

CHAPTER I

INTRODUCTION

This chapter presents the content of the proposed research. This contains five parts: rationale, research question, research objectives, scope of the research, and weight and relevance.

1.1 Rationale

Translation is a transformation of written text from the source language (SL) into the target language (TL). According to Newmark, (1988) translation is rendering the meaning of content into another language in the way that the author expects the content. The translation process not only carries out the substance of words from one language to another, but also includes the transfer of meaning, message, and purpose from the original text to the translated text. This guarantees that the person reading or listening can realize the meaning of the text in a way similar to that intended by the translator. Translation techniques refer to the different methods translators utilize to relay the meaning of a source language in the target language. These strategies are used based on the context, content, and focus of the translation. Molina & Albir, (2002) say there are 18 different techniques used in translation, including Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive Creation, Established Equivalence, Generalization, Linguistic Amplification, Linguistic Compression, Literal Translation, Modulation, Particularization, Reduction, Substitution, Transposition,

and Variation. Translation is not only translating orally but also in writing which we often refer to as subtitling.

A subtitle is translated text displayed in a language different from the original language of a show, movie, or video. Subtitles are an important part of the movie. According to Pahamzah & Syariifah, (2019), a subtitle is a textual interpretation of the spoken sound in the movie, it will alter if the dialogue between the film's characters changes. Kuswardani & Septiani, (2020) mention that Subtitles in movies help viewers know the information and follow the story, Western movies and Indonesian television programs use subtitles displayed on the screen. Subtitles are text that appears at the bottom of the screen while watching a movie, TV show, video, or presentation and provide translated text or a transcription of the conversation. Subtitles are texts that are translated from one language to another, or that convey what a character or speaker is saying in a particular context. In the context of translation, the purpose of subtitles is to provide translated text from one language to another so that viewers who cannot understand the original language can understand the dialogue. Subtitles can be applied to many different types of media, including movies, TV shows, online videos, and presentations. Adding subtitles can be done manually by translators, or we can use algorithms and automation technology to quickly generate subtitles.

Slang words may have specific meanings that are not always understood literally or may change over time. Slang is linguistic inventiveness shaped by cultural influences. Furthermore, slang is classified into two categories, according to Mashhady and Pourgalavi, (2013) the first is general slang, which is used to defy

social norms and is not limited to any particular group, and the second is specific slang that is usually used by people of similar age and experience, such as slang from teenagers. In addition, Habibiloyevna, (2021) state that Slang words are an informal language commonly used by young people to communicate with another person. This means that slang is a language variation that is used by a tiny and limited group, and it should not be known by other groups. Not everyone can understand or use slang in everyday communication because slang is more associated with the language of a specific community. Since its use is limited to a particular community or group, slang is temporary or temporal in nature. In this context, slang words may be associated with drugs (narcotics or illegal substances). Some slang words are often used to refer to specific drugs or activities related to drug use. The use of drug-related slang terms may reflect the particular culture or subculture in which these terms are known and understood. For example, "coke" refers to cocaine. Slang words are not only used in real life but can also be found in movies

A movie is an audiovisual work consisting of a series of moving images, usually accompanied by sound, designed for presentation on a movie theater screen or via other media such as television, video streaming, or digital platforms. Movie can be works of fiction or nonfiction, and span a variety of genres, including drama, comedy, action, horror, and documentary. In this research, the researcher chose a series titled "Narcos Season 3." This series is the third season of the previous Narcos series. This story of Narcos Season 3 focuses on the growing existence of the Cali Cartel after Pablo Escobar's death in the previous season. After Escobar is caught,

the Cali Cartel which is considered as the biggest criminal gang, seizes control of the drug trade in Colombia. Four major Cali Cartel leaders—known as the "Gentlemen of Cali" or "Cali KGB"—are the subject of this season's story: Gilberto Rodriguez Orejuela, Miguel Rodriguez Orejuela, Pacho Herrera, and Chepe Santacruz Londono. The third season of *Narcos* shows how the Drug Enforcement Administration (DEA) and Colombian officers hunted down and captured members of the Cali Cartel. Alongside this, the relationships that cartel members establish with politicians and authorities, as well as internal conflict and chaos arise.

This research aims to analyze the translation process, particularly in the context of slang words. It involves understanding the choice of words and translation techniques used in translating slang words from the original language (English) into the target language (Indonesian). The selection of slang words as the research object indicates the desire to identify how the technique for translating slang words from the source language to the target language. Slang is often a challenging aspect of language to translate due to its unique and contextual nuances.

This research is related to the previous study, The first was written by Tigana & Wahyuningsih, (2022) about a translation analysis of the slang words in the *Master of None: Season 1* TV series subtitles from English to Indonesian, as in Permana, (2022) is about an analysis of slang expression translation in the movie, and the last Fitria (2020) is about the Translation Technique of English to Indonesian Subtitle in “Crazy Rich Asian” Movie.

Regarding several studies above, the translation of slang words is one of the problems encountered by translators due to the cultural differences in terms of whether or not certain expressions used in the Source Language (SL) are acceptable in the Target Language (TL). The data analysis is conducted to investigate the use of Molina & Albir's translation techniques.

For this reason, the researcher tries to analyze the translation technique of slang words in the "Narcos Season 3" Netflix series.

1.2 Research Question

In line with the research background above, the researcher formulates the research question as follows:

1. What techniques are used by the translator to translate the English slang words into Indonesian in the series "Narcos Season 3"?

1.3 Research Objective

There is one major objective, of the research question as listed below:

1. To identify the technique used in translating English slang words into Indonesian in the series "Narcos Season 3".

1.4 Scope of The Research

The scope of the research, the researcher focuses on the analysis of translating English slang words into Indonesian subtitles taken from the "Narcos S3" series. The limitation is made to make the researcher focus only on the slang words and how they are translated into the Indonesian language.

1.5 Weight and Relevance

Due to the objectives of the research above, hopefully, this research has benefits for the teacher, students, and those who read this paper. There are two views of perspectives for this paper, such as:

1. Theoretically, this research will give information of new knowledge about the translation and the technique of translation in movies, especially in the scope of slang words.
2. Practically, this research can be useful for teachers, students, and other researchers. For the teachers, it can help them teach translating more effectively and give more attention to equivalence in translating, especially in the subtitle videos.