CHAPTER I

INTRODUCTION

This chapter discusses the general explanations of this study by providing the background of the study, research questions, research objectives, theoretical framework, the significance of the study, the scope and limitation of the study, the definition of key terms, and organization of the proposal.

1.1 Background of the Study

In this modern era, people tend to watch online streaming rather than CDs (compact discs) or television series. The more developed the country, the more technology will naturally develop (Anneli, 2018). As more consumers switch to online streaming to watch their favorite shows and movies instead of enjoying the entertainment on standard television channels, the popularity of online streaming increases. Therefore, the quality of the translation of online streaming must be accurate to gain reception from non-English audiences to understand the meaning. Wahyudi (2024) stated in his article that the Indonesian Central Bureau of Statistics (BPS) claimed Netflix reached 260 million users in Indonesia in 2023. Netflix Indonesia has four payment methods that attract users: a mobile package which starts from Rp 49.000, a basic package Rp 65.000, a standard package Rp 120.000, and a premium package Rp 186.000, as of January 2025. Each package also has different qualities when performing the video. In this case, as the most favorite online streaming provider by audiences in Indonesia, Netflix should maintain the translation quality of their subtitles.

In this case study, the translation of the subtitles' quality of a sitcom (situation comedy) series is to be analyzed. According to IMDb, "Friends" (1994-2007) created and produced by David Crane and Marta Kauffman, is a comedy series about a close-knit group living in Manhattan, New York City with 10 seasons. It also covers the relationships they have through time with their families, partners, and colleagues. "Friends" is known for their humor,

memorable catchphrases, and pop culture references. The series also teaches the audiences about living and the relationship between the characters despite their differences. Even today, the "Friends" series draws new viewers, which highlights the need for high-quality translations to ensure that non-English audiences fully understand and appreciate audiovisual material. Subtitles are created for the online streaming program using a combination of automated and human-powered procedures.

The translation quality of Netflix was compared to the translation generated by SmartCat, an AI translation tool that can translate more than 250 languages. The platform allows the users to edit and refine the translation through a cloud-based platform. The platform stated on its website that the AI can change any format into any language, from documents, videos, and websites or software. This research aims to examine the tool's accuracy, readability, and acceptability in comparison to human-produced subtitles. The result seeks to determine whether the AI can provide high-quality translations or a human help is still needed to make the translations accurate and easy to understand.

This research aims to discuss the compliance of the subtitles' guidelines and the translation quality of the subtitles of a Netflix series. This research also aims to understand the analysis and the comparison of the original and translated versions. This study emphasizes the importance of translation quality to ensure that Indonesian viewers who do not understand English well can fully engage with audiovisual material, especially in the context of international streaming services like Netflix. Investing in high-quality translation and addressing the translation process systemically enable the streaming companies to provide more consumers and pleasant viewing experiences to Indonesian people.

1.2 Research Questions

1. Do the subtitles for "Friends, Season 10, Episode 17: The Last One" comply with the subtitling guidelines from Netflix?
2. How accurate, acceptable, and readable is the translation of the series subtitles and SmartCat translation?

1.3 Research Objectives

This research focuses on the adherence and quality of subtitles from the "Friends, Season 10, Episode 17" series. It seeks to follow the subtitles with established guidelines for creating subtitle rules. This involves examining factors, such as readability, synchronization, and adherence to linguistic standards. Moreover, this research also aims to evaluate the quality of the translation found in the subtitles, examining some aspects, such as accuracy, acceptability, and readability. To sum up, this research seeks a deeper understanding of the effectiveness and appropriateness of the subtitles for the Netflix series "Friends, Season 10, Episode 17."

1.4 Theoretical Framework

The translation is the process and the outcome of translating a text into another communicatively equivalent language and the source of the text is written in one language (Hamda-Zoda, 2023). According to Iordan (2021), translation is a form of linguistic mediation. The content in the foreign language text (original) is transferred into another language or the native language. Generally, people use subtitles to understand the context from the foreign language into their native language.

Subtitles are the written translation of a foreign language (original language) to people's native language in television programs (Sejati, 2013). The purpose of subtitling is to help people understand the context they listened to in a movie

or series in their native language. According to Tarchi et al. (2021), subtitled videos are also different from those in static text regarding the process involved.

Online video streaming applications have made a huge impact on video streaming technology, and the applications offer many features for their subscribers to enjoy (Chithra et al., 2022). People can access movies easily by downloading the application or accessing them through a website provided. Online streaming is a process of transmitting or receiving audio or video content over the Internet. According to Wang et al. (2013), people are increasingly accessing video entertainment through the Internet, especially movie streaming, as it allows for a personalized viewing experience and recommendations tailored to each individual's tastes.

1.5 The Significance of the Study

By evaluating the accordance and the translation quality of the Netflix series "Friends, Season 10, Episode 17" subtitles, this research offers valuable insights for audiences to enhance their experience by reading the subtitles to understand the context while watching the series. The accordance of the subtitles with the subtitles guidelines ensures greater accessibility for non-native or non-English speakers. Furthermore, understanding the implication of translation quality in subtitles can lead to more accuracy and it enriches the global audiences' experiences.

1.6 Scope and Limitation of the Study

This study focuses on the accuracy of the translation in the Netflix subtitles by comparing them with SmartCat translation. SmartCat is an AI-based translation tool that helps people to translate their files or documents. It also has translators to help check the translation accuracy. The writer will also examine Netflix's subtitles guidelines to determine how accurately the translators and subtitlers comply with these guidelines, ensuring that the audience can

understand the series. The "Friends" series has 10 seasons and each season has 24 to 25 episodes. The writer chose the final season and the last episode, titled 'The Last One,' because it has the longest duration of all the episodes for 48 minutes. The results of this analysis will provide insight into how the translators and subtitlers work on the subtitles for the series.

1.7 Definition of Key Terms

1. **Translation**

    Translation is the process of changing the original language into the native language for people to understand the original language's context.

2. **Subtitles**

    Subtitles are text displayed on a screen that represents the spoken dialogue. It helps the audiences to understand the content by providing a written translation or transcription of the dialogue and sound effects.

3. **Online Streaming**

    Online streaming is transmitting or receiving audio or video content over the Internet. People may easily access it through various applications and websites which the internet provider has already provided.

4. **SmartCat**

    SmartCat is an AI (Artificial Intelligence) translation tool that supports over 250 languages and provides collaborative editing features for improved translation quality.

1.8 Organization of the Thesis

This thesis contains five chapters. In the first chapter, the writer provides the background of the study, research questions and objectives, theoretical framework, significance of the study, scope and limitation of the study, and definition of key terms. The second chapter contains literature reviews about

translation and online streaming, and previous studies from other writers that are related to this research. The third chapter describes the research design, source of data, data collection, and plan of data analysis. The fourth chapter discusses the findings and discussion for the results of this study. In the last chapter, the writer provides a conclusion and suggestions from the result of the study.