CHAPTER I
INTRODUCTION

In this chapter of research, the researcher wants to describe bravely the background of research following by phenomena that caused the problem which appears to be solve. Supported by previous research to release this research stronger to be held. Besides, there is explaining of research purpose to show the aim and benefit of this research. In case, the significant of research of theoretically and practically purposed to show the influence of this research in future research studies. Continued by mention about the key of term and explain that help to easy understanding the component. Hopefully the introduction of this research gives great description of this research.

1.1 Background of the Research

Video game has become popular among people since the development of technology especially in smartphone Android or IOS. There is a lot of video game type which people plays around the internet. Most of video game nowadays created to be visual novel that let people choose their own ending story, whether it good or bad ending. Those visual novel video game commonly translated into English in case to spreading popularity among people. One of famous game developer of visual novel video game is Cheritz comes from South of Korea. Cheritz has created four visual novel video game, they are *Dandelion: Wishes Brought to You (2012)*, *Nameless ~The One Thing You Must Recall~ (2013)*, *Mystic Messenger (2016)*, and *The SSUM (2018)*.

Every visual novel video game developed by Cheritz has the unique opening and ending video game which favorite by most of people who plays it. There is English subtitle in every opening and ending video game to visualize the visual novel video game. Besides, the subtitle which appear makes people know the meaning of the visual novel video game itself because Cheritz originally set Korean as basic language in video game which is not all people understand about its language. In every visual novel video game has many route to plays, but the

most popular route is *Another Story*'s route from visual novel video game *Mystic Messenger.*

The subtitle of opening and ending in route *Another Story* of video game *Mystic Messenger* appears in Korean and English to entertain and to give more understanding content for player who play this visual novel video game. Some of player might be curious the translation method used to translate Korean to English because the big difference language root and letter not easy to understand. Moreover the opening and the ending video game is related to the game which makes its important part of the game, then the equivalence meaning in both of Korean and English help the player understand the game content.

Both of Korean and English have different sentence structure in their basic language. Korean has Subject-Object-Predicate sentence structure while English has Subject-Predicate-Object sentence structure. One of subtitle as the example 노란 수선화 사랑을 주시길 [*noran suseonhwa sangaeul jusigil*] is the Korean which translated into English, "Love tenderly this daffodil". This basic sentence would be translated to simple sentence become, "Give me a yellow daffodils love". If those subtitle translated by word to word, the 노란 [*noran*] means, "white"; 수선화[*suseonhwa*] means, "daffodil"; 사랑을 [*sarangeul*] means, "love" with the original word 사랑하다 [*saranghada*] which transform into 사랑을 [*sarangeul*] with added particle 을/를 [*eul/leul*] as the signified to the object of sentence; 주시길 [*jusigil*] is non-honorific word mean, "please". This subtitle is uncertain because it different from the basic language of Korean and English. Korean often hide the pronoun, the most important in sentence is verb. With the sentence structure pattern of Korean if translated into English by word to word become, "White daffodil love please" but when used English sentence structure pattern become, "Please love white daffodil"; that is the common known about the basic. Even though the Korean subtitle not always appears in the other opening and ending visual novel video game developed by Cheritz as part of game, but the subtitle is important to helps many player who did not understand Korean.

Previous research proposed by Bushouse (2015) entitled, "*The Practice and Evolution of Video Game Translation: Expanding the Definition of Translation*" showing the history and process of translating video game, but her research did not explaining or discussing about translation method and equivalence meaning in translating video game. The research of translation method and equivalence meaning in video game should be appears to complete the translation field.

The other previous research proposed by Herlambang (2017) entitled, "*A Study of Translation Equivalence and Acceptability on the Subtitle of Intel Advertisements*" analyzing the equivalence of meaning in translation on subtitle, but the research not explaining about translation method. The equivalence of meaning in translation of subtitle is needed to create the easy understanding, then it is important as translation method used to translating.

Besides, the other previous research is about game *Mystic Messenger* proposed by Ganzon (2019) entitled, "*Investing Time for Your In-Game Boyfriends and BFFs: Time as Commodity and the Simulation of Emotional Labor in Mystic Messenger*" explaining about the game *Mystic Messenger*, not about the opening and the ending route *Another Story* in video game *Mystic Messenger*. The research did not explaining about translation method and equivalence meaning in translation about the game. It is the reason this research appear to fill the uncompleted research in translation field of linguistic

As explained above, this research focused on translation method used in the opening and the ending *Another Story* of video game *Mystic Messenger*.Significantly also discussed the equivalence of meaning in translating Korean to English. This research studies takes the title,**'Translation Method Analysis of Korean into English used in the Opening and the Ending *Another Story* of Video Game *Mystic Messenger'*.**

1.2 Problem of Research

Based on the explanation on the background of research, problemwas found in the subtitle of the opening and the ending *Another Story* of video game *Mystic Messenger* about translation method and equivalence meaning in translating Korean to English.This research will discusses the problem statement as follows:

1. What is the translation method used to translate the subtitle of Korean to English which appears in the opening and the ending *Another Story* of video game *Mystic Messenger*?
2. What is the equivalence method in translation of translating Korean to English in the subtitle of the opening and the ending *Another Story* of video game *Mystic Messenger*?

1.3 Purposes of Research

Every research has purpose to analyze the problem of phenomena which explained in research background. This research will discover the problem to find the answer from problem statement. Purpose of this research is to give benefit and new knowledge path for further studies following:

1. To identifying the translation method and the equivalence of meaning in translating Korean to English on the subtitle of the opening and the ending *Another Story* in video game *Mystic Messenger.*
2. To analyzing the equivalence method of translation in translating Korean to English in subtitle of the opening and the ending *Another Story* in video game *Mystic Messenger*.

1.4 Significant of Research

Theoretically, this research study contribute to discover the translation method focused on language translation of Korean to English. Moreover, it is necessary to know the equivalence method of translation in translating Korean to English. This research will give contribution for linguistic in translation field. Regarding to the research object is subtitle in the opening and the ending *Another*

Story of video game *Mystic Messenger*, researcher wants to show and discover about the translation method between Korean to English and the equivalence method in translation used to translating Korean to English.

Practically, this research studygives contribution in further studies of the translation method used to translate Koreanto English in term of linguistic especially translation field. It is important to avoid translating carelessly which causes miss interpret the equal meaning between both of languages Korean and English. This research might be a good reference to know the translation method and the equivalence method in translation of term translating Korean to English.

1.5 Clarification of the Key Term

In order to avoiding any mistaken on interpreting the title of this research study, it necessary to explain the term which related to it. The key term is important part to understand the content of this research studies. Following this research studies, the key term from the title will be simple explained with easier understanding.

- Translation: The term translation used in this study refers to the process of converting a massage of language into another language to gaining the same meaning and to understanding each other between both of languages. The SL (Source Language) will be translated into the TL (Target Language). This research studies focused on translation Korean into English.

- Method: This research use the term method as the way how to answer the problem used on the analysis. In this research will discovering the method to translate Korean into English with the basic translation method such as word to word translation method, literal translation method, semantic translation method, idiomatic translation method, communicative translation method, faithful translation method, free translation method and other translation method.

- Analysis: The use of term analysis is to show that process to gain and to reach the possibility answer of problem usedin this research. This research

study aim to show translation method and equivalence of meaning in translation.

- Korean: One of language in this research which has same language root as Japanese and Chinese that will be used to analyze. The role of Korean is SL (Source Language) in research. The basic sentence structure of Korean is like Japanese, Subject-Object-Predicate. Korean also used 한글[*Hangeul*] as their alphabetic letter.

- English: One of international language in this research with the role of TL (Target Language) that will be used to analyze. English which used to communication in the world. The basics English sentence structure is Subject-Predicate-Object.

- The Opening Game: This part of the game will be used as the object of the research. The part of video game before the game started. It is like introduction to beginning the game. Depend on the video game itself which has various opening game. In the opening game usually showed the preview or the reflected the story line on the game.

- The Ending Game: The part of video game will be used as the object of research. This part comes after finishing the game and gaining the good ending. Like in the movie, depend on the video game will show the closing video of the video game. The ending video game usually showed the review of the end story line in the game itself.

- Video Game: This research use video game as the part of the object which will be analyze. Video game as the application used by people to enjoy and to have fun had many part which could be the object of research, for this research focused on translation field. There various kind of video game which could be played available on PC (Personal Computer) and smartphone (Android or IOS).

- Another Story: The use of this route in video game *Mystic Messenger* with this research is the most popular and favorite story line which interesting to be analyze. This route has one opening video game and two ending video game which subtitled by Korean and English.

- Mystic Messenger: The research used this game as the object that will be analyze. This smartphone game is a South Korean female visual novel video game developed by Cheritz which released in 2016 for Android and IOS. This game used Korean as original language feature which could be change to English as the second language in this video game.