

CHAPTER I

INTRODUCTION

This chapter is the beginning of the basic concept. It consist of the background of the study, reseach question, research objective, scope of the research, and last significant of the research.

1.1. Rationale

Idioms are a prominent feature of language, frequently found in various forms of communication, from everyday conversations. For example, English idioms like “break the ice” in Indonesia means “*mencairkan suasana*” or “hit the nail on the head” in Indonesia means “*tepat sasaran*” illustrate how idiomatic expressions often carry figurative meanings that cannot be understood from the literal meanings of the individual words. Idiomatic expressions are phrases whose meanings cannot be directly inferred from the individual words they contain. According to Nida (2020, as cited in Ariska et al., 2022), idioms are a prime example of linguistic elements that require meaning adjustments during translation. Khosravi & Khosravi (2021), idioms as fixed expressions often carry meanings that extend beyond their literal interpretations, deeply rooted in the cultural and historical context of the source language. This is because idioms often convey cultural or figurative meanings that are deeply embedded in the source language, making them challenging to replicate in the target language. In conclusion, idioms are expressions whose meanings cannot be understood literally, as they function as fixed phrases with figurative meanings shaped by cultural and linguistic contexts.

Translation is a vital tool that facilitates the sharing of ideas, knowledge, and values among people from diverse languages and cultures. It plays a crucial role in enabling the exchange of information, literature, culture, and science, thereby fostering connections across the globe (Ali & Al-Rushaidi, 2017, as cited in Ariska et al., 2022). Translation has become an indispensable medium for understanding texts, books, movies, and songs. However, translating from one language to another, such as from English to Indonesian, involves more than just literal word-for-word substitution. Suhendar and Akbar (2020) emphasize that translators must consider the stylistic differences between the Source Language

(SL) and the Target Language (TL) to ensure that the translation aligns with the cultural and contextual norms of the target audience. This process requires careful attention to formality, objectivity, and standardization while maintaining the intended meaning and tone of the original text.

Gonzalez (2020) explained that audiovisual translation (AVT) involves the transfer of multimodal and multimedial content such as subtitle and dubbing, and for this research focusing on practices subtitling. Subtitling is a unique form of audiovisual translation that operates under strict temporal and spatial constraints, demanding concise and effective language use to align seamlessly with on-screen visuals. to Agung (2022) states that subtitling involves providing written translations of the original dialogue, usually displayed at the bottom of the screen, allowing viewers to read the translations while listening to the original audio. (Supardi & Putri, 2018; Agung, 2022; Premasari & Widodo, 2021) highlight that the task of subtitling idiomatic expressions requires not only linguistic expertise but also cultural sensitivity to ensure that the meaning and impact of the original dialogue are preserved within the confines of the subtitle format. In short subtitling demands both linguistic precision and cultural awareness to effectively convey idiomatic expressions within spatial and temporal limitations.

Idiomatic expressions often appear in literary works, such as novels and movies, as well as in other forms of media, including television series. The TV series *Shōgun*, adapted from James Clavell's novel, provides a compelling narrative set in 16th-century Japan, showcasing the cultural and linguistic interactions between Western and Japanese characters. The series is rich with idiomatic expressions that reflect the sociocultural and historical contexts of both English and Japanese languages. Translating these idiomatic expressions for subtitles presents unique challenges, as the expressions often carry cultural and historical connotations that require careful adaptation to preserve their meaning and nuance. Translators must balance the linguistic fidelity of the source language with the accessibility of the target language, often relying on techniques such as cultural substitution, paraphrasing, or equivalence. By focusing on the translation of idiomatic expressions in *Shōgun*, this study explores the intricate process of

capturing cultural essence within the constraints of subtitling, contributing to a deeper understanding of how language and culture intersect in audiovisual media.

The translation techniques employed in this study are based on the comprehensive framework proposed by (Molina and Albir, 2002, as cited Robi Aji Sugihartono et al., 2023), which includes adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. These techniques are chosen because they offer a systematic approach to analyzing how meaning is conveyed across languages, especially in complex contexts such as idiomatic expressions. Each technique addresses specific challenges in translation, such as maintaining cultural nuance, dealing with structural differences between languages, or adapting to the constraints of subtitling. For instance, techniques like adaptation and compensation are particularly relevant for translating idiomatic expressions that do not have direct equivalents in the target language, while linguistic compression and reduction are essential for meeting the spatial and temporal limitations of subtitles. This theoretical framework ensures a thorough analysis of the strategies used to translate idiomatic expressions in the TV series *Shōgun*, highlighting the balance between fidelity to the source text and the accessibility of the target language.

In audiovisual translation, particularly in the subtitling of the *Shōgun* series, (Eugene Nida's 1974 as cited Mao & Wang, 2024) theory of equivalence serves as a key foundation for determining how idiomatic expressions are translated. Nida distinguishes between formal equivalence, which aims to preserve the original structure and content of the source language, and dynamic equivalence, which prioritizes naturalness and audience comprehension in the target language. In audiovisual translation, dynamic equivalence is often preferred due to the constraints of subtitle space and timing, as well as the need for smooth and natural-sounding dialogue. Nida's emphasizes that translation should seek "the closest natural equivalent to the source message", meaning idiomatic expressions are typically rendered in a way that conveys the intended meaning rather than adhering

strictly to the original form. Therefore, this study explores whether the translation of idiomatic expressions in *Shōgun* leans more towards formal or dynamic equivalence and examines how these choices impact the audience's understanding of the original message.

Several relevant studies support this research related to idiomatic translation can be categorized into several focus theme. Studies focusing on the translation of idiomatic expressions in movies and TV series include those conducted by Ariska et al. (2022), Kurniawan et al. (2024), Lestari et al. (2023), Aulia et al. (2023), Manipuspika and Winzami (2021), Hartati et al. (2024), and Sutrisno et al. (2023). Meanwhile, research on idiomatic expression translation in literary works has been conducted by Maulana (2020), Akbar and Suhendar (2020), Almeyra et al. (2024), Effendi et al. (2024), Sekarsari et al. (2021), Kurniawan (2025) and Alwan et al. (2025). Several studies also emphasize the use of translation theory and idiom translation strategies, such as those by Utami and Satyaningrum (2022). These studies demonstrate a wide interest in idiom translation across different media and text types. However, none of these studies have specifically examined idiomatic expressions reflecting Japanese culture in the Indonesian subtitles of a television series. Therefore, this study seeks to fill that gap by analyzing idiomatic expressions in the 2024 TV series *Shōgun*, focusing on the translation techniques and equivalence applied in the Indonesian subtitles.

These findings collectively support the need for a more focused exploration of idiomatic translation, particularly within culturally dense narratives like *Shōgun*, where the intersection of Western and Japanese values deepens the translation complexity. Previous studies, such as those by Ariska et al. (2022) and Kurniawan et al. (2025), have highlighted the challenges translators face when dealing with idiomatic expressions in audiovisual media, especially when cultural nuances must be preserved within the constraints of subtitles. Their research emphasized the importance of cultural sensitivity and the strategic use of translation techniques to maintain the intended meaning. Building upon the limitations identified in these earlier works, as discussed in Chapter II, this study aims to provide fresh insights into how idiomatic expressions with strong cultural underpinnings particularly

those reflecting Japanese values can be effectively translated through subtitling. The goal is to ensure both linguistic fidelity and cultural resonance for the Indonesian audience, while also contributing to the broader understanding of idiomatic translation in cross-cultural and historical contexts.

While idiomatic translation has been widely studied in various contexts, such as films, novels, and modern entertainment media, there is a lack of research specifically addressing idiomatic expressions that reflect Japanese culture, particularly in audiovisual media. Moreover, most previous studies focus on the translation of idioms from English into Indonesian in general contexts, without giving special attention to Japanese cultural settings as portrayed in a historical drama. The TV series *Shōgun*, currently streaming on Disney+ Hotstar, offers a unique opportunity to explore how idiomatic expressions are used and translated in a narrative that bridges Japanese and Western perspectives. This study specifically focuses on the Indonesian subtitles provided for the series, making it possible to examine how idiomatic expressions are rendered from the original context into the Indonesian language. Therefore, this research fills an important gap by analyzing idiomatic expressions that carry Japanese cultural values and how these are translated into Indonesian through subtitling techniques, highlighting the role of cultural adaptation and equivalence in subtitled historical drama.

This focus on idiomatic expressions in *Shōgun* represents a novel contribution, addressing the inters

ection of Japanese cultural identity, idiomatic translation, and audiovisual constraints, which have not been thoroughly explored in previous research. This study fills a critical gap by highlighting the complexities of translating Japanese culture-specific idiomatic expressions into Indonesian subtitles.

1.2. Research Question

1. What translation techniques are used to translate the idiomatic expressions from English into Indonesian?
2. What translation equivalences are used in translating the idiomatic expressions in *Shōgun*?

1.3. Research Objective

This study aims to explore how idiomatic expressions in the TV series *Shōgun* are translated from Indonesian subtitles. It delves into the specific strategies translators use to preserve the cultural essence and contextual meaning of these expressions. Beyond identifying the techniques, this research also seeks to understand why certain approaches are used more frequently, taking into account both linguistic challenges and the constraints of audiovisual translation.

1.4. Scope of The Research

This research focuses on idiomatic expressions in the TV series *Shōgun*, specifically examining their translation from Indonesian subtitles. The study is limited to identifying and analyzing idiomatic expressions that reflect the cultural and historical context of 16th-century Japan, as well as those influenced by the interactions between Japanese and Western characters. The analysis will employ a framework of translation techniques, such as those proposed by Molina and Albir (2002 as cited in Utami & Satyaningrum, 2022), to explore how cultural nuances are retained or adapted in the subtitles. In addition, this study also adopts Eugene Nida's (1974 as cited Mao & Wang, 2024) theory of translation equivalence covering both formal and dynamic equivalence as the grand theory to evaluate how idiomatic meanings are preserved or modified in the translation process. The study will analyze idiomatic expression across 10 episodes of *Shōgun*, focusing on how linguistic and cultural elements are conveyed in the Indonesian subtitles. Each episode presents unique challenges in translation, particularly in capturing feudal Japan's societal norms and the power dynamics between Japanese and European characters.

1.5. Significant of Research

This study contributes to the field of translation studies by providing insights into the complex process of translating culturally embedded idiomatic expressions in audiovisual media. By focusing on *Shōgun*, it highlights the challenges and strategies involved in adapting idioms that reflect Japanese culture for an Indonesian audience. The findings are expected to enrich our understanding of how linguistic and cultural barriers are navigated in subtitling, offering practical

implications for translators and researchers in cross-cultural communication. Additionally, this research underscores the importance of cultural sensitivity and creativity in preserving the meaning and impact of idiomatic expressions across languages.