

CHAPTER I

INTRODUCTION

In this chapter, the researcher explains some things related to this research such as: background of the study, statement of research problems, research objectives, significance of the research, scope and limitation of the research, and definition of key terms.

A. Background of The Research

Satire can be defined as a kind of humor that uses irony, parody, or hyperbole to criticize and mock social and cultural phenomena. *Oxford English Dictionary* described that satire is the use of humour, irony, exaggeration, or ridicule in a poem or (in later use) a novel, film, or other work of which expose and criticize prevailing immorality or foolishness, especially as a form of social or political commentary.² Unlike pure comedy, which aims at laughter for its own sake, satire employs humor as a means of criticism and correction.³ Such complexity often makes it tricky to convey the meaning of satire equivalent to the target language, particularly in movie subtitles which are limited in space and time. As Diaz Cintas stated that subtitle should ideally be visible for a minimum of one second to allow viewers' eyes enough time to notice it.⁴

² Oxford University Press. (n.d.). Satire, n., I.1.a. In Oxford English dictionary. Retrieved October 1, 2025.

³ Abrams and Harpham A Glossary of Literary Terms. 11th ed. Boston: Cengage Learning. 2014. 319.

⁴ Jorge Díaz Cintas and Aline Remael, Subtitling, Routledge eBooks, 2020: 99.

Chaume, cited in Seran and Subiyanto stated that Audiovisual Translation (AVT), which encompasses subtitling, is commonly understood as the process of transferring audiovisual texts between languages, while taking into account both linguistic and non-linguistic elements.⁵ The process of movie subtitling or AVT involves diverse challenges, one of which is translating satire expressions that lies on wordplay, irony, sarcasm, or references familiar only to the source-language audience. When such expressions are translated in literal, they may sound awkward, unnatural, or even meaningless in the target language.. This expressions are increasingly widespread in all sorts of works, including movies. Therefore, this research required to investigate in-depth how translators must preserve the intended humorous and critical effect while ensuring that the subtitle remains natural and culturally appropriate for the target audience..

Considering this problem in translation, selecting *Deadpool & Wolverine* which released in 2024 as a research object is relevant for the researcher. This film is embedded with satirical humor, parody, sarcasm that frequently mocks pop culture and the film industry, thus requiring translators to maintain the satirical nuances in the target language without diminishing the intended comedy and satire.⁶ In addition, the dialogue in this film is also filled with slang and informal expressions that are often

⁵ Frederic Chaume. Audiovisual Translation. Cited in Anisia Ivonda Seran and Agus Subiyanto, "The Study of Subtitling Strategy in 'All Too Well' Song Translation," *Wiralodra English Journal* 7, no. 1 (2023): 111–112.

⁶ *Deadpool & Wolverine* Review: Hugh Jackman, Ryan Reynolds Cut Loose in Comic Romp. *The Australian*, (July 2024). Retrieved on Oct 2, 2025.

crude, which raising the issue of maintaining both the comprehensibility and naturalness of the subtitles.⁷ The complexity is further high as the form of satire used is multifaceted; the film features various types of satire, ranging from light sarcasm to sharp criticism, which requires different translation strategies to ensure that the message is clearly conveyed to cross-cultural audiences.⁸ Thus, *Deadpool & Wolverine* movie provides a rich research context for analyzing the level of acceptability of satirical expressions in its movie subtitle. The following are some previous studies relevant to this topic:

The study by Nutrian, Nugroho, & Agustiana using *Deadpool and Wolverine* movie.⁹ They found that dynamic equivalence was the dominant technique in translating sarcastic utterances, but did not assess the acceptability of the translated satire expressions. Amodia also studied taboo expressions in the same movie subtitle. The results showed that obscenity was dominant as a taboo expression and that the paraphrase strategy was most often used to maintain cultural sensitivity, with fairly high average readability.¹⁰ However, this study still focuses on taboo expressions, leaving gap related to the translation of satire expressions, which also requires its

⁷ Maya Citra Herawati Butar, Rotua Elfrida, and Rosdiana Rajagukguk, "Analysis Of Slang Words Used In 'Deadpool & Wolverine' Movie," *JUPE : Jurnal Pendidikan Mandala* 9, no. 4 (December 2024): 1261.

⁸ Hakim Haerullah, "An Analysis of Sarcasm and Satire Found on 'Deadpool & Wolverine' Movie" (Thesis, Universitas Muhammadiyah Mataram, 2025).

⁹ Giaz Nutrian, Muhammad Aprianto Budie Nugroho, and Vina Agustiana, "An Analysis of Translation Techniques in Translating Sarcasm in *Deadpool and Wolverine* Movie," *JOLIES: Journal of Linguistic and English Studies* 2, no. 2 (June 3, 2025): 61–68.

¹⁰ Sabiya Amodia, "Analysis of Subtitling Strategy and Readability of Taboo Expressions in *Deadpool & Wolverine*" Thesis, Politeknik Negeri Jakarta, 2025.

own strategies and acceptability assessments. Pingga and Arini in their analysis of Unfrosted subtitles, also identified that satire and sarcasm appear quite frequently and the translators used strategies such as paraphrasing and transfer, but not evaluating the extent to which the translations were acceptable for the target audience.¹¹

Furthermore, study by Azim, Handoyo and Yulianita in the Modern Family series highlight the relationship between humor translation strategies and the level of acceptability, but not specifically discuss the acceptability of satire expressions.¹² Lastly, Suriadi and Anwar, in their study of Breadwinner movie subtitles focusing on cultural words, found that the acceptability of cultural words in the subtitles was difficult to maintain even though the meaning was preserved.¹³

These findings reveal a gap in the research. Most studies focus on the expression of taboo words, humor or sarcasm in general, or cultural words, with few in-depth studies on satire expressions and assessing the acceptability of subtitle from the perspective of target audiences which is Indonesian. There is a lack of studies that place acceptability as the main focus while using translation strategies as explanatory tools to understand why certain satire expressions are perceived as acceptable or less acceptable

¹¹ Valentina Irfanti Pingga, Restu Arini, and Universitas Mercu Buana, Yogyakarta, "Verbal Humour and Its Translation Strategies in the Indonesian Subtitles of Unfrosted Film," *Journal of Science and Social Research* VIII–VIII, no. 2 (2025): 3237–3245.

¹² Rahima Azim, Raden Pujo Handoyo, and Nadia Gitya Yulianita, "Subtitling strategies and acceptability of humour in 'Modern Family' Season 6 (2014)," *J-Lalite Journal of English Studies* 4, no. 2 (December 31, 2023): 120.

¹³ M. Agus Suriadi and Alma Nadia Anwar, "Retaining the readability of cultural words translation: The case of Indonesian subtitles in Breadwinner Film," *Muslim English Literature* 2, no. 1 (June 30, 2023): 51–64.

in the target language. In addition, research specifically addressing the acceptability of satire expressions in Indonesian movie subtitles remains limited, despite the increasing popularity of foreign films with heavy satirical content. This confirms the need for new research analyzes the acceptability of satire expressions in the Indonesian subtitles of *Deadpool & Wolverine*.

This research will use theory of satire from the perspective of Harpham. According to him, the types of satire can be divided into three: Horatian satire; Juvenalian satire; and Mennipean satire.¹⁴ The acceptability assessment of movie subtitles will be measured by Nababan et al. parameter which called TQA (Translation Quality Assessment). This parameter consists accuracy, acceptability, and readability of translation.¹⁵ In this context, the researcher focus to assess acceptability of satire expressions in *Deadpool* and *Wolverine* movie subtitle. To make it more comprehensive, the Gottlieb theory about subtitling strategies also used to strengthen the data found.

Using these three theoretical bases, it is expected that the results of the analysis will be more comprehensive in terms of how the acceptability level of satire expressions in *Deadpool* and *Wolverine* movie subtitles. While contributing to translation studies, this research also holds significance within English language learning. Students gain insights on how translators

¹⁴ Abrams and Harpham. *A Glossary of Literary Terms*. 11th ed. Boston: Cengage Learning. 2014. 319.

¹⁵ Mangatur Nababan et al., "Pengembangan Model Penilaian Kualitas Terjemahan" *Kajian Linguistik dan Sastra* [Online], Volume 24 Number 1 (28 March 2015).

encounter actual challenges in conveying cross-cultural meanings through translation strategies. Therefore, the findings are expected to promote an alternative source of authentic text-based language learning that is contextual and relevant to real life.

Based on this background and with the contribution of previous studies. The researcher carries out the research entitled: Acceptability of Satire Expressions in “Deadpool and Wolverine” Movie Subtitle.

B. Statement of Research Questions

Based on the background of the research, the writer formulated main problems to be answered as stated in following research questions:

1. What types of satire expressions are present in Deadpool & Wolverine movie?
2. To what extent are the translated satire expressions acceptable for Indonesian audiences?

C. Research Objectives

Based on the statement of research problems, the following are objectives why the researcher does this research:

1. To identify the types of satire expressions present in Deadpool and Wolverine movie,
2. To analyze the acceptability level of satire expressions in Deadpool and Wolverine movie subtitle for Indonesian audiences.

D. Significance of The Research

This research is expected to provide benefits:

1. **Theoretically:** This study contributes to the development of translation studies, particularly in the fields of audiovisual translation (AVT) and the analysis of satire. By applying satire classifications, namely Horatian, Juvenalian, and Menippean also integrating the concept of translation acceptability as proposed by Nababan et al., this study offers a more systematic understanding of how satire expressions are translated in film subtitles to be acceptable for the target audience. Furthermore, these findings enrich existing corpus of linguistic and translation data by presenting concrete examples and analytical insights into the translation of satire in contemporary films, specifically *Deadpool* and *Wolverine*.
2. **Practically:** Practically, this research is expected to benefit English department students especially for those who interest about translation studies, subtitlers, and researchers in translation studies, particularly focusing on audiovisual translation. It provides insights into the challenges of translating satire expressions and highlights the importance of utilizing translation strategies to achieve acceptable, natural, and culturally appropriate subtitles for target audiences, specifically Indonesians. In addition, this study can serve as a reference for future researchers to explore similar topics, particularly in examining

the relationship between satire, translation strategies, and acceptability of film subtitles.

E. Scope and Limitation of Research

The following are scope this study: It focus in analyzing satire expressions according to Harphams's theory found in the dialogue of Deadpool & Wolverine and the Indonesian subtitle; Then, focuses on the acceptability of the translated satire expressions from the perspective of expert raters using Nababan et al. parameter.

This research has several limitations. First, the assessment of acceptability level is based on an academic experts rather than a professional subtitler working in translation fields, which may limit its relevance with film industry practices. Second, although cultural aspects and translation strategies are considered, the analysis primarily emphasizes acceptability, resulting in less comprehensive coverage of other quality aspects such as accuracy and readability.

F. Definition of Key Terms

1. Acceptability of translation

Translation Quality Assessment (TQA) is generally to obtain a measure that can indicate a demonstrable change in quality, typically an improvement, compared to previous work or between different translation processes.¹⁶ Based on Nababan's Theory there are three

¹⁶ J Moorkens et al., *Translation Quality Assessment: From Principles to Practice, Machine Translation: Technologies and Applications* (Springer International Publishing, 2018).

aspects, namely accuracy, readability, and acceptability. This study will focus on acceptability aspect. Acceptability aspect can be defined as parameter that refers to the degree to which a translated text conforms to the linguistic norms, culturally appropriate, and natural usage of the target language.

2. Satire Expressions

Satire expressions generally can be defined as part of rhetorical devices employing irony, exaggeration, parody, or sarcasm to critique societal norms, institutions, or individuals, politics, often through humor to expose flaws or absurdities phenomena. Satire utterances rely heavily on cultural nuance, implicit meaning, and tone.¹⁷ Translating satire requires sensitivity to both source language and target language in terms preventing any misinterpretation.

3. Deadpool and Wolverine movie

Deadpool & Wolverine (2024) is a Marvel Cinematic Universe (MCU) action-comedy film directed by Shawn Levy, starring Ryan Reynolds as the Deadpool and Hugh Jackman as the brooding Wolverine, blending multiverse adventures, R-rated violence, and meta-humor on superhero franchises. It explores themes of legacy and redemption through chaotic team-ups and pop culture references.

4. Subtitle

¹⁷ Annisah Inriani Harahap and Muhammad Khairi Armis, "Satirical Expression Translation in The Novel 'War Cry' by Wilbur Smith," *ELP (Journal of English Language Pedagogy)* 10, no. 2 (July 7, 2025): 203–217

In the context of audiovisual translation (AVT), a subtitle refers to a textual overlay displayed on screen to convey spoken dialogue, sound effects, or other audio elements in a film or video, typically two lines appearing at the bottom of the frame in a target language.¹⁸ Subtitles allow audiences to access original performances while reading translated dialogue without altering the original audio. In this research, the focus is on official subtitles provided on the Disney+ Hotstar streaming platform, which are professionally displayed with the *Deadpool* and *Wolverine* movie. These subtitles serve as the primary data for analyzing the acceptability of satirical expressions.

¹⁸ Aytan Nesirli, "Exploring the Modalities of Audiovisual Translation: Focus on Dubbing and Subtitles," *Porta Universorum* 1, no. 4 (May 24, 2025): 6–21.