Subtitling Strategies Applied In The Subtitle Of The Movie "Coco" From English Into Indonesian

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Abstract This study is entitled Subtitling Strategies Applied in The Subtitle of The Movie "Coco" From English Into Indonesian. This study is aimed to find out the subtitling strategies applied in translating the Indonesian subtitle of an English movie "COCO" and analyze the translation equivalence of the movie subtitle. All the data analyzed based on Theory of Subtitling Strategies according to Gottlieb and Theory of Translation Equivalence according to Nida. The source of the data taken from the downloaded Indonesian subtitle text of the original movie entitled COCO. Documentation method with note-taking technique were used to collect the data and to analyze using descriptive method with qualitative approach. The result of the data shows that the translator applied only eight of ten subtitling strategies. They are Expansion, Paraphrase, Transfer, Imitation, Transcription, Condensation, Decimation, and Deletion. The findings show that the translation of Coco's movie subtitle is equivalent. It shows that Dynamic and Formal equivalence applied in the translation

Keywords: translation, subtitling strategy, translation equivalence

I. INTRODUCTION

Translation is crucial for communication to spread information, knowledge, and ideas. It is not only related to printed media such as books, novels or newspaper, but also in electronic form for instant movies, TV shows and news broadcast. The lack of knowledge about another language will cause miss understanding or make people feeling lost. Therefore, audiovisual translation is needed to make the audience understand and get the movie's message.

Newmark (1988:28) says that "translation is rendering the meaning of a text from one language into another language within the way as the writer intended the text. In other words, the meaning of a text should convey the same meaning as the author's aim when it is translated". Audiovisual translation (AVT) is a new field in translation that is majoring in Subtitling and Dubbing. Moreover, O'Connell (2007, p. 169) said that "Subtitling is defined as supplementing the original voice soundtrack by adding written text on screen, and dubbing is replacing the original voice soundtrack with another voice in another language". Meanwhile, Nida and Taber (1974: 12) state that "translating consists of reproducing in the receptor language (RL) and find the closest natural equivalent meaning of the source language (SL), both in terms of meaning and style".

From the definitions above, translation aims to transfer the message and expression from SL into TL by finding the equivalent meaning. Equivalency is a form in the target language in terms of semantics equivalent to a source language form. To minimize the difficulty mentioned above, the translators can use subtitling strategies in translating the SL into TL to get the equivalent meaning. The various of languages will affect the subtitle strategy depending on the translator and the subtitle strategy used. Therefore, this study is interested in analyzing the subtitling strategies applied in translating Indonesian subtitle of an English movie.

II. MATERIAL AND METHOD

COCO movie is produced by Pixar Animation Studios and released by Walt Disney Pictures and becomes one of the best American 3D animated fantasy films. Coco movie is about a 12 years boy named Miguel who want to be a musician but forbidden by his family. Miguel accidentally entered the Land of The Dead, where he finally

discovered his great-great-grandfather, a legendary singer. Moreover, this movie was chosen because it is fascinating. It sets in Mexico and introduced us to Mexican legendry artists and showed us their culture. Moreover, it contains the Spanish language in some dialogues.

The data in this study is primary data taken from the Indonesian subtitle of COCO movie. Documentation method with note taking technique are applied to collecting the data. Meanwhile, descriptive method with qualitative approach is applied to analyze the data. All the data collected based on theories applied. The analysis results were presented using tables (formal method) and explain through sentences (informal method).

III. FINDING AND DISCUSSION

The data is taken from an English animated movie entitled *COCO* and the Indonesian subtitle is taken from WWW.SEBUAH-DONGENG.COM. In order to answer the formulated questions, there are two theories used in this study. The first formulated question is analyzed based on Subtitling Strategy theory proposed by Gottlieb (1992) and the second formulated question is analyzed based on Translation Equivalency theory proposed by Nida (1964).

1. Subtitling Strategy

According to Gottlieb (1992), there are ten subtitle strategies: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. The selected data were analyzed regarding their subtitling strategies. Below is the analysis.

A. Expansion

Expansion is used when some items in source language need explanation because of some differences in the target language.

(3-1)

No	Minute	SL	TL
1	00:06:15,693 --> 00:06:17,633	Sometimes, I look at de la Cruz	*Kadang, saat melihat de la Cruz*

There is no word in SL that consider to translated into "saat". The translator added the word "saat" into the translation to make the translation clearer.

B. Paraphrase

Paraphrase is used when some the phraseology of the original cannot be reconstructed in the same way as in the target language.

(3-2)

No	Minute	SL	TL
1	00:01:22,539 -> 00:01:26,936	He and his family would	*Dia dan keluarganya akan menyanyi dan menari Dan **saling***

		sing, and dance, and **count their blessings**	*memberkahi*

The clause "count their blessings" in SL translated into "saling memberkati" not "menghitung berkat mereka". The translator applied paraphrase strategy in order to make the audience understand the message of the SL.

C. Transfer

Transfer refers to the strategy of translating the source text entirely and accurately.

(3-3)

No	Minute	SL	TL
1	01:14:05,880 -->01:14:09,480	I didn't wanna listen, but he was right	*Aku tak mau mendengarkan, tapi dia benar*

The translator applied transfer strategy in the example above. It could be seen that there is no deletion or addition or paraphrase in the translation.

D. Imitation

This strategy will maintain the language form and structure in both languages, which will give identical expression from SL into TL, typically with names of people and places.

(3-4)

No	Minute	SL	TL
1	00:03:10,520 --> 00:03:12,507	Actually, my name is **Miguel**.	*Sebenarnya, namaku **Miguel***

It can be seen that the translation applied imitation strategy, because there is a name "Miguel" in the dialogue. Miguel is the main character of the story.

E. Transcription

Transcription is used when there is unusual speech such as dialect or any language expressions that exist even in the SL for instance, using a third language or nonsense language. The translator will try to render the meaning in TL.

(3-5)

No	Minute	SL	TL
1	00:30:49,549 --> 00:30:52,516	**Con permiso**, I need to visit the restroom.	*Permisi, aku ingin ke kamar kecil.*

The example above contains 3rd language "Con permiso", a Spanish language, that has the same meaning as

"excuse me" and translated into Indonesian became "permisi".

F. Condensation

Condensation strategy is used by shortening the text in the least obtrusive way possible. This strategy used when there is an unnecessary or over-length utterance.

(3-6)

No	Minute	SL	TL
1	00:06:49,220 --> 00:06:51,582	**I mean...** I only **really** play for myself.	Aku hanya bermain untuk diriku saja.

"I mean" and "really" which means "maksudku" and "sungguh or benar-benar" in Indoesian are deleted. Moreover, if SL translated into TL literally it would be over lengthy because it consists more than 35 characters in one line.

G. Decimation

Decimation is an extreme form of condensation where perhaps for reasons of discourse speed, even potentially essential elements are omitted. The translator will simplify the subtitle in TL by omitting some words but still convey the message.

(3-7)

No	Minute	SL	TL
1	00:24:29,126 --> 00:24:33,792	I thought it **might've been one of those** made-up things that adults tell kids like vitamins.	*Kukira itu hanyalah tipuan*

The translator simplified the translation. If SL translated literally it would be "ku kira itu salah satu dari hal-hal yang dibuat buat". It contains some unnecessary words. Therefore, the translation simplified into "kukira itu hanyalah tipuan" because this translation is enough to represent the message of SL into TL and still equivalent.

H. Deletion

Deletion refers to the total elimination of parts of a text. This strategy will omit some elements or part of words that carry less semantic meaning.

(3-8)

No	Minute	SL	TL
1	00:09:00,705 --> 00:09:01,924	**But** what **about** tonight?	*Bagaimana malam ini?*

The translator applied deletion strategy to translate the dialogue above by deleting some part of speech "but" and "about", which are carried less semantic meaning.

2. Translation Equivalence

According to Nida (1964:159), "there are fundamentally two different types of equivalence; one which may be called formal and other which is primarily dynamic."

A. Formal Equivalence

Based on Nida (1964: 159), formal equivalent focus on the closest meaning in TL into SL words, or phrase, or sentence.

(3-9)

No	Minute	SL	TL
1	00:02:12,886 --> 00:02:22,880	She could have made candy, or fireworks, or sparkly underwear for wrestlers, but no, she chose shoes.	*Dia bisa saja membuat permen, atau kembang api, atau celana dalam gemerlap yang dipakai pegulat, tapi, tidak, dia memilih sepatu.*

From the example above the translation consider into formal equivalence. The translator translated the SL word to word without making any changes.

B. Dynamic Equivalence

Based on Nida (1964:159, dynamic equivalence is when translator tries to find the meaning as the original word to get the same impact in TL upon SL to make the audience understand the message.

(3-10)

No	Minute	SL	TL
1	00:04:37,418 --> 00:04:39,060	**Good boy**, Dante!	*Anjing pintar, Dante!*

The translator tried to render the context into TL. The translator translated "good" into "pintar" and "boy" into "anjing". Dante is the name of a street dog. The context in the movie, when said this dialogue Dante could follow Miguel's direction, then he got compliment and present.

IV. CONCLUSION

Based on the discussion in the previous chapter, it can be concluded that eight of ten Gottlieb's (1992) subtitling strategies were applied by the translator in Coco movie. They are Expansion 4,4%, Paraphrase 12%,

Transfer 42,5, Imitation 19,3%, Transcription 10,5%, Condensation 1,7%, Decimation 0,3% and Deletion 9,3%, of the data. Following Nida's (1964) Translation Equivalence, the data shows that Dynamic equivalence gains 56,7% of the data, while Formal equivalence gains 41,3% of the data.   Another finding is the translator could apply more than one strategy in one dialogue.

V.   REVERENCES

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