

# Subtitling Strategies Applied in The Subtitle of The Movie “The Greatest Showman” from English to Indonesia

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**Abstract** In order to conduct a good translation, there are some strategies in subtitling which must be majoring by the subtitler to avoid the misconception. Subtitle strategies that can be applied are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. In this study, “The Greatest Showman” movie is chosen to prove this subtitle strategies theory applied in translating the Indonesian subtitle from English. This study also analyze and describe the translation equivalence finds. This study used documentation method to collect the data and informal presentation methods to present the data analysis. Based on the data collected, it is concluded that Paraphrase is a strategy which frequently used by the translator in the movie. There are many utterances that is translated completely and correctly between the source language and the target language. The second highest subtitling strategy used by the translator is transfer strategy. It is often used because the strategy is supposed to make this subtitle readable and natural in the target audience.

**Keyword:** Translation, Subtitling, Subtitle Strategy, Translation Equivalence

## I. INTRODUCTION

People in modern country has already developed its innovation of information, knowledge, and entertainment in multimedia those are coming in form of television programs, videos, songs, and movies that have an original language and culture. Movie is one of entertainment and also become the communication tools, because movies are transferring ideas and might be one of the information sources. In this modern era, movie industry has recently become an extremely popular media to gather the audience.

The movie production not only produces movies which has a virtuous quality, but also it accepts the challenge since only several amount of people understood English. There for should be a person who could transfer the meaning of the source language in a movie into the audience target language. That person is used to called “translator”. When a translator faced a translation problem, translating is important thing to solve translation problem. In conducting a translation is not an easy thing to do. When translating in every text, the translator has some rules. They did not only transfer the meaning from the source language to the target language but they also should create an equivalent translation from the

source language to target language since they have different grammar structure, consequently, a new innovation of movie need to find appropriate screen translation approaches which direct to AVT (Audiovisual Translation).

Other ways to translate the foreign television program and movie is subtitling. Subtitling is written textual translation which appear at the bottom of screen while the actor in visual content speak. The subtitle is not in movies only, but also in television programs. Subtitling is crucial in the movie, because subtitling has given many contributions. By subtitling, the audience of the foreign movie can enjoy the movie by reading the translated text on the bottom of screen without ambiguous thinking. One might say that subtitling is more authentic, since it does not replace the actor original voice. In the other words, therefore, the audience indirectly learning a new language by the subtitle contribution to experience the pronounce of the foreign language.

Translating subtitle texts, utterances or conversation in visual content such as in movie appeared on screen is not an easy task for the subtitler. In order to conduct a good translation, there are some strategies in subtitling which must be majoring by the subtitler to avoid the misconception. Subtitle strategies that can be applied are expansion,

paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation [3].

There is no excuse that translation is definitely needed in many aspects of people's life and entertainment industry. The modern country such as British and American dominate the entertainment industry in the world. Hollywood, the biggest and the most popular movie industry in the world, is one of the examples. They use English as their first language and apply it in their works.

Therefore, in this study the researcher is also interested in analyzing the subtitling strategies applied in translating English movie subtitle into Indonesian, because the researcher wanted to describe what are subtitling strategies are used by the subtitler in subtitling the movie in order to get the equivalence meaning to the target language. The movie subtitle which was chosen to be analyzed was "*The Greatest Showman Movie*". This movie was chosen because the original utterances from the actor was slightly different in form of structure or even meaning to the target language.

#### *Problems of the Study*

Based on the background of the study above, there are two research problems, they are:

1. What are the subtitling strategies applied in English movie "*The Greatest Showman*" from English into Indonesian?
2. How is the translation equivalence of the Indonesian subtitle from an English movie "*The Greatest Showman*"?

#### *Aims of the Study*

Based on the problems above, the aims of the study can be identified as follows:

1. To find out the subtitling strategies applied in translating the Indonesian subtitle from an English movie "*The Greatest Showman*".
2. To analyze and describe the translation equivalence finds in translation the Indonesian subtitle from an English movie "*The Greatest Showman*".

## II. RESEARCH METHOD

This research requires a documentation method to collect the data and informal presentation methods to present the data analysis. In this method, the researcher presented the result of data analysis by explaining by words. The researcher presented the result of data analysis based on the purposes of the research.

There are four steps of collecting the data such as below:

1. Watch the English movie with the Indonesian subtitle carefully.
2. Marking the word, phrase, clause and sentences (both English utterances and Indonesian subtitle) of the main character.
3. Note taking what subtitling strategies and translation equivalency applied.
4. Classifying the result into subtitling strategies and the translation equivalence applied in this study.

After the data had been collected, the researcher analyzed the data as follows:

1. Watching the movie in order to understand the whole story of the film through the script and subtitle.
2. Transcribing the subtitle (Indonesian version) of the film.
3. Searching the original script of the movie from internet.
4. Reading both the original script (English version) and the subtitle (Indonesian version) repeatedly.
5. The researcher arranged the utterances script and subtitle text, sentence by sentence.
6. Identifying and classifying the sentences which belong to types of subtitle strategies of the dialogue using checklist. The subtitling strategies involved in this analysis are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.
7. After analyzing the subtitling strategy of each sentence, the researcher gathered the finding based on each strategy.

## III. RESULT AND DISCUSSION

To answering the formulated questions there are two theories used in this study. The first formulated question described based on Subtitling Strategy theory [3] and the second formulated question described based on Translation Equivalency theory [9].

#### *A. Subtitling Strategy*

*Paraphrase Strategy* is used when the subtitler does not use the same syntactical rules in subtitling the dialogue. In other words, the subtitler using this strategy to changes the structures of the subtitle and make it easier to understand for the audience. The data found in the movie's subtitle were focused in clauses. The data were taken from the movie entitled *The Greatest Showman* movie. The total number of data was 124. From analysis, the writer found that the using of paraphrase strategy appears in 48 (fourty eight) data. The purposes of paraphrase strategy found on the movie's subtitle are mostly in order to make the audience and the viewer easy to understand about the movie but the message of the movie is still connected. Paraphrase strategy was used when an idiom uttered, because the idiom cannot be translated logically based on the structure, for an idiom is a stylistic effect. Paraphrase strategy also used when a phrasal verb uttered, for it cannot be translated word to word. Cultural term also affects the use of paraphrase strategy.

*Transfer Strategy* refers to the strategy of translating the source text completely and accurately without any 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. The use of this strategy appears in 40 (forty) cases. Transfer strategy was used in the translation process because all the words were translated literally. There is no addition or deletion of word in those samples. There is no change of the word in the SL to the TL.

The translator shortens the text to avoid miss understanding by using *Condensation Strategy*. Although the translation

become shorter, it does not lose the meaning. Sometimes pragmatic effect can be lost by using this strategy. Therefore, the real aim of the text must be conveyed. The use of this strategy appears in 9 (nine) cases. This strategy was chosen by the translator to make the Indonesia subtitle shorter by missing unimportant utterance. Although it was not translated into TL, it would still maintained the message of the source dialogue. Condensation strategy also chosen when the translator might thought that any unnecessary words did not need to be translated into Indonesia. Although it was not translated, the subtitle would still conveyed the meaning of the source dialogue. The conclusion of this condensation analysis is that the translator used the condensation strategy to translate the SL to maintained by the subtitle and make the audience more understand. It related to Gottlieb's theory that Condensation strategy makes the text brief to miss unnecessary utterance using the shorter utterance, but it doesn't lose the message.

*Expansion Strategy* is the strategy of adding linguistic element in SL because some cultural term not retrievable in the target language but still, does not change the meaning of the message in source language. The use of this strategy appears in 7 (seven) cases. The additional word added has a function to make the message in TL more equivalence to the target language. Adding a word or a suffix in target language also made the target language be more explicit so it would be explained more understandable. Expansion strategy also used to make the meaning of the target language more dramatic. The conclusion of expansion analysis in this study is that the translator used the expansion strategies based on the Gottlieb's theory this strategy is used when source language needed an explanation to receive the audience conception because they cannot obtain the cultural aspect of the TL.

The translator used *Deletion Strategy* to eliminate the part of the text which carry less semantic meaning. The use of deletion strategy appears in 7 (seven) cases. The subtitler used this strategy to eliminate the word without changing the message of the source dialogue. Therefore, it was deleted without changing the information to the TL audience. Any expression that carried less semantic meaning can be removed without changing the meaning of the dialogue because without adding any unnecessary word, the audience will understand the utterance.

*Imitation Strategy* maintains the same forms, typically with names of character and places in the story. The use of this strategy appears in 6 (six) cases. It shares 4,84% of the total number of strategies usage. The imitation strategy can be found in every underlined words from the SL because they were a name of characters, place, and copied the original word in source language in the story. The words "tour" were also translated in the target language by naturalized the word into Indonesian because they were a name of places in the movie. Therefore, this strategy was chosen because the subtitler did not have to translate it. Thus, the Indonesia subtitle will maintain the same forms with the source languages dialogue.

*Decimation Strategy* 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. Some of utterances was not translated word-to-word, therefore, this strategy was chosen to make the target language simple and shorter without changing the meaning. This strategy is similar to the strategy of condensation. In decimation strategy, the translator was condensing the source language into the shorter utterance without changing the message in order to make it brief and clear. The use of decimation strategy appears in 5 (five) cases. It shares 4.03% of the total number of strategies usage.

There are some subtitling strategies which are not found in analyzing the movie. Transcription strategy is not used by the translator because this strategy is used to translate a language when there shows unusual term, the third language and nonsense language in the SL. 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. Second strategy that unused is Dislocation strategy, because this strategy used to adopt when the SL employs some sort of special effect. Next strategy is Resignation. This strategy is not used because in this movie there is no extreme quarreling which makes the utterance are pilling up on another.

#### B. Translation Equivalence

The result of this study determined that there are two translation equivalence which delivered They are formal equivalence and dynamic equivalence. Based on the 7 subtitle strategies [3], *Transfer* is the only strategy which belong to *formal equivalence* and the rest is belong to *dynamical equivalence*.

Formal translation equivalence required to get the precise response of the source language, but the equivalence is not solely change the whole part of the target, because there is a probability to break the original of source text. Translation often not get the suitable equivalence but wherever conceivable, use formal equivalence before translated text equivalence to avoid the misconception in understanding the translation [9]. Formal equivalence focuses consideration on the message itself, in both form and content. It requires that the message in the target language should match as intently as possible in the source language.

*Dynamic translation equivalence* in source text must be properly conveyed into target text, so the response obtained in target text have the same response that is intended by the source text. To get the same response needed dynamic equivalence. Dynamic equivalence is "quality of translation in which the message of the original text has been so transported into the receptor language that the response on the receptor is essentially like that of the original receptors [8].

#### IV. CONCLUSION

From the data analysis in the previous chapter, there are only seven strategies applied by the translator in translating subtitle in *The Greatest Showman* movie. It can be seen that the number of the subtitling strategies which are found in *The Greatest Showman* movie is 124 utterances. Paraphrase is the most dominant strategy and that use by the subtitler.

Paraphrase is a strategy which frequently used by the translator in the movie. There are many utterances that is translated completely and correctly between the source language and the target language. The second highest subtitling strategy used by the translator is transfer strategy. It is often used because the strategy is supposed to make this subtitle readable and natural in the target audience.

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