

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Indonesia's varied cultures and languages are intertwined, yet globalization has created fickleness between the two. The younger generations (or Gen Z) and Millennials in South Jakarta are known for adopting Westernized clothing and lifestyles. Their curiosity for Western culture and language extends beyond Indonesia, with a particular interest in English. Moreover, many of these generations enjoy watching English-language films and listening to English songs. As the relationship between culture and language continues to evolve and intertwine, translators are increasingly required to consider lexical, grammatical, cultural, and linguistic aspects when translating between languages to ensure that readers fully understand the intended meaning and purpose of the source language.

Translating many types of literature, including movies, has recently emerged as an essential medium for recording and interpreting cultural words. Movies are popular among all ages and are also a means of communication. Consequently, filmmakers frequently use movies to promote cultural values and distribute their work. Movies have diverse categories like thriller, science fiction, action, and adventure. Movies convey messages through visual and auditory elements, such as imagery, sound, and dialogue, resulting in a need for movie translation services to accommodate multilingual audiences. Subtitles are a typical means for

translators to provide native language dialogue translations that correspond with the on-screen conversation. This method allows the audience to fully experience and appreciate the film while concurrently reading the subtitled translations. Kuswardani and Septiani (2020) said that subtitles are made so that the audience can understand the whole story in the movie (p.36). Technological advancements have enabled people to watch movies from home, with platforms like Disney+, Netflix, HBO Go, Prime, and Viu offering fee-based streaming services. However, not everyone can afford these subscriptions, leading some individuals to use illegal streaming sites like Idlix, Layarkaca21, and DrakorID.

The researcher chose this issue because the Elemental movie is both interesting and culturally significant. Thus, the researcher's motivation is to introduce cultural terminology to Indonesian Gen Z and Millennials, who are very interested in English but also remember Indonesian culture. Furthermore, the researcher expects that this work will serve as a reference for future researchers and be beneficial for their study.

## **1.2 Limitation of the Problem**

The main goal of the research is to determine the subtitling strategies employed by Syahroel in the subtitles of the Elemental movie on the illegal website Idlix to convert terms and phrases from English to Indonesian that fit under the category of cultural terms as defined by Newmark's theory (1988). Following that, the researcher approaches this investigation using Gottlieb's (1992) theory of subtitling strategies. Additionally, the researcher uses Nababan's

(2012) theory as a point of reference to determine the quality assessment of the translated cultural terms in the subtitles of the Elemental movie.

### 1.3 Research Questions

- a. What types of cultural terminology are found in the Elemental movie subtitle?
- b. What subtitling strategies are utilized by translators to translate cultural words in the Elemental movie subtitle?
- c. How is the quality assessment of the translator's translation?

### 1.4 Objectives of the Research

- a. To categorize the various cultural terms that appear in the Elemental movie subtitle.
- b. To identify the subtitling strategies used by the translators in translating cultural terms in the Elemental movie subtitle.
- c. To identify the high is the quality assessment of the translator's translation.