

CHAPTER I

INTRODUCTION

This chapter presents the background of the research, research problem, objective of the research, significance of the research, scope and limitation of the research and definition of the key terms.

A. Background of the Study

Movies have become the most widely consumed literary product because they are easy and inexpensive to obtain, produced in various genres, engaging with vibrant animation and spectacular effects, and frequently contain language and cultural content (Anggraeni et al., 2019). In addition, movies provide the public with technical offerings such as music, drama, humor, stories, and events (Briliantana et al., 2022). Therefore, watching a movie is an entertaining option to spend leisure time with family or friends. Watching movies of various genres worldwide can be done anytime and anywhere using trending streaming platforms such as Amazon Prime Video, Apple TV, Disney+, HBO, Hulu, Netflix, and Roku (Camilleri & Falzon, 2021).

Anggraeni et al. (2019) mention that language is one of the most essential parts of movies that serve as a communication tool. For instance, when watching an English movie that is not the native language, not everyone can process and understand the language directly. Therefore, English as the source language (SL) needs to be translated into the target language (TL), and the results can be seen in the form of subtitles. As the most extensively researched

kind of multimedia translation, subtitles display text on the screen in two languages to help viewers comprehend the language and translate the speech from the source language into the target language (Wafa et al., 2022).

Translating one language into another takes work, including translating subtitles. Diaz-Cintas et al. (2014) state that the translation process used for subtitles can only accommodate a maximum of two lines. Nevertheless, there are often three or four lines, irregular word-by-word writing, no subtitles, and poorly readable text from the source to the target language.

Translation activity has several concepts proposed by several translation experts. According to Nida and Taber (2003), translating a text is an attempt to produce a close equivalent from the source language to the target language, either in meaning or style. In addition, translation activity attempts to explain the intended meaning of the source language writer (Newmark, 1988)

Maley and Duff (1989) mention that the practice of translation has six principles that must be adhered to by every translator. It starts with meaning, in which the translation should accurately convey the original text's meaning. Following this, form is the next principle, in which the translation should approximate the original as much as feasible. Another principle is register where the translator must distinguish between formal and fixed terms. Additionally, source language influence also becomes an important thing for a translator to set the material down and translate a few sentences into their own terms to overcome the original language's impact. Furthermore, style and clarity

influence the change of the original style. It can be done except if the writing could be better or there are many repetitive parts. Finally, idioms, as the last principle, have the role of the translator to consider and choose the appropriate method of translating idioms because of the difficulty level.

Besides stages, translation activity also needs some methods. Newmark (1988) divides translation methods by emphasis on the source and target languages. The methods that focus on the source language include word-for-word, literal, faithful, and semantic translation. Furthermore, the methods focusing on the target language include adaptation, free translation, idiomatic translation, and communicative translation. From the above classification, the overall translation method initiated by Newmark (1988) has eight methods.

In this study, the researcher wants to analyze the movie "Hidden Figures" released in 2016. According to Wikipedia, this movie was directed by Theodore Melfi and produced by Donna Gigliotti, Peter Chernin, Jenno Topping, Pharrell Williams, and Theodore Melfi. This movie is based on the book Hidden Figures by Margot Lee Shetterly in 2010. The movie tells the story of three African-American mathematicians, Katherine Johnson, Dorothy Vaughan, and Mary Jackson, who worked in the West Area Computers section of the Langley Research Center to help NASA catch up in the Space Race.

The researcher chose this movie for several reasons. The first reason is Hidden Figures, a movie tells the struggle of three inspiring women mathematicians who fight for their careers and education. Hidden Figures is not

only entertaining, but also has strong educational value. The movie presents stories about science and math and provides insight into the struggles and contributions of black women in male-dominated fields and facing racial discrimination, so this movie has educational value that is very relevant and inspiring to watch. The second reason is that several terms are related to technology and science because this movie was set in NASA and has scope in mathematics, science, and technology. In addition, the researcher also wants to find definitions of those terms contained in the movie. The existence of definitions is important to help the audience better understand the content in the movie, which contains many science, math, and technology terms that not all viewers know in advance. In finding the definition, the researcher needs dictionaries, related books, and articles as references to increase knowledge related to technology and science to help understand the movie's content. Furthermore, the researcher also analyzes technological terms based on the Technology Acceptance Model theory by Davis and Granić (2024) to find out how user acceptance of technology in the Hidden Figures film. In addition, scientific terms are also analyzed based on Actor Network Theory by Michel Callon (1986), Bruno Latour (1987), and John Law (1987) to find out how the terms function in the Hidden Figures movie through identification and analysis of interdependent relationships in the network between human and non-human actors surrounding a scientific term.

Terminology analysis has a connection with translation where the Technology Acceptance Model, analyzes how technological terms are accepted

and used by the characters in the movie, focusing on perceived usefulness and perceived ease of use. When the translator chooses the right method to translate technological terms, it ensures that the technological terms in the movie are easily understood by the audience. Then, Actor Network Theory views scientific terms as “actors” who play a role in the network of interactions between humans and technology. When scientific terms are translated using appropriate methods, they remain effective as part of the network of actors in the movie. The choice of appropriate translation methods ensures that these scientific terms can be understood in the context of actor and technology interactions in ANT analysis.

Some previous studies have analyzed translation methods in movie subtitles. Ramadhan et al. (2022) analyze the translation method used in the Indonesian subtitle of the English movie "The Little Prince." This study applies Molina and Albir's theory to find the translation technique of Indonesian subtitles. The study proves that literal translation is the most common technique for translating an English subtitle into an Indonesian subtitle. The result shows that of 18 methods, only 16 techniques were used by translators.

Another study by Wafa et al. (2022) analyze the translation technique in the Indonesian subtitle of "King's Speech" movie. This study also applies Molina and Albir's theory to analyze the translation technique. This study finds that ten techniques were used from 18 available techniques. The most common techniques that the translator used are literal translation and borrowing.

Some previous studies that use the same movie entitled “Hidden Figures” are found by the researcher. The first study is conducted by Panuntun and Chusna (2021), which focus on the patriarchal culture in female characters since the movie's female leads are African-American. This study has a feminist approach. From this study, it is found that patriarchal culture, which is reflected in Hidden Figures Movie, is identified into four kinds of patriarchal types. Those were characters, setting, plotting, and conflict.

Another previous study conducted by Andrianto et al. (2022) is concerned with the black and liberal feminist movement contained in the movie by Theodore Melfi. This study's findings are based on analyzing the scenes of the movie that contained discrimination against the black race. The result of the focus group discussion that researchers conducted shows that many forms of discrimination are portrayed in some movie scenes. It means the female characters who come from the black race are given unequal treatment in their workplace. Meanwhile, the people who include whites have special treatment in the workplace.

A study uses the same translation method's theory of Newmark (1988) is conducted by Ananta and Irwandika (2022) who analyzed the “Avatar”. In addition, a theory of translation types by Larson (1945) is implemented in the research as supporting theory. In the finding, it is found that word-for-word translation is the most frequently translation method used while literal translation is least translation method used,

Khosimow et al (2019), identify political terms in the movie of “Snowden” and “White House Down” based on theory of Budiarjo (2008). The researcher also identifies the translation technique by applied Molina and Albir’s theory (2002) and translation quality by applied translation quality assessment theory of Nababan (2012). Content analysis and focus group discussions are the method for this research. Based on the findings of the data analysis, political concepts are divided into three categories: state, power, and policy. The term state politics is the most frequently used type. In addition, the researcher identified 21 translation techniques by Molina and Albir (2002) used in the translation of political terms in the movie “Snowden” and “White House Down”.

This research uses the theory of translation methods by Newmark (1988) to analyze the translation method of movie subtitles. It differs from earlier studies using Molina and Albir's theory and same as Ananta and Irwandika (2022). In addition, the researcher also conducts different studies from the earlier studies even though they used the same movie. This study focuses on analyzing subtitles by finding translation methods. Meanwhile, the earlier studies analyze the content about discrimination and the patriarchal culture of female leads. For this study, the researcher finds the technological and scientific terms in the movie since the movie tells the story of three mathematicians who work at NASA and then analyze them using Technology Acceptance Model (TAM) theory by Davis and Granić (2024) for technological

terms and Actor Network Theory (ANT) by Michel Callon (1986), Bruno Latour (1987), and John Law (1987) for scientific terms.

B. Research Questions

Concerning the background above, this research aims to analyze the translation method and technological and scientific terms in Hidden Figures movie and answers the following research questions:

1. What methods are used in the Indonesian subtitles of the Hidden Figures movie?
2. What technological and scientific terms are found in the Hidden Figures movie?

C. Objective of the Study

Based on the research questions above, the objectives of the study are the following:

1. To find the methods that are used in the Indonesian subtitles of Hidden Figures movies.
2. To know the technological and scientific terms found in the movie Hidden Figures.

D. Significance of the Study

The significance of this study that the researcher expects is as follows:

1. Theoretical Significance

Theoretically, the study is expected to provide information about translation methods that are used in Indonesian subtitles of Hidden Figures movies and the technological and scientific terms that are found in Hidden Figures movies. This research is predicted to offer beneficial information which includes:

a. For the Lecturer

This research is expected to be a reference to the practice and theory of translation methods. In addition, the technological and scientific terms found are also expected to be used by lecturers to help students understand the content of the movie and convey general knowledge about technology and science.

b. For the Students

Through this research, students will learn more about translation methods used in Indonesian subtitles of English movies. Furthermore, students can also understand the movie's content by searching for technological and scientific terms and gaining more knowledge about technology and science.

E. Scope and Limitation of the Study

Concerning the topic of the study, the scope of this research is the Hidden Figures movie with an Indonesian subtitle. The researcher analyzed the translation method using Peter Newmark's translation method theory (1988) and discover technological and scientific terms in the movie and analyzed them using Technology Acceptance Model (TAM) theory by to find user acceptance of technological terms and Actor Network Theory (ANT) by Michel Callon (1986), Bruno Latour (1987), and John Law (1987) to know the real function of scientific terms in the movie.

The limitation of this research is the utterance part analyzed in the movie. In analyzing the translation method, the researcher examines the utterance of the three main characters. Another limitation is the analysis of previous research related to terminology and the limited terms that can be analyzed using the theory. In addition, this research is also conducted within time limitations.

F. Definition of Key Terms

Defining the term associated with this research is vital to ensure clarity regarding its title.

1. Translation Method

According to Peter Newmark (1988), the translation method attempts to explain the writer's intended meaning of the source language, which is called translation.

2. Technological Terms

Technological terminology, with the keyword “technology”, refers to the collection of human activities used to create and utilize material objects to change the material world (Schatzberg, 2018).

3. Scientific Terms

Scientific concept is defined by specifying aspects such as the following such as object or system, nature or characteristics, cause or effect, mathematical expression or equation, and condition or reference frame (Wong et. al, 2020)

4. Movies

According to Anggraeni et al. (2019), a movie is one of the literature forms that contains a story, play, history, culture, incidents, science, etc., that is recorded as a video and shown in cinema, television, theaters, or other broadcast media which is as entertainment as the primary purpose.