

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Comics stands as a form of literary expression that interweaves full of life imagery, dialogues, and fascinate narratives. Presently, people engage in activities facilitated by digital platforms, including reading comics. The digital form of comic has been rising up to this day. Aggeleton (as cited by Lestari and Irwansyah, 2020: 135) stated that digital comics are distributed and published through digital, filled with frames and symbols such as speech bubbles, which serve to convey the nuanced messages embedded within the visuals themselves.

According to Ramadan and Rasuardie (2020: 4), digital comics are considered a significant technological advancement. This is related to the unique features of digital comics, which provide a different reading experience compared to traditional printed comics. Additionally, digital comics offer convenience for readers, creating a modern and efficient reading experience.

Webtoon is a distinct form of digital comic originally from South Korea. Webtoon gives distinct experience to the readers through their visual, such as sound effects, touch reaction buttons, fast moving animations, and musical accompaniment, (Hyung Gyu, 2016: 1). Webtoon provides services for comic lovers to read comics with different atmospheres and languages, such as Indonesian readers can read comics from Korea and vice versa. Webtoon's popularity in Indonesia is proven by the presence of 6 million active users (Agnes, as cited by Lestari and Irwansyah, 2020: 135).

The opportunity provided by webtoon for readers to enjoy comics in various languages is certainly a way for creators to promote their work. However, it presents a distinct challenge for the translators of these works, as they must

understand the storyline, onomatopoeia, and cultural differences between the source language (SL) and target language (TL).

According to Newmark (as cited by Ndruru, 2017: 2), translation as a form of communication that involves the transfer of meaning from a source text into a target text, while taking into the divergent linguistic and cultural contexts of the two languages. Translation serves as a facilitator for literary lovers, enabling them to apprehend whole story or the content intended by the author. The complex translation process ensures that the entire story and narrative can be conveyed to readers, transcending language barriers.

“Lore Olympus” has been selected as the subject of this research. “Lore Olympus” as a popular digital comic is created by Rachel Smythe on Webtoon platform and successfully achieved enthusiasm with a total of 6.2 million readers.

“Lore Olympus” draws inspiration from Greek mythology and presents it in a modern setting, telling the romantic tale of the Goddess of Spring, Persephone, and the underworld’s God, Hades. Their journey is a full of struggle and challenge, presenting a gripping narrative as they confront their conflicts. “Lore Olympus” showcases beautiful visuals and a unique story, making it the best webtoon of 2023. The first season of this webtoon was officially launched in English in 2018, while its Bahasa Indonesia version debut in 2020 and presently continues the progress of its second season.

1.2 Identification of the Problem

Based on the background of the problem, I identify some significant issues that are also as the challenging aspect faced by the translator regarding the process of translating “Lore Olympus” webtoon from English to Indonesia, such as the difference in cultural background, text bubbles within the comic framework that limited the word count, and a group of words that imitate sounds, known as onomatopoeia, which have different meanings between the source text and the target text. Due to this, the translator needs to be grounded in the cultural

understanding of the target text and elaborate it with the genre used in the webtoon in order to help the target readers understand the storyline of the webtoon easier.

1.3 Limitation of the Problem

Based on the identification of problem, I limit my analysis translation techniques used by the translator of “Lore Olympus” Webtoon and I am going to use Albir’s translation techniques as my research ground.

1.4 Formulation of the Problem

According to the limitation of the problem, I formulate the research problem as follows :

1. What are the translation techniques used by the translator in translating the “Lore Olympus” Webtoon from English to Bahasa Indonesia?
2. What is the most technique used by the translator in translating “Lore Olympus” Webtoon from English to Bahasa Indonesia?

1.5 Objectives of the Research

According to the formulation of the problem, the objective of the problem are as follows:

1. To classify and explain the translation techniques used in translating the “Lore Olympus” Webtoon from English to Bahasa Indonesia.
2. To find out and explain the most used technique by the translator in translating “Lore Olympus” Webtoon from English to Bahasa Indonesia.

1.6 Benefit of the Research

There are some potential benefits that I hope this research could give such as: for linguistic students, I hope this research can deepen their knowledge about translation techniques; and I expect this study could serve as a reference to other researchers who are interested in doing similar study as mine.

1.7 Systematic Organization of the Research

Based on the benefit of the research, the systematic organization of the research is arranged as follows:

CHAPTER 1 : INTRODUCTION

This chapter consists of the background of the problem, the identification of the problem, the limitation of the problem, the formulation of the problem, the objectives of the problem, the benefit of the problem, and systematic organization of the research.

CHAPTER 2 : THEORITICAL FRAMEWORK

This chapter contains several sub-chapters which explain the theory of experts regarding translation and its techniques.

CHAPTER 3 : RESEARCH METHOD

This chapter consists of time and location, the research approach and method, the object and data of the research, data collection technique, and data analysis technique.

CHAPTER 4 : TRANSLATION TECHNIQUES USED IN “LORE OLYMPUS” WEBTOON SEASON 1 BY RACHEL SMYTHE

This chapter consists the analysis of collected data classified by the translation techniques used in “Lore Olympus” Webtoon.

CHAPTER 5 : CONCLUSION

This chapter consists a comprehensive conclusion includes all the analysis that has been done in the previous chapter.

