubbing in multiple languages, allowing the researcher to collect relevant data for the analysis. Throughout this study, the researcher can examine how translation shifts have been utilized in the localization process of ‘Luca’ to maintain the meaning of the original language while ensuring it resonates with diverse audiences.

1.2 Limitation of the Problem

In this study, the writer focuses on finding the dominant translation shift that is used in the movie. Based on the title, the writer chooses Luca as the main source of the data and applied it to Catford’s theory. Applying Catford’s theory to the data from “Luca” involves examining various aspects of the translation process. Catford’s theory categorizes translation shifts into different types, such as level shift, structure shifts, class shifts, unit shifts, and intra-system shifts. By scrutinizing the subtitles and dubbing in “Luca” across different languages, the writer can be analyzed the dominant type of translation shift utilized throughout the movie.

1.3 Research Questions

1. What is the dominant type of translation shift found in Luca’s movie?
2. How is the dominant type applied in the translation shift?

1.4 Objective of the Research

1. To find the dominant type of translation shift in Luca’s movie.

2. To find how is the dominant type applied in the translation shift

