



## **Types of Translation Strategies in Subtitling Java Heat Movie**

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### **ABSTRACT**

Translation has always been the focus part of communication. A movie can convey information to the audience through pictures, dialogue and music. The picture is the visualization of the story on the screen, the dialogue is the conversation that occurs in the movie, and the music is the sound effect of the movie, which makes the story effective. The objective of this study is to explain the reason of utilizing translation strategies in Java Heat subtitling. The research design used in the research is qualitative. 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, strategies, subtitling, movie*

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### **INTRODUCTION**

Translation has always been a central part of communication. Larson (1984) defines the translation process as about transferring the meaning of the source language to the target language. The translation process can be completed by converting the form of the first language into the form of the second language through the semantic structure. According to him, form

refers to actual words, phrases, clauses, sentences, paragraphs, etc. (the surface structure of a language). Then, according to the vocabulary and grammatical structure, the meaning of the source language (SL) is converted into the target language (TL) in the most appropriate form, and the readers of the target language (TL) can mainly accept the language.

A movie can convey information to the audience through pictures, dialogue and music. These aspects combine to form a movie. The picture is the visualization of the story on the screen, the dialogue is the conversation that occurs in the movie, and the music is the sound effect of the movie, which makes the story effective. Since the movie needs to be translated, the language of the viewer is different. Of course, film involves culture, and culture must be transferred to the target language.

When translating a movie, the translator can choose to use subtitles. Subtitles indicate that the viewer can still hear the source language and there is a dialog box at the bottom of the screen. When making subtitles, the translator should simplify the subtitles as much as possible so as not to disturb the audience's attention. According to Szarkowska (2005), subtitles transform movies from audiovisual media to more literate media, and the subtitles require more attention from the audience than dubbed movies. The subtitles should also match the dialogue the characters are telling so that the audience is not confused with the story.

However, the translation of subtitles is a harsh cognitive process, full of problems and difficulties (Karamitroglou, 2000), as well as formal quantitative and textual challenges (Gottlieb, 1992). The formal limitation is based on the space limitation. The limitation is 2 lines and 35 characters at most. The text limitation and challenge can be seen from the visual environment of the movie. There are many technical problems with subtitles, such as the average reading speed of the audience (De Linde and Kay, 1999). Another limitation is the synchronization process that keeps the minimum interval between subtitles constant. Some people think that the viewer's reading speed is about 150 to 180 words per minute, and may vary depending on the vocabulary density and the language information displayed in the text (Luyken, 1991).

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.

Many experts have many definitions of translation. However, the three definitions can be the basis for translating cultural terms. Nida (1991: 33) pointed out that translation includes the reproduction of the natural equivalent in the recipient's language that is closest to the information in the source language, first in meaning, and second in style. Nida's definition explains that

although the source text contains cultural information, the translator must be able to retain its meaning. Larson (1984) explained that translation involves translating the meaning of the source language into the recipient language. This definition highlights what it means to convert from a source language to a target language. The translation does not have to retain the form, but the meaning must be accurately transferred to the target language. To convey the message accurately, the change of the form and structure has to be done because of the difference of both languages consisting of norms and culture. In addition, Brislin (1976) pointed out that translation is a general term that refers to the transfer of ideas and concepts from one language (source) to another (target), regardless of whether these languages are written or spoken. form. In addition, translators need to understand the field of translation.

Mona Baker (1992: 26-42) lists eight strategies, which have been used by professional translators, to cope with the problematic issues while doing a translation task:

**1. Translation by a more general word**

This is one of the most common strategies to deal with many types of nonequivalence. As Baker believes, it works appropriately in most, if not all, languages, because in the semantic field, meaning is not language dependent.

**2. Translation by a more neutral/ less expressive word**

This is another strategy in the semantic field of structure.

**3. Translation by cultural substitution**

This strategy involves replacing a culture-specific item or expression with a target language item considering its impact on the target reader. This strategy makes the translated text more natural, more understandable and more familiar to the target reader. The translator's decision to use this strategy will depend on:

- The degree to which the translator is given license by those who commission the translation.

**4. Translation using a loan word or loan word plus explanation**

This strategy is usually used in dealing with culture-specific items, modern concepts, and buzz words. Using the loan word with an explanation is very useful when a word is repeated several times in the text. At the first time the word is mentioned by the explanation and in the next times the word can be used by its own.

### **5. Translation by paraphrase using a related word**

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

### **6. Translation by paraphrase using unrelated words**

The paraphrase strategy can be used when the concept in the source item is not lexicalized in the target language. When the meaning of the source item is complex in the target language, the paraphrase strategy may be used instead of using related words; it may be based on modifying a super-ordinate or simply on making clear the meaning of the source item.

### **7. Translation by omission**

This may be a drastic kind of strategy, but in fact it may be even useful to omit translating a word or expression in some contexts. If the meaning conveyed by a particular item or expression is not necessary to mention in the understanding of the translation, translators use this strategy to avoid lengthy explanations.

### **8. Translation by illustration**

This strategy can be useful when the target equivalent item does not cover some aspects of the source item and the equivalent item refers to a physical entity which can be illustrated, particularly in order to avoid over-explanation and to be concise and to the point.

## **METHODOLOGY**

This study was conducted based on qualitative research method. The data of this research are clauses of utterances reflecting translation strategies. The source of data in this research is parallel corpus consisting of spoken text spoken by tenth characters in *The Java Heat Movie* published in 18 April, 2013 as the source language (English) and Indonesian subtitling appear in the monitor as the target language (Indonesia) from the beginning part until the last of the movie.

## **FINDINGS AND DISCUSSIONS**

In this study, showed that there are eight strategies based on Baker's (1992) framework

employed in the translation of movie in Java Heat movie from English into Indonesia versions. The most frequent translation strategy found was 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%). The translation strategies of subtitling Java Heat movie can be seen in Table 1.

Table 1. The Translation Strategies

No	Types of Translation Strategies	Frequencies	Percentages
1	Translation by a More General Word	73	14
2	Translation by a More Neutral/Less Expressive Word	4	1
3	Translation by Cultural Substitution	46	9
4	Translation Using a Loan Word or Loan Word Plus Explanation	18	3
5	Translation by Paraphrase Using a Related Word	122	23
6	Translation by Paraphrase Using Unrelated Word	73	14
7	Translation by Omission	103	20
8	Translation by illustration	84	16
9	<b>Total</b>	523	100

Based on the table presented above, the data analyzed there were eight strategies used: they are translation by more general words, 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 a related word, translation by paraphrase using unrelated words, translation by omission, and translation by illustration. The result of the study showed all the translation strategies by Baker (1992) was used in analyzing the translation strategies of subtitling Java Heat movie.

The results of the study showed that there are eight strategies based on Baker's (1992) framework employed in the translation of movie in Java Heat movie from English into Indonesia versions. The most frequent translation strategy found was 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%).

Based on the findings, translation by paraphrase using a related word was the most frequent translation strategy found in the study. There were the omissions of subject pronouns, object pronouns, coordinating conjunctions, filler words, adverbs and adjectives, noun or noun phrase, prepositional phrases, and repeated words or phrases. Translation by paraphrase using a related word was the most frequent translation strategy found in the study because when analyzing all the data transcript of Java Heat movie, there were many paraphrasing word was found in Java Heat movie subtitle and more acceptable in the meaning of target language. The change of form or function of a word is intended to make the translated version sound like the language used in real life. Naturalness of the language in the translated text is the central concept of translation. As Larson (1998) states, the use of natural grammatical constructions and appropriate words in the target language are crucial in translating every piece of text.

Translation by omission was the second of the most translation strategies used in analyzed Java Heat subtitle. There were the omissions of subject pronouns, object pronouns, coordinating conjunctions, filler words, adverbs and adjectives, noun or noun phrase, prepositional phrases, and repeated words or phrases. The subject and object pronouns of a sentence were omitted most in each transcript. It is understandable that the omission of subject and object pronoun is common in the context of the target language.. The application of translation by omission with content words such as adverbs, adjectives, noun, noun phrase, or prepositional phrases could be that these words contain no special meaning to the development of the target text.

The application of translation by illustration was found many times in the study. Translation by illustration found when some of dialog script described the characteristic of something, like who is Sultana, what is Javanese culture, etc. Translation by paraphrase using unrelated words was found and analyzed when a movie is aimed at entertaining the audiences, the script are intended to satisfy the viewers who want to know the storyline of Java Heat movie, the strategy of paraphrase could not be avoidable to create appropriate words. It is the intention of the translator to use different words from the original script but they could still transfer the same message that the original text intended to convey.

Translation by a more general words were found at the same frequencies with translation by paraphrase using unrelated words. For translation by a more general word, the strategy was often found in the study because there were many specific terms that needed the application of translation by a more general word. According to Baker (1992), the use of a general word helps coping with the lack of a specific word in the target language. However, the results of the study

found that it was about the lack of a specific word in the target language.

Translation by using a loan word was applied various times in the translation. Different loan words found in the Java Heat subtitle in the study were Indonesian loan words. Loan words are widely used by Indonesia native speakers. In spite of an acceptable Indonesia equivalent for the word, the English loan word was preferred especially using English loan words would sound more cultural.

For cultural substitution, the strategy was used according to differences of socio-cultural contexts between the source text and target text. This cultural substitution would be helpful for the target audiences to understand the sense and the message of the original text. The application of cultural substitution was not often found in the study.

Translation by a more neutral/less expressive word is applied in order to avoid communicating the wrong expressive meaning. Only four data was found in translation by a more neutral/less expressive word. The translation strategy by illustration was not found in the study. This strategy can be used to refer to a physical entity which can be illustrated. Illustration, therefore, cannot be applied in this study.

## **CONCLUSIONS**

There were eight types of translation strategies by Baker applied into the clauses of subtitle. They were Translation My More General Words, 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 a Related Word, Translation by Paraphrase Using Unrelated Word, Translation by Omission, and Translation by illustration. Translation by Paraphrase Using a Related word was the most appear in Findings.

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