CHAPTER I
INTRODUCTION

In the advent of globalisation, language serves as a crucial instrument for cross-cultural communication, particularly for audio-visual products such as movies. Therefore, subtitles serve as a crucial mechanism for conveying meanings from the source language to the target language. Translation encompasses not merely the conversion of words, but also the conveyance of meaning, emotion, and cultural ambiance. This chapter addresses the research rationale, research questions, research objectives, research scope, and research significance.

1.1 Rationale

The growth of the worldwide movie industry has enhanced the intensity of cross-language cultural interchange via audio-visual media like movies, making translation is required to be a medium for bridging linguistic and cultural divides (Shahmerdanova, 2025). In this setting, subtitles, which are an essential component of audio-visual content, become one of the primary tools for viewers to understand dialogue or narration in films, television shows, and other types of video content (Calvo-Ferrer, 2024).

In this study, romantic expressions are comprehended to be more in line with the Triangular Theory of Love provided by Sternberg (1986) who split love into three key components: intimacy, passion and commitment. Romantic expressions in movies convey not only lexical meanings but also emotional significance. This means that translating romantic expressions requires not only congruence of meaning but also congruence of emotional sensation and effect. It is critical because, according to Volovyk (2024), the main criteria for measuring the quality of literary translation are the levels of equivalence between all language and extralinguistic levels.

“Dracula: A Love Tale”, unlike traditional romance films, depicts love within a tragic and gothic context, where themes of commitment, eternity,

sacrifice, and darkness dominate the narrative. Consequently, this movie offers a substantial and detailed corpus for analyzing the translation techniques and shifts employed in rendering intricate romantic expressions from English to Indonesian.

In modern translation studies, translation techniques are seen as specific ways that translators employ to fix problems in translating small parts of a text, like words, phrases, or sentences. This framework proposed by Molina & Albir (2004) is relevant for the study of subtitle translation as it facilitates a more detailed investigation of the translation of romantic expression into a target language, while also aiding in the identification of techniques employed by translators to preserve meaning and emotional tone within the constraints of time and space in subtitles.

In linguistics, shifts in subtitles can be much more complex due to time and space constraints, which force translators to compress information. As a result, Catford's (1965) translation shifts theory becomes significant in analyzing how linguistic form changes occur during the translation of romantic expressions from English to Indonesian.

This study is significant because it contributes to AVT analysis, specifically in the subtitles of romantic movies. The majority of translation research focuses on written texts (Ariza Purnawati, 2022; Menghan, 2023; Rizka Andiyani & Adika, 2025), whereas subtitles have a distinct feature in that subtitlers must work with limited screen space and time to effectively convey the original spoken message while remaining synchronized with the source product (Eljazouli & Azmi, 2024; Haider & Shuhaiber, 2024). There are several research studies which analyzed the same field, which is audio-visual media (Albarakati, 2024; Saputra et al., 2022), but they tend to focus on the process of subtitle translation in general rather than a specific topic (romantic expression in this case). Even though the studies of romantic media are already existed (S. Lubis & Shara, 2022; Meisha Rahmania & Havid Ardi, 2023; Robi Aji Sugihartono et al., 2023), there is no study which analyse specifically on romantic expression in movie. As a result, there is still a gap in assessing romantic expressions in movie subtitles, particularly in terms of types romantic expression based on Sternberg 's theory (1986), translation techniques and

shifts used to transfer emotional content from English to Indonesian. By analyzing movie subtitles, this study broadens the scope of translation research to include more contextual and dynamic elements.

1.2 Research Questions

1. What are the types of romantic expressions found in the English-Indonesian fan subtitles of “Dracula: A Love Tale” based on Sternberg's (1986) Triangular Theory of Love?
2. What translation techniques are used in translating romantic expressions in the English-Indonesian fan subtitles of “Dracula: A Love Tale” based on Molina & Albir's (2004) framework?
3. What types of translation shifts occur in the translation of romantic expressions in the English-Indonesian fan subtitles of “Dracula: A Love Tale” based on Catford's (1965) theory?

1.3 Research Objectives

The objective of the research is to examine the translation of romantic expressions in the English-Indonesian fan subtitles for the film “Dracula: A Love Tale”. Specifically, the purpose of this study is to examine the types of romantic expressions used in the movie based on Sternberg's Theory of Love (1986). Additionally, this study also examined which translation techniques employed in translating such romantic expressions, as classified by Molina & Albir (2004). Furthermore, this study intends to identify and describe the various types of translation shifts that occur in romantic expression translation using Catford's (1965) theory.

1.4 Scope of the Research

This study focuses on the translation of romantic expressions from English to Indonesian subtitles in the film “Dracula: A Love Tale”. The research data is focused on romantic expressions, such as love confession, expression of affection, longing, or even emotional sacrifice, as represented by the characters in the film.

The research analysis is limited to three major aspects: the types of romantic expressions found based on Sternberg 's (1986) theory, different types of translation techniques based on Molina & Albir's (2004) categorization, and the translation shifts based on the Catford's (1965) theory.

1.5 Weight and Relevance

This study has significant theoretical and practical implications in the field of translation. Theoretically, this study extends translation studies by applying Molina & Albir's (2004) translation technique and Catford's (1965) translation shift theory to audio-visual contexts, particularly movie subtitles. So far, studies on translation shifts and techniques have been conducted primarily in written texts such as novels or articles, so their application in movie subtitles will contribute to a better understanding of the translation dynamic in media with limited time and space. Furthermore, focusing on romantic expressions provides a more specialized analysis dimension because romantic expression has a different language and cultural complexity than typical informative expression.

This study is useful for subtitle translators and translation students since it provides a specific explanation of the translation techniques employed, as well as the types of shifts that most commonly occur in translating love expressions. The study's findings can be used to evaluate and reflect on translation practice, particularly in retaining the balance between semantic congruence and spontaneous expression in TL. As a result, this study not only contributes to the development of theory but also provides practical benefits in audio-visual translation.