

## Translation Strategies of Subtitling Java Heat Movie

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### **Abstract:**

*The objective of this study is to explain the reason of utilizing translation strategies in JavaHeat subtitling. The research methodology used in the research is qualitative research design. The objective of this study is to explain the reason of utilizing translation strategies in JavaHeat subtitling. The research methodology used in the research is qualitative research design. There were eight types of translation strategies based on Baker's theory in Java Heat movie namely translation by paraphrase using a related word (23.32%), followed by translation by omission (19.69%), translation by illustration (16.06 %), translation by a more general word (13.95%), translation by paraphrase using unrelated words (13.95%), translation by cultural substitution (8.79%), translation by using a loan word (3.44%), and translation by a more neutral/less expressive word (0.76%).*

### **Keywords:**

*translation; strategy; subtitle; movie*

## I. Introduction

“Communication has always relied heavily on translation. The translation process, according to Larson (1984), entails translating the meaning of the source language to the target language. The translation process may be completed by using the semantic structure to translate the first language's form into the second language's form. Form, in his opinion, relates to the real words, phrases, clauses, sentences, paragraphs, and so on (the surface structure of a language). The meaning of the source language (SL) is then transformed into the target language (TL) in the most suitable manner based on vocabulary and grammatical structure, and readers of the target language (TL) may mostly accept the language.

Language is one of the most important things in the life of every human being. Each of them is of course inseparable from language, the first time a child gets a language that is heard directly from the father or mother when the child is born into this world. Then as time goes by and as the child grows, they will acquire a language other than the language taught by the mother and father, either in the form of a second, third, foreign language or so on which is called language acquisition where it depends on the social environment and cognitive level possessed by these children through the learning process in their environment. (Purba, N. et al. (2020). Saussure (1966:16) in Sibarani, (2004:36) states that language is a sign system that expresses ideas.

Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

Sibarani, (2004:39) stated that language is a communication tool, in the form of verbal symbols based on the most flexible and most powerful intellectual tools developed by humans. In other words, language represents and provides the human mind in the words expressions which have meanings and describe people's culture who use the language, and through the language we can understand the culture of the language user.

Pictures, conversation, and music may all be used to communicate information to the viewer in a film. These elements come together to produce a film. The image is the visual representation of the tale on the screen, the dialogue is the dialogue that happens in the film, and the music is the aural effect that enhances the story's effectiveness. Because the film must be translated, the viewer's language is different. Film, of course, incorporates culture, which must be translated into the target language."

"The translator has the option of using subtitles while translating a film. The spectator may still hear the original language via subtitles, and there is a dialog box at the bottom of the screen. When creating subtitles, the translator should keep them as simple as possible so as not to distract the viewer. Subtitles, according to Szarkowska (2005), change movies from audiovisual to more literary medium, and subtitles need more audience attention than dubbed films. So that the viewer is not confused by the tale, the subtitles should match the speech the characters are saying."

"Subtitle translation, on the other hand, is a tough cognitive process full of issues and difficulties, as well as formal mathematical and textual hurdles (Karamitroglou, 2000). (Gottlieb, 1992). The formal restriction is imposed due to a lack of space. There is a two-line restriction and a maximum of 35 characters. The visual atmosphere of the film demonstrates the language constraint and problem. There are several technical issues with subtitles, such as the audience's typical reading speed (De Linde and Kay, 1999). Another drawback is the synchronization procedure, which maintains a fixed minimum gap between subtitles. The viewer's reading speed is estimated to be between 150 and 180 words per minute, however this might vary depending on the vocabulary density and linguistic information provided in the text (Luyken, 1991).

## **II. Review of Literature**

The term "translation" is defined in a variety of ways by various specialists. The three meanings, on the other hand, may be used to translate cultural terminology. Translation, according to Nida (1991: 33), entails reproducing the natural equivalent in the recipient's language that is closest to the information in the source language, first in meaning and then in style."

"According to Nida's definition, the translator must be able to keep the sense of the original text, even if it incorporates cultural information. Translation, according to Larson (1984), entails converting the meaning of the source language into the target language. This definition clarifies what it means to translate from one language to another. The form of the original must not be preserved in the translation, but the message must be faithfully transmitted to the target language. Because of the differences in both languages, which are made up of norms and culture, it is necessary to adapt the form and structure in order to express the information properly."

"Mona Baker (1992: 26-42) identifies eight ways that experienced translators have used to deal with troublesome situations when working on a translation project:"

### **2.1 Translation by a More General Word**

“One of the most common techniques to dealing with non-equivalence is this. As Baker contends, it works in most, if not all, languages since meaning is not language dependent in the semantic field.”

## **2.2 Translation by a more neutral/ less expressive word**

“This is another strategy in the semantic field of structure.”

## **2.3 Translation by cultural substitution**

“This strategy involves replacing a target language item with a culture-specific item or word while considering the impact on the target reader. As a consequence of this strategy, the translated information will seem more natural, comprehensible, and familiar to the target reader. The following considerations will impact the translator's decision to use this method:

- a. the extent to which those who commission the translation allow the translator permission
- b. the goal of the translation”

## **2.4 Translation by Loan Word or Loan Word with Explanation**

“This strategy is often utilized when dealing with culturally specific things, current thoughts, and buzz words. When a phrase appears many times in a work, it is quite beneficial to use a borrowed word with an explanation. The word is first defined by the explanation, and then it may be used independently the next time.”

## **2.5 Translation by Using Related Word**

“This strategy is used when the source item is lexicalized in the target language but in a different form, and the frequency with which that form is used in the source text is obviously larger than it would be natural in the target language.”

## **2.6 Translation by Using Unrelated Word**

“When the notion in the source item is not lexicalized in the destination language, the para approach might be utilized. When the meaning of the source item in the target language is complicated, the paraphrase technique may be used instead of related terms; it may be based on changing a super-ordinate or simply clarifying the source item's meaning.”

## **2.7 Translation by Omission**

“This may seem like an extreme technique, but in certain cases, leaving a word or term untranslated might be beneficial. Translators employ this method to avoid long explanations when the meaning supplied by a single item or term is not vital to grasp the translation.”

## **2.8 Translation by Illustration**

“When the target equivalent item lacks certain properties of the source item and the equivalent item relates to a physical thing that can be demonstrated, this method may be effective, especially to prevent over-explanation and to be short and to the point.”

### **III. Research Method**

The study will be conducted using a qualitative design as the research method. The research is descriptive qualitative. According to Bodgan and Bilken (1982), one of the features of qualitative research is that it is descriptive. Gathering qualitative data, evaluating it, and publishing the findings is what the descriptive approach entails. This investigation will be conducted as a single embedded-case study. The research is referred to as a single case study

since it focuses on a single phenomena. The data for the study is made up of clauses of utterances that represent translation techniques.”

“The source of data for this study is a parallel corpus consisting of spoken text spoken by tenth characters in The Java Heat Movie, which was released on April 18, 2013, as the source language (English) and Indonesian subtitling, which appeared on the monitor as the target language (Indonesia) from the beginning to the end of the film. If the population is fewer than 30, all populations may be sampled in qualitative research, according to Roscoe (1975). It signifies that out of a total of 10 characters in the film, the researcher picked all ten to be studied in this study. The movie has a duration of 103 minutes. Baker divided the subtitling transcripts (source and target languages) into sentences and categorized them as translation techniques (1992).”

#### IV. Results and Discussion

Based on the type, there are eight strategies by baker’s theory. Those are translation by a more general word, translation by a more neutral/less expressive word, translation by cultural substitution, translation using a loan word or loan word plus explanation, translation by paraphrase using related word, translation by paraphrase using unrelated words, translation by omission and translation by illustration.”

No	Types of Translation Strategy	Frequency	Percentage
1	<b>Translation by a More General Word</b>	73	14%
2	<b>Translation by a More Neutral/Less Expressive Word</b>	4	1%
3	<b>Translation by Cultural Substitution</b>	46	9%
4	<b>Translation Using a Loan Word or Loan Word Plus Explanation</b>	18	3%
5	<b>Translation by Paraphrase Using a Related Word</b>	122	23%
6	<b>Translation by Paraphrase Using Unrelated Word</b>	73	14%
7	<b>Translation by Omission</b>	103	20%
8	<b>Translation by illustration</b>	84	16%
9	<b>Total</b>	100	100%

##### “1. “Translation by a general word”

“Data 9:”

“SL: *Do you lecture to your students with that language?*”

“TL: *Kau mengajar mahasiswa dengan bahasa seperti itu?*”

“Because "lecture" in the source language is translated as "**mengajar**," this technique employed a more wide word strategy to translate it. In the original language, "**mengajar**" means "to instruct." This is a standard strategy for dealing with many sorts of nonequivalence. Because meaning is not language-dependent in the semantic field, Baker thinks it works in most, if not all, languages.”

##### “2. “Translation by a more neutral or less expressive word”

“Data 5”

“SL: *I was there, maybe an hour*”

“TL: *Aku di sana sekitar 1 jam.*”

“From the data, the translator uses a translation strategy that is translation by a more neutral word. The translator uses translation by a More Neutral/Less Expressive because in source language using past tense to indicate specific time but in target language just need neutral terms to describe the activities. This is another strategy in the semantic field of the structure.”

### “3. Translation by cultural substitution”

“Data 4:”

“SL: *Mr Wilde. I'm Lieutenant Hashim. Detachment 88. You have heard of us in America. We are not all terrorists. Begin..*”

“TL: *Tn. Wilde. Aku Letnan Hashim Dari Detasemen Khusus 88. Mungkin kalian pernah mendengarnya di Amerika. Tidak semua dari kami adalah teroris. Mulailah..*”

“From the data above, "Detasemen Khusus88" in the target language alludes to something distinctive in the anti-terrorism unit force in Indonesia, the translation by cultural replacement approach was applied. "Detachment 88" is a special unit of the Indonesian National Police tasked with eradicating all forms of terrorism in the country. This method entails substituting a target language item with a culture-specific item or term, taking into account the influence on the target reader.”

### “4. Translation using loan word or loan word with explanation”

Data 1:

“SL: *Americans. Coca Cola. You like?*”

“TL: *Orang Amerika, coca cola. Kau suka*”

“Coca-cola is a soft drink that comes after the borrowed term. When dealing with culturally particular objects, current notions, and buzz terms, this method is often used. When a term is repeated numerous times in the text, using the borrowed word with an explanation is highly valuable. The term is stated by the explanation the first time, and then it may be used on its own the second time.”

### “5. Translation with paraphrase using related word”

“Data 4”

“SL: *You had a clear view of the bomber. How did you see?*”

“TL: *Kau pasti melihat pengebomnya. Apa yang kau lihat?*”

“From the data above, Because the term "I'm" in the target language is missing in the source language, the translation by omission approach was applied in this strategy. It is not harmful to forgo translating a word or statement in certain instances when using this method. If the meaning communicated by a single item or statement is not critical enough to merit distracting the reader with long explanations, translators may and frequently do simply leave the word or expression in issue untranslated.”

### “6. Translation with paraphrase using unrelated word

“Data 14”

“SL: *I don't know anyone here. I hit on a pretty girl, so..?*”

“TL: *Aku tak kenal seorang pun di sini! Aku menyukai seorang gadis cantik, jadi?*”

“This technique was based on the data above, and it included translation by paraphrasing using unrelated words. The term "hit" in the source language means "memukul," which is quite

different from "menyukai," which means "like" or "love" in the target language. It indicates that even if the source item's notion isn't lexicalized in the destination language, the paraphrasing approach may be employed in certain situations.”

“Instead of a related term, the paraphrase might be based on changing a superordinate or simply unpacking the source item's meaning, especially if the item in issue is semantically significant.”

## 7. Translation by omission

Data 24:

“SL: *I'm sorry, sir. But every witness must be...*”

“TL: *Maaf, Pak. Tapi setiap saksi harus di...*”

“From the datum above, translation by omission strategy was used in this strategy because the word “I’m” in target language is omitted in the source language. In this strategy, it does no harm to omit translating a word or expression in some contexts. If the meaning conveyed by a particular item or expression is not vital enough to the development of the text to justify distracting the reader with lengthy explanations, translators can and often do simply omit translating the word or expression in question.”

## 8. Translation by illustration

Data 22:

“SL: *She's the prettiest girl at the party. That's where you start. Then you work. Your way down...*”

“TL: *Dia gadis tercantik di pesta itu. Itulah awalnya. Lalu aku berusaha...*”

“From the data above, translation by illustration was used in the translation strategies. Translation by example was employed in the translation techniques based on the data above. This is a handy alternative when a term that does not have an equivalent in the target language relates to a physical thing that may be depicted, especially when space is limited and the content must be brief, clear, and to the point. She's the prettiest girl at the party, which depicts Princess Diana as the prettiest girl at the party in the source language, translates to **Dia gadis tercantik di pesta itu** in the target language.

## V. Conclusion

There were eight types of translation strategies based on Baker's theory in Java Heat movie namely translation by paraphrase using a related word (23.32%), followed by translation by omission (19.69%), translation by illustration (16.06 %), translation by a more general word (13.95%), translation by paraphrase using unrelated words (13.95%), translation by cultural substitution (8.79%), translation by using a loan word (3.44%), and translation by a more neutral/less expressive word (0.76%).

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