CHAPTER I

INTRODUCTION

This chapter discusses the background of the research, the scope of the research, the statement of the problem, the objective of the research, and the significance of the research.

Background of the Research

Language is the key to expressing what people say and think. Therefore, more precisely, language is a medium of communication. Catford (1965) argued that language is human behavior. In expressing human behavior and communicating, speakers worldwide have a wide variety of languages. For instance, native Indonesian and English speakers have different language characteristics. Indonesian and English are two languages that have unique ways of linguistic and syntactic units. However, understanding the meaning of English (the target language) requires sufficient knowledge, that is translation.

The translation is a process of transferring messages from the source language text to the target language and needs an understanding of syntax, semantics, stylistics, and pragmatics. The term translation was first used around 1340. House (2017) stated that translations have also given support to many diplomatic and scholarly exchanges; they play an important role in the spread of religion the transfer of cultural values and the production of dictionaries.

In translation studies, there may be misunderstandings between the source and target languages. Many people still translate a word in the source language with only one meaning, even though words can have many meanings in the source language. It will become confused about the target language when translating the source language. For instance, in English, the word *'fine'*, as a noun, means *'denda'*, while as an adjective, fine means *'cerah'*, *'menarik'*, or *'bagus'*. The role of translation has been vital since the 16th century. In the beginning, translators were used to translate holy books to spread religion to other countries. However, along with the development of the era, the use of translators shifted from translating holy books to translating anything such as news, documents, books, or other media including TV series subtitles. Nevertheless, in this research, the researcher only focuses on finding out the types of translation equivalence and the levels of non-equivalence translation TV series subtitles from English to Indonesian.

Wednesday (2022) is an American television series produced on 23 November 2022. Starring Jenna Ortega as the title character, with Gwendoline Christie, Riki Lindhome, Jamie McShane, Hunter Doohan, Percy Hynes White, Emma Myers, Joy Sunday, Georgie Farmer, Naomi J. Ogawa, Christina Ricci, and Moosa Mostafa in supporting roles, the series tells the story of Wednesday Addams, who attempts to solve a murder mystery at her new school, Nevermore Academy. The series is a reboot of The Addams Family comic story, first published in New York magazine in 1938. The 8-episode series was directed by Tim Burton from a script written by Alfred Gough and Miles Millar. The

Wednesday Addams series has become a popular Netflix show, in its first week of release, Wednesday Addams has been watched for 341.2 million hours across all Netflix streaming services. The total viewing duration made the series starring Jenna Ortega the record holder for the most-watched English-language series in one week (The Hollywood Reporter).

Translating language in the TV series is difficult to understand. Therefore, a translator must evaluate the language carefully and requires steps based on scientific theories from research experts in the field of translation. The problem in translating subtitles from English to Indonesian usually arises from the cultural differences between the two countries. In addition, differences in language structure also provide difficulties in translating subtitles. However, these problems can be handled by the concept of translation equivalence, because the concept of translation equivalence ensures that the translated text has the same meaning as the original text.

In this research, the researcher decided to find out the types of translation equivalence and the levels of non-equivalence translation in the TV series subtitle. To find out the translation equivalence, the researcher used the of Nida (1964) which classifies two types of equivalence. That is formal equivalence which focuses on the literal agreement between the source language and the target language, and dynamic equivalence which prioritizes understanding and contextual and cultural compatibility between the source language and the target language. To find out the levels of non-equivalence the researcher used Baker's theory (2018).

The use of formal and dynamic equivalence in the translation of a series subtitle is important as it ensures a literal accurate translation while maintaining comprehension and contextual relevancy for the target language-speaking audience. Thus, the audience can enjoy the TV series well and understand the message conveyed without losing the original nuances and meaning. In addition, sometimes some translations are not equivalent when translated into the target language.

The researcher chose the Wednesday series as the research data, which focused on the 1st episode of the series. The gap and the main reason for conducting this research are that many ordinary people will not be able to enjoy a TV series if they do not fully understand the meaning of the language used in the TV series, in this case, an English TV series, so subtitle translation is important to learn. In addition, this research helps to understand how the ideas, meanings, and language structures in the original text can be effectively translated into the target language without losing meaning and nuance.

Scope of the Research

There are plenty of strategies that can be analyzed in translating texts in TV series, but in this research, the researcher focused on finding out the types of translation equivalence and the levels of non-equivalence translation in Wednesday series subtitle episode 1.

Statement of the Problems

Based on all the explanations of the researcher above, the following research questions can be formulated:

1. What types of translation equivalence exist in the English into Indonesian subtitles of the Wednesday TV series?

2. What levels of non-equivalence exist in the English into Indonesian subtitles of the Wednesday TV series?

Objective of the Research

Based on the formulation of the problems above, the researcher affirms that the aims of the research are:

1. To find out the types of translation equivalence translation that exist in the English into Indonesian subtitles of the Wednesday TV series.

2. To find out the levels of non-equivalence translation that exists in the English into Indonesian subtitles of the Wednesday TV series.

Significance of the Research

Theoretical Significance

This research can make a theoretical contribution to translation studies, especially in the context of TV series. In TV series that use specific language and cultural references, it is important to understand how translation can affect the way international audiences understand the story, characters, and messages conveyed by the TV series. An analysis

of the translation in the Wednesday series can help identify the concept needed in translating important elements into other languages.

Practical Significance

The research on translation equivalence and non-equivalence in the subtitle of the Wednesday TV series can contribute to translation education and research. In translation teaching, the TV series can be used as a relevant case study to explore the types of translation equivalence and the level of non-equivalence translation. In addition, this study can be used as a reference for future researchers who want to conduct research in the field of translation.