

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the researcher introduces the study on the translation of sarcasm in *Deadpool* and *Wolverine*, a Marvel movie known for its witty and ironic dialogues. This introduction provides an overview of the research background, research questions, objectives, scope of the research, and significance, laying the foundation for a deeper exploration of sarcasm translation in movie.

#### **1.1. Rationale**

Sarcasm is a fascinating and often misunderstood form of communication. It involves saying something but meaning the opposite, usually to make a point in a humorous, critical, or ironic way. Bhakuni et al., (2022) state that, sarcasm is characterized as a paradoxical wit style based on how it affects sour and frequently ironic language that is typically aimed at a specific person. According to Camp (2011) cited in Melawati (2022) there are 4 types of sarcasm, Prepositional Sarcasm, Lexical Sarcasm, 'like'-prefixed Sarcasm, and Illocutionary Sarcasm. Unlike direct statements, sarcasm relies on context, tone, and shared knowledge between speakers and listeners to be properly understood. In movies, sarcasm is more than just a way to make audiences laugh, it helps define characters, adds depth to dialogue, and enhances storytelling. One of the best examples of sarcasm in film is *Deadpool* and *Wolverine*, where *Deadpool* is known for his sharp wit and sarcastic remarks that challenge authority, break the fourth wall, and provide comedic relief. However, the effectiveness of sarcasm can be lost when translated into another language, where there are limitations in space and time.

Translation is not just about replacing words from one language with another; it is about conveying meaning, emotion, and cultural context. This is particularly challenging when dealing with sarcasm because its humor and irony often depend on wordplay, tone, and cultural references that might not exist in the target language. A direct, word-for-word translation might not work because it could lose its sarcastic effect, making the dialogue sound unnatural or confusing. There are 18 translation techniques, Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive Creation, Established equivalent,

Generalization, Linguistics amplification, Linguistics Compression, Literal translation, Modulation, Particularization, Reduction, Substitution, Transposition and Variation (Molina and Albir, 2002) cited by (Sugihartono et al., 2023). Therefore, in translation, the translation text must be translated in the same meaning.

Translation equivalence is essentially about making sure that a translated text communicates the same message, meaning, and emotional impact as the original version. It goes beyond simply replacing words from one language with their direct counterparts; instead, it focuses on how to preserve the essence and intention behind the original message so that the reader of the translation can understand and feel it in the same way as someone reading the source text. According to Nida, (1974) cited by Mao & Wang, (2024), there are 2 kinds of Translation Equivalence; Formal and Dynamic Equivalence. Therefore, translators must carefully choose the right strategies to adapt sarcasm while keeping the humor and intent of the original dialogue intact in the subtitle.

Subtitle, as a form of translation, adds another layer of difficulty. Wigraha & Puspani, (2022) says that, The process of inserting an audio-visual medium to display the spoken utterance is known as subtitling. Unlike dubbing, where actors can adjust their tone and expression to convey sarcasm, subtitles have to be concise yet effective in capturing the meaning of spoken dialogue. Translators have limited space and time to ensure that viewers can read and understand the subtitles without missing important visual or auditory elements of the movie. When sarcasm is involved, this becomes even more complex because it often depends on subtle cues like voice inflection, body language, and cultural references, which may not translate directly into text. Subtitles are often used in movies so that viewers who do not understand the language used in a film can understand

A movie, also known as a film, is a series of moving images that tell a story or provide information. It is typically made through the process of filming, animation, or digital creation, and is often accompanied by sound, music, and dialogue. Movies are a form of entertainment and artistic expression, produced to entertain, inform, or evoke emotions in an audience. They can be of various genres such as action, comedy, drama, horror, and documentary. Prastyaningsih & Harida,

(2021) also said that, movie is a series of images from a prepared and processed film that are shown on a screen, usually with a sound track.

This study focused on analyzing the translation techniques and translation equivalence used to translate sarcasm in *Deadpool* and *Wolverine* from English to Indonesian subtitles, based on the framework developed by Albir and Molina, (2002) and Nida (1974). The research aims to examine which translation techniques are employed in translating the sarcastic expressions, and translation equivalence in how the language impact the preservation or alteration of the original sarcasm. The study will focus exclusively on how these translation techniques and translation equivalence are applied to maintain the intended sarcastic tone and meaning in the Indonesian subtitles.

The findings of this research will contribute to the field of translation, providing insights into the strategies used to translate sarcasm. This study will also be beneficial for translators, subtitlers, and linguists who work with humor and cultural adaptation in film translation. By understanding how sarcasm is handled in subtitles, this research can offer practical guidance for improving translation quality in the entertainment industry. Ultimately, this study highlights the importance of translation in preserving the essence of a film's dialogue, ensuring that audiences across different languages can enjoy the same witty and sarcastic experience as the original version.

## **1.2. Research Questions**

1. What translation techniques are used to translate the sarcasm expressions in 'Deadpool & Wolverine' Movie?
2. What translation equivalence are used in translating the sarcasm expressions in 'Deadpool & Wolverine' Movie?

## **1.3. Research Objectives**

This study focused on analyzing the translation techniques and translation equivalence used to translate sarcasm in *Deadpool* and *Wolverine* from English to Indonesian subtitles, based on the framework developed by Albir and Molina, (2002) and Nida (1974). When translating sarcasm in the "Deadpool and Wolverine" movie, it's important to consider how tone, context, and cultural

nuances can change the meaning. Translators often use techniques like established equivalent, which modifies the language but still has the same meaning to better connect with the audience, and compensation, which finds alternative ways to express sarcasm. Equivalence is also key, as it aims to evoke a similar reaction in the target language. By using these strategies, translators can capture the humor and wit of the original dialogue, helping audiences enjoy the characters' interactions despite the challenges of language and culture.

#### **1.4. Scope of the Research**

This research focuses on how sarcasm in 'Deadpool and Wolverine' is translated from English to Indonesian in its official subtitles, based on the framework developed by Albir and Molina. Since sarcasm is often tricky to translate due to its reliance on tone, wordplay, and cultural context, this study aims to examine which translation techniques are employed in rendering sarcastic expressions, and how these techniques impact the preservation or alteration of the original sarcasm by using translation equivalence.

#### **1.5. Significant of the Research**

Sarcasm can be in written or spoken form. Sarcasm is not only found in literary works but can also be found or occur in everyday life, sarcasm can appear intentionally or unintentionally. This research is important because it sheds light on the challenges of translating sarcasm in movies, especially in subtitles. Since sarcasm relies heavily on tone, context, and cultural references, translating it from English to Indonesian can be tricky. By analyzing how sarcasm is handled in 'Deadpool and Wolverine', this study provides useful insights for both academics and professionals in the fields of translation and linguistics.