

CHAPTER I

INTRODUCTION

The researcher provides the sub chapters, dealing with the title of the thesis. It consists of Research Context, the Researcher Focuses, the Research Objectives, and the Significance of the Study, and the Definition of the Key Terms.

This chapter also explains about the previous study and review of related literature that contains a topic and summarizes which is taken by book, journal, documents, and website to support and comparing with the research.

A. Research Context

Translation is define as a process of transferring language from the SL to TL that will accept the language. According to Newmark, translation is a work or an action by transferring a message or statement from one statement to another but does not change the meaning of the message.¹ Translation also plays an important role in the current era of globalization. Many translators appear and compete with one another. Related to this, a translator must be careful in translating from one language to another. There are several strategies used in translation, where a translator must know the strategy so that translators will know what strategies they will use. In translating activities, there are some things that they generally analyze, one of which is the language style.

¹ Peter Newmark, *Approaches to Translation* (Pergamon Institute of English, 1981), 7.

Language style or in other words called metaphors is a use of words or groups of words by not using the real meaning, but by using an equation or comparison to describe the meaning of the message. Metaphor is an implied comparison between two unlike objects.² It consists of another definition or meaning through the message of the text. In translating a language, style of language is a problem because the translator not only seeks appropriate meanings but also places words that match the source language and does not reduce the meaning contained in the source language. So that the message can be received correctly by the target language. There are several ways to interpret language styles.

As in the journal written by Harry Sambayu, it is stated that judging from its structure, language style can be in the form of words, phrases, clauses, or sentences.³ Some metaphors are also not easy to identify because that is implied. This is where translators will find it difficult to find the meaning of a translation. At present, most information contains elements of entertainment, such as film. We can find cultural products in everyday life in films. Film viewers can easily access the films they like by not worrying about translation because there are already many sites that provide subtitles in various languages. In the past few years, there have been many Disney animated films that have been made into films with characters using native people, such as Maleficent. The film Maleficent: The Mistress of Evil 2019 is a continuation of the first maleficent film that aired in 2014. This film attracted quite some viewers. The reason researchers analyzed this

² Akbar Pradana Raharta, Waode Hamsia, "An Analysis of Metaphor in Maya Angelou's 'Caged Bird' and 'Still I Rise Poems,'" *Tell Journal*, 4, 1 (April, 2016): 25.

³ Harry Sambayu, "Metaphorical Translation Strategies of Bahasa Indonesia into English on Contemporary Indonesian Poetry Translated By Harry Aveling," *Jurnal Pionir LPPM Univesitas Asahan*, 2, 5 (June, 2019): 37.

film is that some words cannot be interpreted directly. And it is one of the video uploads by Ethan uploaded on the youtube channel 'Learn English with TV Series' entitled: Learn English with Angelina Jolie in film Maleficent the Mistress of Evil, explaining that there are many styles of language in the Maleficent film that cannot be analyzed straightly -right.⁴ The language style referred to can vary, one of which is metaphor. How the meaning of the message of the film can be conveyed to the audience, and how the translation strategy used in translating the film Maleficent: The Mistress of Evil from English into Indonesian.

There are two types of translation in films, namely translation using voice (dubbing) and translation using text (subtitles).⁵ In the world of film, translation activities can benefit audiences with different cultural backgrounds. In this study, researchers used subtitles by Lebah Ganteng. Lebah Ganteng translates English text from the source language to the target language in Indonesian. In translating the source language into the target language in this Maleficent film text, Lebah Ganteng uses the transposition method.

Previously, there were maleficent film researchers in terms of representation of feminism, character analysis, and pragmatic analysis. Here the researchers focused on the analysis of metaphor contained in the film Maleficent. There are previous studies that have examined the analysis of metaphors but with different objects. As in the study written by Fauziah Kartini and Faridah Ibrahim Hassan Basri entitled, *metaphors of "The Female" in Malay Movies*. And also in the study

⁴ <https://youtu.be/HUYN0uKIFUA>, taken on Sunday 7 March 2021 20:00.

⁵ Setyawan K., "Strategi Penerjemahan Dan Kesepadanan Makna Pada Terjemahan Subtittle Film "Turah", Mengangkat Bahasa Jawa Ngapak Ke Kancan Internasional." *Jurnal LPPM: Pengembangan Sumber Daya Pedesaan dan Kearifan Lokal Berkelanjutan* VIII, (2018): 259.

authored by Akbar Pradana Raharta and Waode Hamsia entitled, *An Analysis of Metaphor in Maya Angelou's "Caged Bird" and "Still I Rise" Poems*. Of course, other studies also analyze the metaphor of a particular object. From previous research that has been mentioned above, equally, mention how metaphors shape and usefulness in each object. However, this research focuses on the metaphors and translation strategies used in the film *Maleficent: The Mistress of Evil* from English into Indonesian. As for the film *Maleficent: The Mistress of Evil* is one film that was still warm and had discussed the positive and good comments from the audience. This research uses descriptive analysis with pragmatic approach to collect the data from the film.

B. Research Focus

Research focus is a condition based on the relationship of two factors or more resulting in a confusing situation or enable a question, attentively, and situational based on the real phenomenon and it needs to solve or effort to answer.⁶ As explained earlier, the reason for using *Maleficent: The Mistress of Evil* as the object of this research is because this film is a Disney production adapted from the *Sleeping Beauty* children's fairy tales which is different from the original *Sleeping Beauty* story. However, researchers also focus on the problems that will be presented in this study to make it easier for us. The focus of this research is:

1. What kinds of metaphor used in the film *Maleficent: The Mistress of Evil* to Indonesian subtitles?

⁶ *Pedoman Penulisan Karya Ilmiah Edisi Revisi*, (Pamekasan: STAIN Press, 2015), 18.

2. How are the metaphor translation strategies in the film *Maleficent: The Mistress of Evil*?

C. Research Objectives

According to John W. Creswell, *Educational Research Design* stated that research objectives are a statement of intended use in quantitative research that specifies a goal that the investigator plans to achieve in a study.⁷ By determining the formulations of a problem, of course, we have the intent and purpose to be achieved as well. As has been explained above about the focus of research, researchers find the objectives to be achieved in this study, are as follows:

1. To find out kinds of metaphors used in the film *Maleficent: The Mistress of Evil*.
2. To analyze the metaphorical translation strategies used in the film *Maleficent: The Mistress of Evil* to Indonesian subtitles.

D. Significance of the Study

Significance of the study is how the research help the developing of science, or how the research gives the contribution in solving the problem in the social aspect.⁸ This research is expected to provide information to writers and people in the field of education related to the strategy of translating metaphors.

There are two types of significants that will be achieved by the reseacher, it consists of orientation and practice.

⁷ John W. Creswell, *Educational Research Design: Planning, Conducting and Evaluating Quantitative and Qualitative Research* (Boston: Pearson Education, 2012), 111.

⁸ *Pedoman Penulisan*, 19.

1. Theoretic

This study will prove that structural analysis is still relevant and acceptable in literature studies, as well as analyzing how the use of metaphors and strategies is used in maleficent film.

2. Practical significance

a) Film

This study can be used as an alternative study to study literature, critical studies of literature (especially about metaphors) and further studies that use metaphor analysis in pragmatic approaches.

b) Researchers

This research will help and respond to research confusion, using metaphor analysis on film, it will produce some results on how kind and strategy in translating metaphors into maleficent films.

c) Research can benefit English teachers, especially metaphor teachers, to enrich knowledge and as a reference material.

E. The Definition of Key Terms

The title of this research is "An Analysis of Metaphors and Translation Strategies Used in Indonesian Subtitles of Maleficent: The Mistress of Evil film". Therefore, to avoid misunderstanding, the following are some of the definitions of the terms explained, namely:

1. The translation is to translate or to transfer the message from source language to the target language without change the meaning.

2. Metaphor is a word used to affirm something with another in the same sense.
3. A film is a series of moving and living images that are assisted by several tools and can be displayed.
4. Maleficent The Mistress of Evil is one of American fantasy film by Charles Perrault.

F. Previous Study

There are many researcher that research about analyze film especially in figurative language. One of them is the journal written by Fauziah Kartini and Faridah Ibrahim Hassan Basri entitled, *metaphors of "The Female" in Malay Movies*, Pusat Penerbitan University (UPENA), Vol. 1, 2004. This research use qualitative approach. It examined the analysis of metaphors but with different objects. The research analyze in Malay film, meanwhile in this research analyze in Maleficent: The Mistress of Evil film. Another differences is, Kartini and Hassan Basri analyze the metaphors applied in Malay Movies, especially for the female movies. It just focuses on the metaphor; while in this research also include the strategies used in maleficent film.⁹

Then, in the study authored by Akbar Pradana Raharta and Waode Hamsia entitled, *An Analysis of Metaphor in Maya Angelou's "Caged Bird" and "Still I Rise" Poems*, Tell Journal, vol. 4 No. 1, April 2016, ISSN: 2338-8927. This research explored the possible meaning of the metaphor in the poem of Maya Angelou. The researcher focused on metaphor forms found as the object to be

⁹ Fauziah Kartini and Faridah Ibrahim Hassan Basri, "Metaphors of "The Female" in Malay Movies," Pusat Penerbitan University (UPENA), 1 (April, 2004).

analyzed in Maya Angelou's poems. This research used descriptive qualitative to analyze the data. The purpose of this research was to find out the type of metaphor based on Crystal, Lakoff and Johnson theory, know the reasons of the use of metaphor, and interpret the poem meaning based on explication and author's biography. It was found that Maya Angelou used three types of live metaphor they are Conceptual metaphor, Mixed metaphor and Poetic metaphor. It was also found that each poem tells about the author's personal opinion about the racial inequality between black races and white races in America at that time.¹⁰ Of course, other studies also analyze the metaphor of a particular object. But, this study analyzed poem by Maya Angelous. The difference between the researchers' study is she analyze a film as their research while both of them analyze the figurative language especially metaphor on their object.

Harry Sambayu also on his journal, *Metaphorical Translation Strategies of Bahasa Indonesia to English on Contemporary Indonesian Poetry Translated by Harry Aveling*, Jurnal Pionir LPPM Univeritas Asahan, vol. 5 No. 2 (January-June 2009), e-ISSN: 2655-3201. This study aims to gain an in-depth understanding of the translation strategy of Indonesian metaphor into English in Indonesian poetries works such as Ajip Rosid and Subagio Sastrowardojo translated and edited into English by Harry Aveling in his book *Contemporary Indonesian Poetry*. This research used a qualitative approach with content analysis method. It indicates that process of the translation from SL into TL by using literal translation. While for errors of use of the Indonesian metaphor translation strategy into English showed by metaphor translation strategies, such as metaphor in SL translated into

¹⁰ Akbar Pradana Raharta, Waode Hamsia, "An Analysis of Metaphor in Maya Angelou's 'Caged Bird' and 'Still I Rise Poems,'" *Tell Journal*, 4, 1 (April, 2016).

simile and metaphor in SL translated into different metaphor in TL. This research also analyzes the metaphorical translation strategies while the difference is this research does not mention the types of metaphor from the object. As well as these research conducted a different object.¹¹

From previous research that has been mentioned above, equally, mention how metaphors shape and usefulness in each object. However, this research focuses on the metaphors and translation strategies used in the film *Maleficent: The Mistress of Evil* from English into Indonesian.

¹¹ Harry Sambayu, "Metaphorical Translation Strategies of Bahasa Indonesia into English on Contemporary Indonesian Poetry Translated By Harry Aveling," *Jurnal Pionir LPPM Universitas Asahan*, 2, 5 (June, 2019).