



## **The Subtitle Strategy of Cultural Translation in “*Murder on The Orient Express*” Movie**

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### **ABSTRACT**

This research examines the translation strategies used in movie subtitles and their relation to the cultural context. The translation of subtitles on movie is strongly influenced by grammar and culture. To get the right meaning, a translation strategy is needed in translating subtitles on movie that can adjust the cultural context from the source language to the target language. This study aims to find out the subtitle strategy applied in translating the movie subtitle "Murder On The Orient Express" related to culture and to clarify the reason subtitle strategy that related to culture context occur in the movie subtitle. This research was conducted using a qualitative descriptive method. The data found in this study were 563 data. The results showed that there were 7 translation strategies related to cultural context that were

applied to the translation of the subtitle "Murder On The Orient Express" movie. They were direct translation found 269 times, generalization used 100 times, substitution used 76 times, retention used 49 times, specification used 43 times, omission used 25 times and official equivalent used 1 time. The subtitles in this movie contain cultural bound terms and the grammatical structure of the language used by the actors is influenced by their respective cultures. Therefore, the subtitle strategy related to the cultural context occurs in the subtitle of this movie. Appropriate translation strategies must be applied to achieve equivalence of meaning from the source language to the target language.

### **Keywords:**

*Subtitle, Translation, Translation Strategy, Cultural Context, Movie*

### **INTRODUCTION**

Hatim and Munday (2004: 6) define translation as the process of transferring a written text from source language (SL) to target language (TL), conducted by a translator, or translators, in a specific socio-cultural context. The essence of this opinion is that translation

involves language (source language and target language), the translator (one or more people), and the socio-cultural context.

In the process of translating, the meaning of the source language (SL) is transferred to the target language (TL) in the most appropriate form according to lexical structure and grammar and is especially acceptable to the target language (TL) viewer and is easy to understand. The forms of translation are in electronic or multimedia media, such as Hollywood movies, international news broadcasts, and foreign TV shows, which are audiovisual translation products. Subtitles and dubbing were used to translate the voices and texts into the target language.

Movie is a form of entertainment and can act as a communication tool. This is because films play a role in transferring ideas that may become a source of information that has a broad influence. Movies are made and watched by people in many different countries and languages. The dialogue in the film must be translated into the target language addressed to the audience. Therefore, there needs to be a form of translation to overcome this language barrier in field of film called audio visual translation (AVT) in text (subtitle) and audio (dubbing). However, this study focused only on subtitles.

Subtitles help viewers understand the conversations that characters have in a film. Interestingly, similar to conversations in real life, dialogue in a film contains verbal and non-verbal language exchanges that support visual elements. The existence of a translation like AVT is expected to help the audience understand the dialogue and enjoy the movie's story. Many people who have not mastered a foreign language can understand the meaning of the content in the spoken language by translating it into the form of the language they use. Sutopo et al., (2020) stated that translation is related to transferring the meaning and message of textual material from SL to TL to improve interlingual communication. In addition, subtitling deliberately encourages the audience's interest in experiencing foreign language culture while transferring foreign cultural features to the target text. To this end, subtitling harmonizes cultural diversity and enables target language audiences to recognize features of their own culture in other cultures (Venuti 2005). That way, the role of translating subtitles is very important and must be done appropriately.

Here are some sentences that contain some translation strategies that related to culture context that are found in the subtitle of the "Murder On The Orient Express" movie :

Table 1. Preliminary Data of Substitution Strategy

Substitution	
SL- English Subtitle	TL- Indonesian Subtitle
It's not you, mon ami.	<i>Ini bukan salahmu, nak.</i>

In the sentence above, the translator used substitution strategy to translate the sentence. Because in this sentence there is a culture-bound term, namely "mon ami" which when translated from French denotes people who have known each other for a long time or are familiar calls for old friends. The translator uses the word "nak" into the target language so that the translation is easier to understand and acceptable according to the context.

Table 2. Preliminary Data of Generalization Strategy

Generalization	
SL- English Subtitle	TL - Indonesian Subtitle
I've got three religions bent on riot.	<i>Ada tiga agama yang membuatkericuhan.</i>

Here, the translator used generalization strategy. The translator requires replacing word that refer to something specific with something more general in the target language in order to render the translation more comprehensible and acceptable.

Therefore this research focused on the subtitle strategy in the "Murder On TheOrient Express" movie. The researcher is interested discussing translation strategytoward target language based culture context. This film is an adaptation of the novel by Agatha Christie and has been filmed twice. The dialogue in this film alsocontains cultural words/ culture-bound terms that make the researcher interestedin examining the translation strategies used from the source language (SL) to the target language (TL) for transferring meaning appropriately so that it is easily understood by the audience with the target language. This study focused on the translation strategy from English to Indonesian subtitle. The theory used in this study as the basis for the study is the subtitle strategy theory from Pedersen (2005).

## Translation

Translation studies can help to avoid misunderstandings from the source language to the target language. To produce a good translation, the translator must be able to understand ideas and thought expressed inthe source language (SL), as well as represent the target language (TL). Translation is an essential function in languages. Without translation, we would not understand the meaning of other languages. Catford (1965: 20) said the

translation is defined as the substitution of text material in one language (SL) with equivalent text material in another language (TL). Catford said that the important thing in the translation process is a way to find an equivalent meaning between the source language (SL) and the target language (TL) and the reader or audience can understand the meaning of the translation product that has been made. Newmark (1988: 5) defines translation as "the rendering of the meaning of a specific text into another language in the manner in which the author intended the text." Newmark defines translation as a method of determining the meaning of equality from source text to target text.

As a result, the translator reconstructs or reproduces meaning in the source language text into the target language text when translating. Translation, according to these two definitions, is a process of transferring meaning from one language to another without changing the source of the text message.

### **Cultural Translation**

Translation and culture are inextricably linked because culture gives birth to language. The cultural context of both the source and target languages has a significant impact on their meanings. The method of translating while acknowledging and displaying cultural differences is known as cultural translation. This type of translation addresses cultural issues such as dialects, food, and architecture. The key problems that cultural translation must address include interpreting a text while demonstrating cultural differences and respecting the source culture.

A fundamental feature of the translation phenomenon is the transfer of culture from the source text (ST) to the target text (TT). The translator is tasked with bridging cultural differences and allowing the TT receptor, like its ST receptor, to comprehend the original message as a whole. Given the variety of culturally specific words used in each language, it stands to reason that these terms can be difficult to interpret at times. Many translation scholars, however, claim that dealing with some cultures of words in translation is complicated, but not impossible. In this context, they categorize specific cultural terms into different domains and suggest various translation strategies for translating specific cultural terms. According to Newmark (1988), culture is "the way of life and its expressions that are unique to a group that employs a certain language as its means of expression."

### **Contextual Meaning**

Many people are confused by the concepts of meaning, information, and intent. They all mean. Meaning is one of the concepts of language in relation to translation. This is

important because the approach taken by the translator is that every text is an act of communication, not a text that appears without purpose and purpose. As an act of communication, a translator certainly wants the translated text to be understood by the reader. In this case, the subtitle of the film "Murder On The Orient Express" provides an opportunity for the audience to enjoy a film with an interesting storyline. The subtitles in this film serve to understand English through context, just word for word. Therefore, this study focuses on the discussion of 'contextual meaning' related to culture.

Contextual meaning is produced by the relationship between words in the text (also known as textual meaning in Catford) (Machali, 2000). Or, in some cases, the relationship (i.e. context) can be detected outside of the text, specifically in the immediate context. The idea taken is that every text is an act of communication, rather than a text that appears without any purpose or intent. Text producers would like to have significance that the recipient can understand as an act of communication (whether the audience or readers). In a sense, the purpose is packaged, however its shape can vary based on the purpose (for what, such as to explain, tell, or persuade), the audiences.

### **Subtitle and Subtitling**

In making subtitles, the subtitle maker must know how to make subtitles that match the spoken language in the film and reading speed. Subtitled can reduce or add text to make subtitles proportional. Not only pay attention to the suitability between spoken language and reading speed but also the subtitler must pay attention to how well the subtitles match the visual image. Because if the subtitles and visual images don't match, this will confuse the intended audience and have to replay the film to read the subtitles. In addition, the subtitler must also pay attention to the legibility of his work. Because the subtitles will be read by the target audience, the subtitles themselves must be readable. If it can't make the target audience unable to grasp the meaning of the film. The subtitler should consider some rules in order to make a good subtitle that is readable, can be accepted by the target audiences, and accurate with the true meaning and easy to understand by the target audience.

### **Strategies of Translation**

In subtitle translation, the content in the target language should be of the same quality as the content in the source language. So there is a balance of content in Source Language and Target Language in using subtitling strategies.

Pedersen's (2005) model of translation strategies presented seven main strategies, specialized in the domain of audio visual translation and subtitling, entailing several subcategories. Subtitle strategies that can be applied are Official Equivalent, Retention, Specification, Direct Translation, Generalization, Substitution, and Omission. This theory related to the cultural translation or culture context. In this study, the researcher used the theory by Jan Pedersen in his study in 2005. Because the subtitle strategy theory offered in this study is related to the cultural context of the source language that is translated into the target language. So that the meaning of the translation from the source language to the target language is preserved and does not depart from the context under consideration.

### **Movie**

According to Hornby (2005:573), movie is a collection of moving images captured with a sound that tells a plot, seen on TV or at the cinema/film theatre. Boggs and Petric (2000:3) said that the enormous cost involved in film production teaches us that film is both business and art, and that it also uses the compositional elements of visual art.

Message movies on mass communication can be anything depending on the film's mission. In general, however a film has a variety of messages, both the message of education, entertainment and knowledge. The film is often seen as an effective means of communication for the masses to be targeted because of its audio-visual, picture and live music. With pictures and sound, the film will be able to tell a lot in a short time.

There is a social phenomenon as a psychological identification in the course of watching a film. When the decoding process takes place, audiences also associate or imitate one of their own with one of the characters in the film.

### **METHOD**

This study was conducted by using descriptive qualitative research design especially in textual research to describe certain cases. According to Creswell (2009: 4), qualitative research is research to investigate and understand the meaning that an individual or group assumes as a social or human problem. It is used to find out why and how social phenomena occur. The researcher analyses the subtitle of the "Murder On The Orient Express" movie to answer the research questions stated in chapter one. This study was used to analyse the strategies used in translating subtitles and to clarify the reasons for the translation of subtitles related to the cultural context in the film "Murder On The Orient Express" movie.

In collecting the data, the researcher watching and transcribing the subtitle, finding

all the data that is suitable which are supported to this research, then put all the data in the table.

After collecting the data, the researcher analysed the data. The first was to find all the sentences that became the research data from the subtitled transcripts in English and Indonesian. Then classify the data into the translation strategy proposed by Pedersen. After the data is classified and listed, then find the type of translation strategy used and tabulate the total number of each type of translation strategy. After finding the type of translation strategy contained in the data, then the researcher describes the reason of subtitle strategy that is related to culture context occur in the "Murder On The Orient Express (2017)" movie subtitle.

## RESULTS

Based on the study's problems, two research findings were discovered after examining all of the data for the types of translation strategies in "Murder On The Orient Express" movie subtitle. The research findings were presented as follows :

- 1) There were seven types of translation strategies applied in the subtitles of "Murder On The Orient Express" movie. They were direct translation, Generalization, Substitution, Retention, Specification, Omission and Official Equivalent.
- 2) The translation of subtitles on movie is strongly influenced by grammar and culture. Especially in the movie "Murder On The Orient Express". The subtitle translation strategy related to cultural context occurs in this film because the film subtitle contains cultural bound terms in the source language and the grammatical structure of the language used by each character is influenced by their respective culture. Therefore, movie subtitles from the source language must be translated appropriately into the target language according to the cultural context of the target language so that it can be accepted according to its meaning and to introduce the cultural features of the source language to the target language. This is also done to produce a reasonable translation in order to achieve equivalence of meaning from the source language to the target language so that easy to understand.

From the results of data analysis by applying the seven translation strategies proposed by Pedersen (2005) on the subtitle of the "Murder On The Orient Express" movie, it is evident that the translation of subtitles related to the cultural context occurs for the

purpose of conveying the correct and precise meaning from the source language to the target language.

## DISCUSSIONS

Based on the findings of the answers to this research problem, the researcher describes the reasons in this section. The first research problem focused on the type of translation strategy applied to the subtitle "Murder On The Orient Express" movie. An appropriate translation strategy is needed in translating subtitles for each foreign movie. According to Pedersen's (2005) theory, there are seven translation strategies that can be applied to the translation of film subtitles, they are Direct translation, Generalization, Substitution, Retention, Specification, Omission and Official Equivalent.

The findings of this study indicate that all the translation strategies proposed by Pedersen (2005), were applied to the translation of the subtitle "Murder On The Orient Express" movie. This can be seen in the appendix. There were 269 utterances found that used a direct translation strategy, 100 utterances that used generalization strategy, 76 utterances that used substitution strategy, 49 utterances that used retention strategy, 43 utterances that used specification strategy, 25 utterances that used omission strategy and only one utterance that used official equivalent strategy. This research is different from the relevant studies that have been discussed in the previous chapter. This is one thing that makes this research different from the relevant studies discussed in the previous chapter. In a relevant study, several studies show the results that only use several translation strategies in translating subtitles according to the film that was the focus of research.

The second research problem in this study focused on the reasons for the subtitle translation strategy related to the cultural context that occurs in the "Murder On The Orient express" movie. To answer this research problem, the most important thing we must know is that translation in movies is influenced by grammar and culture.

For example :

(3) English subtitle : Why do hens lay eggs of different sizes? It's not you, mon ami.

Indonesian subtitle : *Kenapa ayam bertelur dengan ukuran berbeda- beda? Ini bukan*



*salahmu, nak.*

(105) English subtitle : Give special care to my friend, Michel. I want him pampered like a zoo panda.

Indonesian subtitle : *Urus temanku dengan baik, Michel. Layani dia bagai raja.*

From the data above, it appears the influence of grammar and culture on the meaning to be translated into the target language. Like the word "mon ami" in the source language is translated with the word "nak" in the target language. From this we can see that the word "mon ami" is a nickname that shows the closeness between one person and another that is used in the source language. So, the translation into the target language must also be adapted to the context in which the word is used.

Furthermore, the sentence "I want him pampered like a zoo panda" is translated into "layani dia bagai raja". From the sentence, it appears that when the source language is translated into the target language, there is change in term that must be adapted to the context of the target language while maintaining the meaning. The source language sentence indicates that the character Bouc in this film wants his friend Mr. Poirot was well served. As we know, how pandas are cared for and pampered in zoos. This cute animal from a young age was observed in great detail for its survival by zoo officials. Even these animals are treated like caring for humans. In order to ensure the survival of these animals, baby pandas must be put in an incubator until a predetermined time so that they can be returned with their mother. Quality service with real attention to Mr. Poirot in fulfilling his needs and desires is what Bouc meant in his speech, which later translates to "layani dia bagai raja" in the target language. The two examples of data above represent other data that shows evidence of the explanation of the answers to the second research problem. Therefore, translators must understand the cultural context that exists in the subtitles they want to translate. Because this will affect the meaning of the material to be conveyed.

## **CONCLUSIONS**

The following are the conclusions that may be reached based on the data analysis that have been completed.

- 1) There were seven types of strategies found in the translation of the subtitle "Murder On The Orient Express" movie with total number of 563 utterances. The direct

translation strategy was found to be used as many as 269 utterances, 100 utterances used in the generalization strategy, 76 utterances used in the substitution strategy, 49 utterances used in the retention strategy, 43 utterances used in the specification strategy, 25 utterances used in the omission strategy and there is 1 utterance used in the official equivalent strategy.

- 2) The findings of research indicate the occurrence of a subtitle strategy related to the cultural context in the "Murder On The Orient Express" movie. With the existence of cultural bound terms contained in the subtitles of this movie, translators must be more careful in translating subtitles because they must be adapted to the cultural context from the source language to the target language so that the delivery of meaning is also more accurate and acceptable to the target language audience. The emergence of the culture-bound terms in the subtitles is because the dialect and language used in the dialogues of the actors in this film were influenced by their respective cultures.

Based on this research, there are several suggestions that should be helpful to others who want to conduct research related to this study.

- 1) For translators who specialize in audiovisual translation, translation strategies with cultural context adjustments are needed in translating one language into another. Because every language used in the film can not be separated from the influence of grammar and culture. Subtitle translators must also have broad insight / knowledge, especially on culture so that they can produce correct and precise translation meanings that can be accepted and understood by the target language audience.
- 2) For English Department students who are interested in translation or are deepening their knowledge about translation, they must know the culture of the source language in addition to having to master the language before translating/analyzing subtitles. This is intended so that they also really understand the meaning that they will produce and can be understood by the target language audience.
- 3) For future researchers who want to conduct similar research to this research, the researcher hopes that the results of this study can be helpful or can be a reference that may be relevant to further research to be carried out.

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