

CHAPTER I

INTRODUCTION

A. Background of Study

Translation is a way to understand other language who we don't understand. Translation also can be used as to understand other cultures or communication to others. In general, translation is a way to replace or change one language to other language that cannot understand by speakers in other language. According to Hatim & Munday (2004), translation is converting of the meaning source language text by a target language text. In other theory that translation in a process changing the original text and turning into the other language.

In Islam has been explained that we are as human being must to learn and understand the other language or we can say translation, which is contained in one verse in Holy Al-Qur'an has explained very clearly that learning a foreign language is very important so that humans can communicate with each other. Based on Allah's prophecy on Qur'an Surah Ar-Arum verse 22:

وَمِنْ آيَاتِهِ خَلْقَ السَّمُوتِ وَالْأَرْضِ وَاخْتِلَافِ أَلْسِنَتِكُمْ وَالْوَالِدَاتِ اللَّاتِي فِي ذَلِكِ

لَايَاتٍ لِلْعَالَمِينَ

It is implied from this verse that all humans were created differently to ensure the existence of the creation to this world, from skies and the earth, skins and races, to the different language. English is one of the foreign languages which learn by all human around the globe. Almost at all translation aspects require vocabularies as their basic knowledge to improve their ability in understanding foreign language, such as English with each other.

According to Lotman (Santoso, 2018) stated that animation is animated films which are not an aspect of feature films; rather they constitute an autonomous art form with a unique creative vocabulary that is frequently contrary to that of feature films or documentaries. Another theory about animation from McLaren(Wikayanto et al., 2019), he stated that animation is the art of drawing in motion is what animation is, not the art of drawing in motion itself. Events that happen in between frames are more significant than those that occur within them. (Fadly, n.d.).

Translation method is important and has roles for the animation industry because in the industry there are many things that are crucial to understanding other languages in animation. First, there is an overwhelming need among viewers worldwide for the global animation market to grow. Viewers are able to comprehend the meaning of objects seen in the animation by watching. Translators can produce animation that appeals to audiences across national boundaries, potentially expanding their market reach. They can also add distinct cultural elements to the animation, aiding viewers in comprehending and appreciating the animation's culture. Second, strengthen the audience's experience by ensuring that they adhere to the target language in the animation dialogue in accordance with the

target nation's culture and avoid misunderstandings to avoid audience misunderstandings of the dialogue's meaning. Third, follow to industry standards for animation. Some countries have their own rules governing animation, particularly with regard to the use of language that complies with local laws. Therefore, proper translation plays a critical role in preventing audience misunderstandings when watching animation.

Translation method have influence to audience who watch animation with dubbing or subtitling. In context, the translators have to know on cross-cultural understanding and rhythm, which means translators who used literal translation method must be tolerant and perform translations in a way that takes into consideration the animation context and the national culture.

In this research, the researcher analyses the animated series from Amazon Prime Video entitled Kung Fu Panda: The Paws of Destiny which this animation has uniqueness that related to real life even for education. This animation made by DreamWorks Animation Studios and the story is tell about four young pandas accidentally got power when they are finding a statue inside the cave. Then, Master Po seems the young four pandas have an oddity and he realize that they are got power. After that, Master Po teaching them to control their power so that the evil teacher resurrected named Jingdou who disturbing the four young pandas and go on adventures working together to each other to protect the threatened Panda Village from Jingdou. The researcher takes this animation because the translator expected that literal translation method as assistance in translating audio-visual content by providing contribution about literal translation in animated series.

Considering this case, the researcher is interested in undertaking a study with the title: **The Analysis of Translation Method in Animated Series: Kung Fu Panda: The Paws of Destiny.**

B. Research Question

This study aims to analyze the translation method of animated series Kung Fu Panda: The Paws of Destiny. Therefore, the results of the research questions are how does the analysis of translation method use in the animated series Kung Fu Panda: The Paws of Destiny?

C. Objectives of Study

In accordance with the difficulties stated above, the following purpose of this stud is to find out the analysis of translation method uses in animated series Kung Fu Panda: The Paws of Destiny.

D. Definition of Key Terms

To make it clearer of the study's title, the author defines and defines terminology used operationally. The researcher defines numerous terminologies linked to the title in this section, which are as follows:

1. Translation Method

A method for translating a word or a phrase that keeps the original content to word or phrase without changing their structure or style of the text. For example, English: *"They are taking a bath"*, Indonesian: *"Mereka sedang*

mandi".

2. English Readers

English readers are people who learn and engage in reading materials written in the English language. This encompasses both native English speakers and those who are learning or have acquired proficiency in English.

3. Kung Fu Panda: The Paws of Destiny

Kung Fu Panda: The Paws of Destiny is an animated series developed by DreamWorks Animation Studios which is responsible for the production of this animation series. This animation series also mixes 2 genres, martial arts and adventures, which shows Chinese martial arts and the adventure of Pandas throughout the Panda's Village. This Kung Fu Panda animation series tells about the events after Kung Fu Panda 3 movie and Po has to teach 4 young Pandas who accidentally got mysterious power from a statue inside the cave near the village. Po has to help these four young pandas in learning their powers so they can emerge as real heroes. There are many valuable lessons about friendship, teamwork, and the value of self-assurance throughout the series. In this research, the researcher only focuses on to analyse the data from the script of episode 1, 2, 5 and 10.

E. Significance of Study

The results of this research are expected to give advantages, benefits and useful information for both theoretical and practical, therefore the results as

follow:

1. Theoretically, the significance of study is to given more information about the analyse of translation method in animated series. Literal translation method can be used to analyse the animated series of Kung Fu Panda: The Paws of Destiny. Hopefully, this research English Department students can understand about the analyse of literal translation in animated series.
2. Practically, the purpose of this research is to make the translator and student who learn to understand used literal translation method in animated series. By understanding of literal translation method, translator and student can analyse another the animated series with literal translation method.