CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a vital part of human life. As social beings, human communication always takes place in every social context. Thus, language was created and acted as the medium for humans to communicate and connect with each other. Language has made us able to express ourselves, feelings, thoughts, and unique ideas despite different cultures and societies.

Sadly, not everyone speaks the same language, and not everyone has access to learning new languages. That's why translation exists. Translation has been the key to solving the problem of communicating in different languages. Translation means forming one language into another language. Translation, on the other hand, is more than just changing and transferring words. It must take into consideration the meaning and the message being carried. The meaning should be accurate from the source language to the target language. Thereby, translation has ensured that people receive the same meaning they would have received in the original language.

Subtitle in movies is one of the products of translation. The increasing popularity of streaming services has led to a greater demand for subtitles in movies and TV shows. As more and more content is being streamed and sold worldwide, it has become necessary to provide subtitles for people who do not speak the language in which the show is being presented. The result of this is that subtitles have become a vital part of the movie and TV industry, as they allow people from all around the world to enjoy shows and movies that are not in their native language. Without

subtitles, many people would not be able to understand and appreciate the content of these shows.

Hence, subtitling is not an easy task. Translators often find it challenging because of the structure of the language, the cultural differences, and the style of the language. Moreover, translators should pay attention to the time limit and the length of the text so that the audience can read the text along. English-to-Indonesian subtitles often use the strategy called language shifting. Translation Shift, also shortly call1ed Shift, is a translation process that involves replacing the Source Language (SL) elements into the elements of the Target Language (TL) without a change in meaning. According to Catford (1965), there are two kinds of Shift: *level shift* and *Category Shift*. A level shift focuses on changing the level from grammar to lexis or vice versa, while the Category Shift focuses on all kinds of grammatical changes. Catford brought some grammatical changes in Category Shifts, including structure shift, class shift, unit shift, and intra-system shifts. It is easier to analyze Category Shift than level shift. For this reason, the writer wanted to study the Category Shifts in the English-to-Indonesian Subtitle of *Turning Red*.

The movie entitled *Turning Red* is an animated movie produced by Pixar Animation Studio and released by Walt Disney Pictures. The movie was released in March 2022. The writer has chosen to study the movie *Turning Red* for her research because it is a film that is specifically targeted towards a young audience and as such, has a simple and easy to understand language that makes it accessible to viewers of all ages. One of the main reasons the writer was drawn to this movie is because of the valuable lessons it conveys about puberty and the importance of self-acceptance. Through its portrayal of a young girl navigating the challenges of

growing up, *Turning Red* demonstrates that it is natural to have messy and imperfect sides and encourages viewers to embrace these qualities rather than feel ashamed or guilty about them. This message is particularly relevant for young people who may be struggling with feelings of insecurity and self-doubt as they go through the often confusing and sometimes difficult process of puberty. For

In addition to its themes of self-acceptance and resilience, *Turning Red* also touches upon the theme of parenting and the importance of trusting in our children's development. As the movie follows the story of a young girl and her relationship with her parents, it highlights the challenges and joys of raising a child and the need for parents to have faith in their child's ability to grow and learn. This theme is particularly relevant in today's society, where many parents may feel pressure to constantly monitor and control their children's every move.

Finally, the writer was also drawn to study *Turning Red* because it is the first Pixar film to be solely directed by a woman. This is a significant milestone in the film industry, and the writer believes that it is important to examine and celebrate the contributions of female directors and filmmakers. Overall, *Turning Red* presents a range of important themes and messages that make it a valuable subject for study and one that has the potential to resonate with audiences of all ages. For these reasons, the writer chose to analyze the types of Category Shifts in the English-to-Indonesian Subtitle of *Turning Red*.

1.2 Research Questions

Based on the background of the study above, the researcher developed a few research questions, they are:

1. What types of Category Shifts are found in the English-to-Indonesian subtitle of *Turning Red*?

2. How is the translation quality of Translation Shift in the English-to-Indonesian subtitle of *Turning Red*?

1.3 Research Objectives

This study is expected to fulfil the following objective that is:

1. To identify and describe the types of Category Shift found in the English-to-Indonesian subtitle of *Turning Red.*

2. To measure the quality of Translation Shift in the English-to-Indonesian subtitle of *Turning Red*

1.4 Significance of the Study

The main objective of this research was to determine the potential benefits that could be derived from the results of the study for the following groups or individuals:

1. The Writer

The writer sees this study as a chance to enhance her understanding in translation, and to learn more about this topic.

2. The English Department

The writer expected that this study will provide valuable insights to students in the English Department, helping them to improve their understanding in translation.

3. Other Writer

The writer expected this study will be useful to other writers as a reference point for further study and research in the field of translation.

1.5 Definition of Key Terms

To even the perspective on this study, the writer defines the following key terms:

1. Translation – the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). (Catford, 1965)

2. Translation Shift – the departures from formal correspondence in the process of going from source language into target language. (Catford, 1965)

3. Formal Correspondence – any TL category (unit, class, element of structure, etc.) which can be said to occupy as nearly as possible, the 'same' place in the 'economy' of the TL as the given SL category occupies in the SL. (Catford, 1965)

4. Structure Shift – the change of grammatical pattern of linguistic items of source language when they are translated in the target language

5. Unit Shift – the change of a unit at one rank in the SL to a unit at a different rank in the TL

6. Class Shift – the change of class of a SL item to a different class in the TL (noun to adjective, verb to adjective, etc.)

7. Intra-system Shift – the change that occurs internally, within a system of both languages (singular and plural noun system)

8. Translation Quality Assessment – to determine the quality of a translation, it must first be evaluated based on three aspects: its accuracy, its acceptability, and its readability.

1.6 Scope and Limitation of the Study

This study has some limitations that the writer must interpret to avoid a broader scope. *Turning Red* has a lot of aspects that the writer can analyze, but the writer will focus on the Category Shift and the main characters of *Turning Red:* Meilin Lee, Ming Lee, Miriam, Abby, and Priya.

1.7 Organization of the Thesis

The thesis is organized into five chapters. Chapter I is the introduction, where the background, research questions, objectives, significance, key terms, scope, and organization of the study are presented. Chapter II is a review of related literature, which covers theories of translation, including the definition, translation process, translation shift, translation quality assessment, subtitle, and relevant studies. Chapter III discusses the research method, including the design, data sources, instrument, data collection, analysis procedures and triangulation. Chapter IV presents the findings and discussion. Finally, Chapter V concludes the study and offers suggestions based on the findings.