

CHAPTER I

INTRODUCTION

1.1 Background of the Study

There are many languages spoken around the world. One of the most widely spoken languages is English, with approximately 1.5 billion speakers (Crystal, 2003, as cited in Pratama, 2022, p. 201). This is because many forms of media, such as movies, books, and music, use English as their primary language. However, not everyone is able to understand English due to differences in grammar, pronunciation, and vocabulary, resulting in confusion and misunderstandings. Therefore, translation plays an important role in various types of media that use different languages, as it helps audiences understand the intended context and meaning.

As stated by Newmark (1987), translation is basically rendering of the meaning of the text into another language in the way the author intended the text (as cited in Pratama, 2022, p. 201). To do this, translators will use translation techniques to help translators produce a natural, accurate and clear translation. It is important for translators to produce natural, accurate and clear translations to help people understand about the context in the source language.

Technological developments that are increasingly advanced, as they are today, bring about many new things, one of which is games. There are many genres that we can find in games from RPG, MOBA, Battle Royale and the newest one, gacha game. According to Adjust, gacha games center their mechanics on “pulling” or “rolling” for prizes to acquire new characters, items, or upgrades. Gacha mechanics

rely entirely on random number generation (RNG) rather than fixed progression systems or direct purchases within the game. This element of unpredictability is intentionally designed to build anticipation and keep players emotionally engaged with every attempt, regardless of whether they win or lose.

One of the games that can be found in gacha category is *Honkai: Star Rail*. *Honkai: Star Rail* is a turn-based RPG game that focuses on the story of the Nameless and the Astral Express as they journey through cosmos. To maintain the excitement of the game and attract new players, the game developers like to provide updates to the game. Details of these updates can be seen on YouTube under the title *Honkai Star Rail Special Program*, which contains updates on the story, characters, and upcoming events. Since there are many people around the world who play *Honkai: Star Rail*, the game provides a wide variety of subtitles including Indonesian which viewers can select when watching the *Honkai: Star Rail Special Program*. This availability of multilingual subtitles highlights the importance of ensuring that the translated content accurately conveys the original message while remaining natural and comprehensible for the target audience. In this regard, the quality of subtitles becomes a crucial aspect of audiovisual translation, particularly in maintaining meaning within the constraints of time and space.

Gottlieb (1997) states that subtitling is the process of rendering meaning from one language into another in a written form that appears on the screen (as cited in Pramestya et al., 2024). As a form of audiovisual translation, subtitling is closely associated with film and other screen-based media, including digital games. In the context of video games, subtitles play a crucial role in assisting players to understand dialogues, narratives, and in-game instructions. Through subtitles,

players are able to grasp the storyline and gameplay elements more effectively, particularly when the original audio is presented in a foreign language. Therefore, subtitles must convey the meaning of the source language as accurately as possible. Inaccurate subtitles may distort the intended message of the source text and potentially lead to misunderstanding or confusion among players.

Given the significant role of subtitles in ensuring comprehension, it is essential to evaluate their quality systematically. One widely recognized approach to examining translation quality is Translation Quality Assessment (TQA). TQA refers to the evaluation of translation products based on established models and criteria developed by translation scholars. It provides a structured framework for analysing whether a translation accurately conveys meaning, maintains clarity, and is acceptable to the target audience. In translation studies, TQA plays an important role because it enables researchers to measure the effectiveness and reliability of translated texts, including subtitles in video games, and to determine whether they meet the required standards of quality.

Several previous studies have investigated Translation Quality Assessment (TQA) from different perspectives. One of the prominent studies was conducted by Manipuspika (2021), entitled “*The Effectiveness of Translation Quality Assessment (TQA) Models in the Translation of Indonesian Students.*” The study aimed to examine the effectiveness of two translation assessment models in evaluating students’ translation products. It employed a holistic error-based translation evaluation system to quantify translation quality, alongside a holistic approach that emphasized macrostructural relationships within the text as a unified whole. The research focused on product-based summative assessment in the undergraduate

English program at Universitas Brawijaya. The findings revealed that students demonstrated significant improvement in their translation performance after being assessed using two different models. Specifically, Waddington's Method C, representing the holistic approach, and the ATA Framework as the analytical approach produced varying results depending on the type of text being evaluated. Another relevant study was conducted by Hanivah et al. (2024), entitled "*Accuracy, Acceptability and Readability in the Translation of The Hounds of Baskerville Movie Subtitle.*" This study aimed to analyse the levels of accuracy, acceptability, and readability of the movie subtitle translation using Nababan's Translation Quality Assessment (TQA) model. The findings indicated that the overall quality of the subtitle translation was categorized as less accurate, less acceptable, and less readable for the target audience.

In the context of subtitles, several studies have explored the application of specific subtitling strategies. A study conducted by Tumba et al. (2024) examined the subtitling strategies employed in the film *Leap Year*. The research identified that only four out of Gottlieb's ten subtitling strategies were utilized in the movie. Among these, the transfer strategy was found to be the most frequently employed. This finding indicates a tendency toward rendering the source text directly into the target language with minimal modification, suggesting an emphasis on maintaining semantic equivalence in the subtitle translation. Similarly, Seran, et al (2023) analyses the subtitling strategies used in the song translation of "All Too Well (10-minutes version)" from English to Indonesian. Based on Gottlieb's ten subtitling strategies, only four types are used in the translation with the most used in the paraphrase strategy, then the transfer strategy, while the least used is the

condensation energy, then the expansion strategy. The researcher then concluded that the translation of the song lyrics is successfully delivered in the target language.

In the context of game translation and localization, several previous studies have examined translation techniques, shifts, and quality assessment from different theoretical perspectives. Wirayudha (2025) study focuses on translation techniques on Mouthwashing (2024) dialogues and text. By using Skopos theory as its main framework and Molina and Albir theory to complement its framework this study manage to find that the dominance of literal translation indicates that fidelity to the meaning and structure of the source text is the translator's main priority, while cultural adaptation is applied minimally but strategically to ensure clarity and naturalness in Indonesian, which aligns with the fidelity of Skopos Theory.

Similarly, Zanettavarleen (2024) analysed the translation technique and translation shift in English to Indonesia subtitle of Genshin Impact. The focus of this study is to identify types of translation shift, translation technique, and determining the accuracy aspects of English to Indonesian translation of Noun phrases of Archon Quest Fontaine Act V in the game Genshin Impact. The results of this study shows that there are three out of four translation shifts that occurred in Archon Quest Fontaine Act V subtitle and there are nine out of eighteen translation techniques applied by the translator.

Another study on *Genshin Impact* by Haydar P and Widya S (2024), which examined the translation techniques and quality assessment employed in localization of the Genshin Impact prologue chapter. The conclusion of this study shows that there are 15 translation techniques used in Genshin Impact Prologue

Chapter localization with the commonly used is the amplification techniques and the least commonly used is compensation.

Furthermore Putra (2023) study focuses on analysing translation technique and acceptability aspect on the dubbing translation of heroes in the online game “*Mobile Legends: Bang Bang*”. This study discusses the type of sentence, the translation technique, and quality of translation with the aspect of acceptability, by using Nababan theory to measure the level of acceptability of dubbing translation in *Mobile Legends : Bang Bang*. This study concluded that the effective combination of declarative sentences and established equivalence leads to a positive assessment of the translation’s acceptability quality. In addition, Yusniadi (2024) explored the significance of translation quality in games and its impact on players, using data from the game *Biomutant*. The study found that five out of eight types of declarative sentences expressing feelings were identified in the data. Moreover, six out of eighteen translation techniques proposed by Molina and Albir were applied, with literal translation being the most dominant technique. The Translation Quality Assessment (TQA) results indicated that several translations lacked clarity in detail and specificity, contained awkward phrasing, and demonstrated unclear word choices, which potentially affected the overall player experience. Lastly, a study conducted by Putri (2022) investigates the impact of translation techniques employed in the subtitles of the White Lady character in *Pamali: Indonesian Folklore Horror Game*. Similar to previous studies, this research applies Molina and Albir’s framework of translation techniques to identify and classify the techniques used in the game, and employs Nababan’s Translation Quality Assessment (TQA) model to evaluate the quality of the translations. The findings

reveal that, out of 153 subtitle data analysed, 18 different translation techniques were identified. Among these, the established equivalent technique was found to have a positive impact on all aspects of translation quality, whereas the deletion technique negatively affected the overall translation quality.

Based on the previous studies above, many researchers have focused on the translation techniques found within the game itself, such as dialogue, text, and dubbing. However, not many researchers have focused on content outside the game, such as promotional videos or livestreams related to the game, which is the focus of this research. Promotional videos and livestreams are additional content used to introduce updates to the game. The purpose of this content is to engage new players and prevent the game from becoming repetitive.

To reveal the quality of this video, this research discusses the translation strategies that is used in *Honkai: Star Rail Special Program 3.4* Indonesian Subtitle. This study utilizes subtitling strategies theory proposed by Gottlieb's (1992) as its primary theory. According to Gottlieb there are 10 subtitle strategies: transfer, expansion, paraphrase, condensation, decimation, imitation, transcription, dislocation, deletion, resignation. This theory will be used to find and measure translation strategies that can be found in the video. To measure the translation quality this research will use Nababan Translation Assessment theory, mainly on the aspect of accuracy, acceptability and readability. The translation assessment will measure how well the translation strategies that are used can capture the intended meaning.

The novelty of this research lies in its focus on subtitle translation in the online game *Honkai: Star Rail*, particularly in the promotional video *Honkai: Star Rail Special Program*. Previous studies have mainly focused on translation found within games, such as dialogue, text, and dubbing, whereas studies on subtitle translation in game promotional video remain limited, making this research original in its contribution to the field.

1.2 Research Question

1. What are the subtitle strategies use in *Honkai: Star Rail Special Program* 3.4 Indonesian Subtitle?
2. How can the translation strategies use in subtitle affect the translation quality assessment of *Honkai: Star Rail Special Program* 3.4 Indonesian Subtitle?

1.3 Purpose of the Study

1. Identifying the types of subtitle strategies use in *Honkai: Star Rail Special Program* 3.4 Indonesian Subtitle.
2. Analysing how the translation strategies can affect the translation quality assessment of *Honkai: Star Rail Special Program* 3.4 Indonesian Subtitle.

1.4 Limitation of the Study

This research only focused on Indonesian Subtitle in *Honkai: Star Rail Special Program* 3.4.

1.5 Significance of the Study

This study helps to understand about translation strategies that is used in subtitle and how it can affect its meaning.

1.6 State of the Art

Many previous studies have examined game translation from various perspectives. Wirayudha (2025) focused on the translation techniques employed in the dialogue and text of *Mouthwashing* (2024). Meanwhile, Zanettavarleen (2024) analyzed the translation techniques and translation shifts in the English-to-Indonesian subtitles of *Archon Quest Fontaine Act V* in *Genshin Impact*. Similarly, Haydar P. and Widya S. (2024) examined *Genshin Impact*, with their study focusing on the translation techniques and translation quality assessment employed in the localization of the game's Prologue Chapter. Furthermore, Putra (2023) analyzed the translation techniques and the acceptability aspect of the dubbing translation of heroes in the online game *Mobile Legends: Bang Bang*. Lastly, Putri (2022) investigated the impact of translation techniques on the subtitles of the White Lady character in *Pamali: Indonesian Folklore Horror Game*.

Based on the previous studies, most research has focused on translation within games, particularly in-game dialogue, story content, and dubbing. In contrast, studies on subtitle translation in game promotional videos remain limited. Therefore, this study focuses on analysing the translation strategies and translation quality assessment of the Indonesian subtitles in *Honkai: Star Rail Special Program Version 3.4*.