

**SUBTITLING STRATEGIES USED ON INDONESIAN HUMOROUS MOVIE
“COMIC 8 PART 1”**

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ABSTRACT

This study focused on investigating the subtitling strategies used on Indonesian humorous movie “comic 8 part 1”. The aims of this research were: finding the subtitling strategy used on Indonesian humourous movie, the use of subtitling strategy used on Indonesian humourous movie. The source of data was “comic 8 part 1” Movie downloaded from YouTube and the data were gathered from English subtitle as the target language. The study indicates that 19.9 percent paraphrase used on “comic 8 part 1” Movie. Then continue by expansi dan Resignation 18 percent, the third is Transfer in 14 percent and the last is transcription, Condensation Elimination Decimation in 7.2 percent. On comic 8 part 1” Movie the subtitle strategy domonantly use is phraphrase.

Keyword: Translation, Subtitling Strategy, Humorous movie

I. INTRODUCTION

Movie Subtitling Plays An Important Role For Movie Audiences. Moviegoers benefit greatly from film translations that are shown in the form of movie-subtitles. It is not surprising that most moviegoers, especially in Indonesia, are very dependent on film subtitles, because by reading the subtitles while watching, the storyline and scenes in the film become easy to understand (Luke, 2022, p. 100).

Allen and Gomery (1993) argue that “movie is a reflection of social values, interests and social phenomena and made within a social context” (p.156). A translation does not consist of one method since it is influenced by several factors. According to Nababan (2003), those factors are the different systems between the source language and the target language, the

different types of text, the perception that translation is a communication means, and the different purposes of translating a text. Nida (1982) proposes the process of translation including analyzing the source text, transferring the text into the target language, and restructuring for natural acceptable translated text in the target language. It means translation is defined as a process of delivering meaning from the source language into the target language. (Hudi,et.all, 2020:457).

Unfortunately, some film subtitles often fail to convey the message or intent of a dialogue or scene in the film. This shows that translation is not an easy thing to do. Because a good translation is a translation that can transfer the meaning and information contained in the

Source Language (SL) to the Target Language (TL) with accurate, clear, and natural word choices. There are 3 principles that must be followed to get the best translation (Larson, 1984). First, by using the standard language form of BT. Second, communicate as much as possible with the user of the translation so that the meaning of the word can be understood by the user of the BT. Third, maintain the dynamics of the meaning of the BS. This means that the translation is displayed in such a way that the result resembles the view as in the BS (Luke, 2022, p. 100).

Translating subtitle movie especially Indonesian to English is not an easy. A translator will be able to translate well when understanding the foreign culture of the film to be translated. The utterance that used by players in the movie depend on contexts such as images, intonation, and other non-linguistic elements that can lead to a smile or laughter. Therefore, the subtitles can certainly have a very significant role to ensure viewers and viewers understand the content / storyline as well as implicit humor in the film. (Maharani, 2019, p.48)

Humor is an ability to find, express, or appreciate something funny (Yuniarti, 2014, p. 225 on Xiao Qin, 2019, p.185). Humor is usual done in our lives. Humor can cross tribal, cultural, gender and class barriers and plays an integral role in different cultures and languages. Humor is closely related to religious beliefs, ideologies, social concepts, political institutions and cultural practices. Humor is usually based on language and culture, but there are ethnic differences between culture and language. Therefore, I believe that humor has ethnic and cultural differences.

Because the audience's interest in this film is so high, the translation of this film into Indonesian must be seriously studied. This is because there are many translations of film subtitles into the target language that are inappropriate or less natural because of

unofficial translations. In other words, the translation of the subtitles into the target language such as Indonesian is done by machine translation. Translators only download the translation results from machine translation without verifying the accuracy of the translation language. For this reason, this researcher needs to be analyses the subtitling strategies used on Indonesian humorous movie “comic 8 part 1” in the English version of the subtitle translation. Thus, the research will be guided by the following research questions: 1. what are the subtitling strategy used on Indonesian humourous movie? 2. How are the use of subtitling strategy used on Indonesian humourous movie? It is hoped that the results of this study can make a positive contribution to references in the field of translation, especially the assessment of the quality of translation results in terms of accuracy.

II. REVIEW OF THE LITERATURE

A. Definition of Translation

Translation studies is enough to convey the idea that objects have been as various as the representations they have been given (Hewson and Martin, 1991, p.1). Catford (in Hartono 2017, p.9) stated that translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). The second definition is a little hard to be understood, because it is being said “replacement”, what kind of things should have been replaced. But, it is clear enough in the word „equivalent“ could refer to the information with the exact and same proportion of meaning. The definition is also supported by this statement “translation is the transfer of the message or language from the source language into the target language and acceptable in its meaning with regard equivalence” (Mutiaras, Sofwan, & Kalisa, 2017).

Another case, according to Gile (1995, p. 22), is translating foreign-language text into

one's own language for later personal convenience. Based on Giles' statement, the translator now translates the film's dialogue into the form of Indonesian subtitles and uses the translation for personal use, including selling it to TV stations, film distributors, etc. . Since then, translation has already become a mainstream industry in the country, and subtitling has grown rapidly over the years.

B. Subtitling Strategies

Carrol in Zhang & Liu (2009) suggest that subtitle makers need to bear in mind some regulations when producing subtitles. They should pay attention to the position of translated text, the number of lines on the screen and number of character per line. As Gottlieb in Munday (2009, p.149) states that subtitles consist of one or two lines of 30 to 40 characters (including spaces) that are displayed at the bottom of the picture, either centered or left-aligned.

To translate film subtitles there is a special technique that is applied because subtitles are short texts that appear on television screens as part of a film, in addition to *dubbing*. The subtitles by Gottlieb (listed in Orero, 2004) are interpreted as verbal messages from different languages in the form of one or more lines of written text presented on the screen and synchronized with the original verbal message. According to Gottlieb (1992) there are ten techniques for translating subtitles. The techniques are: (1) Transfers, (2) Imitation, (3) Transcription, (4) Expansion, (5) Paraphrase, (6) Dislocation, (7) Condensation, (8) Elimination, (9) Decimation, (10) Resignation (Maharani, 2019 p.50)

There is a famous theory about subtitling strategy that proposed by Gottlieb in Ghaemi & Benyamin (2010) he defined subtitling strategies of film are as follows:

1. Expansion is used when the original text requires an explanation because of some cultural nuance not retrievable in the target language.
2. Paraphrase is resorted to in cases where the phraseology of the original cannot be reconstructed in the same syntactic way in the target language.
3. Transfer refers to the strategy of translating the source text completely and accurately. There is no added explanation or modifying of view, because the subtitler translates the dialogue by literal word. In addition, the usage of this strategy also maintains the structure of the original text.
4. Imitation maintains the same forms, typically with names of people and places.
5. Transcription is used in those cases where a term is unusual even in the source text, for example, the use of a third language or nonsense language.
6. Dislocation is adopted when the original employs some sort of special effects, e.g., a silly song in a cartoon film where the translation of the effect is more important than the content.
7. Condensation is making the text brief to miss unnecessary utterance using the shorter utterance, but it does not lose the message. Sometimes pragmatic effect can be lost by using condensation strategy. Therefore, the real aim of the text must be conveyed.
8. Decimation is used to translate when the actors are quarrelling with the fast speaking. So, the translator is also condensing the utterance because the utterances have difficulty absorbing unstructured written text quickly
9. Deletion refers to the total elimination of parts of a text.
10. Resignation describes the strategy adopted when no translation solution can be found and meaning is inevitably lost.

C. Audiovisual Translation

According to Cintas and Anderman (2009) audio-visual translation as a discipline is now one of the most vibrant and vigorous field

within Translation Studies in recent times since the growth of the media, especially in television programs or cinemas and the need for audiovisual translation in most countries. Audio-visual translation provides a study about the way of language transfer on screen. It covers the Interlingua 11 transfer of verbal language when it is transmitted and accessed both visually and acoustically, usually, but not necessarily, through electronic device (Chiaro, 2006).

Okyayuz (2016) said that audiovisual translation in general and subtitling as a prominent type of audiovisual translation is delight studied within the scope of translation studies. So basically, audiovisual translation is one of the derivative knowledge based on the translation study itself.

III. THE METHODOLOGY

This research is used qualitative research since it described the translation procedures used in the movie. According to (Gay et al., 2012), descriptive qualitative research involves collecting data in order to answer concerning the current status of the object of the study and the research question. Descriptive research tries to present the problem clearly based on the accurate data, explaining and describing the topic of a problem based on the theory used.

The data of this study were all utterances which contain humorous expressions that are collected manually from the dialog or utterances such as the words, clauses, and sentences found in the subtitle movie in English. While the data source of this research is subtitling of humorous movie in comic 8 part 1.

Methods and techniques for collecting data was documentation technique. Document analysis is a form of qualitative research in which documents are interpreted by the researcher to give voice and meaning around an assessment topic (Bowen, 2009), Analyzing documents incorporates coding content into themes similar to how focus group or interview

transcripts are analyzed (Bowen, 2009). The research instrument was the researchers herself who applied several steps. The steps were watching the film, finding the English and Indonesian subtitles, identifying subtitles categorized as humor. The following is analyzing the translation strategy applied for the translation of the subtitles found. (Maharani, 2019 p.49)

The data analysis takes place along with the data collection process since data collection and data analysis usually run together, less data are collected and more analysis is produced as the research progresses. The steps that researcher designed to perform the research were: 1). The researcher collected the data that appear in the form of words, phrases, sentences and clauses from the data resources the dialog or utterance in English and Indonesian subtitle of *Comic 8 Part 1*; 2). then, she wrote down the data in the data sheet, and then coded the data; 3). after that, she used Willis' types of slang to categorize the slang expressions, used Gottlieb's subtitling strategies to research the data, and then categorized it to determine the equivalence in meaning.

IV. FINDING AND DISCUSSION

This part is the results and discussion of analyzing subtitleling strategies that were used by the translator in translating the subtitle. Gottlieb (1992 in Maharani, 2019 p.50) states that there are ten subtitleling strategies. They are: Transfers, Imitation, Transcription, Expansion, Paraphrase, Dislocation, Condensation, Elimination, Decimation, and Resignation. In this analysis the researcher used English and Indonesian dictionary, Oxford dictionary fourth edition, digital Indonesian General Dictionary (KBBI), and the Regulation of the Minister of Education.

a. The Frequencies of Subtitling Strategies

No	Subtitling Strategies	Frequencies	Percentage
1	Transfers	8	14,4%
2	Imitation	-	0%
3	Transcription	4	7,2%
4	Expansion	10	18%
5	Paraphrase	11	19.8%
6	Dislocation	-	0%
7	Condensation	4	7,2%
8	Elimination	4	7,2%
9	Decimation	4	7.2%
10	Resignation	10	18%
TOTAL		53	100%

1. I even eat cannabis leaves with rice as a meal.

Kangkung di rumah aja gua ganti daunnya Bob Marley, tau nggak lu?

2. I won't ask for much!

Kalau aku nggak banyak cengkunek!

(3) Expansion

Expansion is used when the original text requires an explanation because of some cultural nuance not retrievable in the target language.

Examples:

1. Why would you bring that thing with you? That's embarrassing

Mak, yang kek gini gak usah lah kau bawak, ko ko buat malu aja kau ah.

2. Hey, that's not right, How come you get the great nickname?

Heh, kau enak sekali panggil-panggil kite item baru kau Andy lau, terlalu bagus itu!

B. The use of Subtitling

(1) Transfers

Transfer refers to the strategy of translating the source text completely and accurately. There is no added explanation or modifying of view, because the subtitler translates the dialogue by literal word. In addition, the usage of this strategy also maintains the structure of the original text.

Examples:

- Come on, dance with me sir!
Ayo bang ikutan bang, digoyang bang!
Ayo bang!
- You don't have to stay, mom
Mending umi pulang aja.

(2) Transcription

Transcription is used in those cases where a term is unusual even in the source text, for example, the use of a third language or nonsense language.

Examples:

(4) Paraphrase

Paraphrase is resorted to in cases where the phraseology of the original cannot be reconstructed in the same syntactic way in the target language.

Examples:

- Lunatic.
Wong Gendeng!
- I didn't mean to disturb you. Wait, you're the comedian right?
Warkop DKI? Warkop DKI?

(5) Condensation

Condensation is making the text brief to miss unnecessary utterance using the shorter utterance, but it does not lose the message. Sometimes pragmatic effect can be lost by using condensation strategy. Therefore, the real aim of the text must be conveyed.

Examples:

- I took a lot of hits today from the kids.

Tadi gua abis mengalami kekalahan karna banyak pukulan dari anak-anak itu.

2. There are steps for everything
Memang dari apa-apa itu harus bertahap, dari bawah

(6) Elimination

Deletion refers to the total elimination of parts of a text

Examples:

1. Did you steal it?
Ntah gir becak mana lah yang kau curik ni.
2. As you know, i don't have a stable income.
Kalau gua, Penghasilan gua pasang surut.

(7) Decimation

Decimation is used to translate when the actors are quarrelling with the fast speaking. So, the translator is also condensing the utterance because the utterances have difficulty absorbing unstructured written text quickly.

Examples:

1. And i'll give you the rest of my allowance, okay
Saya kasih dua ribu saya.
2. At this rate, we'll be losing more than we gain. What are you doing?
Aduh amsiong kalo kek gini caranya rugi banyak kita boros berapa dari tadi aaah?

(8) Resignation

Resignation describes the strategy adopted when no translation solution can be found and meaning is inevitably lost.

Examples:

1. You're a useless fatso.
Dasar bangke darat, uda kebok lu!

2. You talk like youi're such a playboy.
Klimaks, klimaks, macam kau betul saja.

V. CONCLUSION AND SUGGESTION

Translation has an important role in conveying messages from one language to another, such as from Indonesian to English. The translation of humor in film subtitles needs to pay attention to the equivalence and accuracy of the source language and target language so that it can be conveyed and accepted by readers and viewers. In addition, it is also very important for translators to know subtitle strategy and the accuracy of the translation so that the message is conveyed and avoid misunderstandings in the source language and target language.

Based on the conclusion above, there are some points suggested as follows:

- 1) For the translator of Indonesian movie, they have to make an intention in translating the source language to target language because it will give different meaning.
- 2) For the readers, this study can be a useful information for them in English translation process, so they can enjoy in watching movie.

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