

## CHAPTER 2

### THEORETICAL FRAMEWORK

#### 2.1 Subtitling

In films or television shows, they usually have dialogue in the form of text or known as subtitles. According to Women in Localization Blog (2019), subtitling is the way of changing verbal dialogue into inscribed on the screen. It is a type of audiovisual translation, with its own set of rules and guidelines. There are some things that must be noticed in the subtitling process, where space is limited for placing text, the speed of dialogue or scene in the film, and the speed of reading the audience so the translation technique is correct and the message or the meaning conveyed in the movie dialogue remain well conveyed to the audience.

According to Bogucki as cited by Dhari and Suarnajaya (2018, p.4), cross-media activity (verbal to nonverbal) is complex but subtitling is much more complex than that. There are some obstacles in formal or quantitative, and textual or qualitative (Gottlieb, 1992, p.164). These obstacles are placed on the subtitle with visual context factors of film, space and time. Visual context constrains subtitles that can be displayed on the screen to minimize redundancy, but limitation of quality, space and time may have destructive effect. Subtitles are not allowed carried out in a complex structural process because the sentence has to uncomplicated, short and simple but this will affect the effect of style or modesty pattern with a simple one translate.

According to O'Connell in Simanjuntak and Basari (2016, p.2), on the other hand, subtitling is defined as complementing the original soundtrack by adding on-screen text. Subtitle is one way to translate international movies and television shows. Subtitling is the written version of a dialogue that is not only shown in movies, but also in television programs and series. Subtitling is very important for film industry since subtitling has contributed a lot to the industry. Usually, subtitle are displayed at the bottom of the screen. Through subtitles, the viewers can enjoy

the film by reading the subtitles without wondering about the meaning of what the actors say.

Based on some definitions of subtitling above, I summarize that subtitling is the process of translating verbal dialogue from movies, television programs, and also series into written text that is displayed on the device screen which aims to make it easier for viewers to watch international shows such as movies, television programs, and serials or dramas.

## 2.2 Subtitling Strategies

Subtitling strategies is a collection of several strategies used to make subtitles with different strategies. According to Gottlieb in Ghaemi and Benyamin (2010, p.42), there are ten strategies of subtitling strategies. The ten subtitling strategies are on the following:

### 2.2.1 Expansion

According to Gottlieb in Ghaemi and Benyamin (2010, p.42), expansion is used when the original text requires an explanation because of some cultural nuance. This happens because of cultural differences in language. This strategy is used for words from the source text translated to the target text with the additional explanation. This is neither blamed nor unacceptable because the word has a meaning with its own characteristics that makes people understand and get used to using expansion. The following are examples of translating sentences using the expansion strategy:

#### Example 1:

SL: I do not want to resign from this positive work environment.

TL: *Saya tidak ingin resign (**berhenti**) dari lingkungan kerja yang positif ini.*

Example 1 above is categorized to expansion strategy because as we can see that the researcher adding the information for the word “resign” with word “*berhenti*” in target text. I added information “*berhenti*” in target text so it can be easily to understand about the meaning of the source text. This strategy is called expansion strategy.

**Example 2 (Fadila, 2020:66):**

SL: But realized that something had to be done for food.

TL: Tapi *mereka* segera sadar harus melakukan sesuatu supaya dapat makan.

Example 2 above is also categorized to expansion strategy because the sentence was used additional information pronoun “we” for “*mereka*” in target text. The translator added pronoun to give more information about the subject and to clear to whom that the sentence for. The sentence is based on the subtitle of “Jumanji” film. This strategy is also called expansion strategy.

### 2.2.2 Paraphrase

According to Gottlieb in Ghaemi and Benyamin (2010:42), paraphrase is used when the subtitler does not use the same syntactical rules in subtitling the dialogue (changes the structures of the subtitle and makes it easier to understand and readable). This strategy is used with changing the words or the structures of the sentence but with no changing the meaning. The following are examples of translating sentences using the paraphrase strategy:

**Example 1:**

SL: It must be taken seriously, **you hear me?**

TL: *Ini harus diperlakukan dengan serius, kau mengerti?*

Example 1 above is categorized to paraphrase strategy because as a literal translation it should not be that way, but the context of the conversation is to make sure that he understands about what the speaker says. So it used paraphrase strategy to fit the meaning as contextually from the conversation, not as literally.

**Example 2 (Fadila, 2020:64):**

SL: **Oh, my God.**

TL: *Ya ampun.*

Example 2 is also categorized to paraphrase strategy because as we can see from the sentence above the subtitler used another words to translated the word “Oh, my God” to “*Ya ampun*” in target text without changing the meaning of the words. It was only changing the structure, but the translation or the target text did not change the meaning.

### 2.2.3 Transfer

According to Gottlieb in Ghaemi and Benyamin (2010:42), transfer means translating the source text completely and accurately. There is no added explanation or modifying of view because the subtitler translates the dialogue literally and maintains the structure of the original text. This strategy is no need to adding or modifying the sentence and it is accurately translate based on the source text by not changing the meaning. The following are examples of translating sentences using the transfer strategy:

**Example 1:**

SL: Carla, **you are late.** Please wait at the outside.

TL: *Carla, kamu terlambat. Silahkan tunggu diluar.*

Example 1 above is categorized to transfer strategy in subtitling strategies because the target text was translated neither changing the meaning nor changing the structures. The words “you are late” was translated to “*kamu terlambat*”, so it is called transfer strategy. It is known as transfer strategy since it is translated based on the text accurately and completely.

**Example 2 (Fadila, 2020:73):**

SL: **Are we in hell?**

TL: *Apakah kita di neraka?*

Example 2 above is also categorized to transfer strategy in subtitling strategies because the target text was translated neither changing the meaning nor changing the structures. The words “are we in hell?” was translated to “*apakah kita di neraka?*”, so it is called transfer strategy. It is known as transfer strategy since it is translated based on the text accurately and completely.

#### **2.2.4 Imitation**

According to Gottlieb in Ghaemi and Benyamin (2010:42), imitation maintains the same forms, typically with names of people and places. Basically, imitation strategy is translating the source text into the same form in the target text for the name of people or places. We do not need to change or modify the text of it. The following are examples of translating sentences using the imitation strategy:

**Example 1:**

SL: Are you **Julian Alvares**?

TL: *Apakah kamu **Julian Alvares**?*

Example 1 is categorized to imitation strategy in subtitling strategies. It can be seen from the text above, the source text was asking about a person by his name and the target text was translated it since we know that is how it should be to imitation strategy, do not change the names of people and also the names of places. So I was translating “Julian Alvares” to “Julian Alvares”.

**Example 2 (Fadila, 2020:66):**

SL: No, that is Grandpa **Eddie**.

And that... is **Milo**.

TL: *Tidak, itu Kakek **Eddie**.*

*Dan itu... adalah **Milo**.*

Example 2 is categorized to imitation strategy in subtitling strategies because as we can see from the text above, the source text was talking about people by their names and the target text was translated it since we know that is how it should be to imitation strategy. Do not change the names of people and also the names of places. So the subtitler translated “Eddie” to “Eddie” and “Milo” to “Milo”.

### 2.2.5 Transcription

According to Gottlieb in Ghaemi and Benyamin (2010:42), 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. In this strategy, it can be understood that transcription is a strategy that is used if in a conversation or dialogue there is an additional language or a third language.

The following are examples of translating sentences using the transcription strategy:

**Example 1:**

SL: This movie has an ordinary plot but the duration is so long.

***Taikutsu!***

TL: *Film ini memiliki alur yang biasa saja tetapi durasinya panjang. Membosankan!*

Example 1 is categorized to transcription strategy in subtitling strategies. The source text in the sentence above is belong to English language and the target text is belong to Indonesian language, but in that dialogue the speaker used third language for the word “*taikutsu*”. The word *taikutsu* is from Japan. *Taikutsu* means the speaker is mad with something or the speaker is bored with something. So, this word used to express someone’s feeling when they are in a bad situation.

**Example 2 (Fadila, 2020:52):**

SL: Dead like... “*kaputski*”?

TL: *Mati seperti... “kaputski”?*

Example 2 is also categorized to transcription strategy in subtitling strategies. The source text in the sentence above is belong to English language and the target text is belong to Indonesian language, but in that dialogue the speaker used third language for the word “*kaputski*”. The word *kaputski* is the combination of two words, “*kaput*” and “*-ski*”. The word “*kaput*” is from German that means “broken”, and the word “*-ski*” is from Russia that means “sky”. The word *kaputski* means broken down.

### 2.2.6 Dislocation

According to Gottlieb in Ghaemi and Benyamin (2010:42), dislocation is adopted when the original employs some sort of special effect, such as silly song in a cartoon film where the translation of the effect is more important than the content. This strategy is used when the script contains silly effects, such as songs, poems, rhymes, or something else. The following are examples of translating sentences using the dislocation strategy:

#### Example 1:

SL: **Do you want to build a snowman?** Of course I am.

TL: *Apakah kamu ingin membuat manusia salju? Tentu saya ingin.*

Example 1 above is categorized to dislocation strategy in subtitling strategies. In this sentence, the speaker used the words “Do you want to build a snowman?”. Those words are the lyric and also the title of the song from the “Frozen” movie. This strategy called as dislocation strategy because of that special effect in the middle of conversation.

#### Example 2 (Fadila, 2020:52):

SL: Find an oasis and **follow the flame to the desert fruit.**

TL: *Cari oasis dan ikuti api ke gurun.*

Example 2 above is also categorized to dislocation strategy in subtitling strategies. In this sentence, the speaker used the words “Find an oasis and follow the flame to the desert fruit”. Those words are the lyric of some silly moments. This strategy called as dislocation strategy because of that special effect in the middle of conversation.



### 2.2.7 Condensation

According to Gottlieb in Ghaemi and Benyamin (2010:42), condensation is making the text brief to miss unnecessary utterance, by using shorter utterance, but it does not lose the message. This strategy is used to shorten or reduce the use of sentences in sentences that are more than one but have a continuous meaning or relationship. It is used to emphasize the language of the purpose of the sentence. The following are examples of translating sentences using the condensation strategy:

#### Example 1:

SL: **I am not talking to him anymore. I will never do that.**

TL: *Aku tidak mungkin bicara kepadanya lagi.*

Example 1 above is categorized to condensation strategy in subtitling strategies. There are two sentences in the source text above which have continuous meanings and relationships. This condition can be changed into one sentence that is clear and already explains the intent of the two sentences in the source text. Changing two sentences into one sentence with the aim of shortening sentences and clarifying sentences this is what is called condensation.

#### Example 2 (Fadila, 2020:53):

SL: How many times I **gotta** tell you that?

TL: *Berapa kali aku memberitahumu itu?*

Example 2 above is also categorized to condensation strategy in subtitling strategies. It can be seen from the word “gotta” which was not translated in the target text. The word “gotta” means “*harus*” was not translated

in the target text but it did not change the meaning of the source text and it did not reduce the words from the original sentence.

### 2.2.8 Decimation

According to Gottlieb in Ghaemi and Benyamin (2010:42), decimation is used to condense the utterance because it has difficulty absorbing unstructured written text quickly. This strategy is used to clarify the meaning of sentences that are not well structured and the language is confusing. This strategy serves to clarify the words of speakers who are not structured. The following are examples of translating sentences using the decimation strategy:

#### Example 1:

SL: **I am not going to get dropped from the team.**

TL: *Tidak akan.*

Example 1 is categorized to decimation strategy. It can be seen from the text above that the source text has a long sentence and I was translated it into the short text in the target text to make it easier to understand. The source text has a long sentence and it has difficulty absorbing unstructured in written text, so it has to be shortened to make it easy to understand. This is called decimation strategy.

#### Example 2 (Aveline, 2015:31):

SL: **You are not, by any chance, referring to Jack, are you?**

TL: *Maksud Anda Jack?*

Example 2 above is also categorized to decimation strategy in subtitling strategies. It can be seen from the sentence in the source text that has difficulty absorbing unstructured in written text. The target text here works as a translator

as well as shortening and clarifying the intent of the source sentence which is not neatly arranged.

### 2.2.9 Deletion

According to Gottlieb in Ghaemi and Benyamin (2010:42), deletion refers to the total elimination of parts of the text without changing the information to the audience. This deletion strategy removes several words in the sentence without changing the intent of the sentence which aims to state the point of what is being discussed. The following are examples of translating sentences using the deletion strategy:

#### Example 1:

SL: **I mean**, I do not know for sure, **but**...

TL: *Aku tak tahu pasti.*

Example 1 is categorized to deletion strategy because it can be seen from the text above that there are several words removed from the sentence. Those are “I mean” and “but”. I only translated “I do not know for sure” and removed the other words. I did this without changing the information to the readers.

#### Example 2 (Fadila, 2020:54):

SL: Oh, yeah, look at those. **Look at these**. Look at what I got.

TL: *Oh, ya, lihat itu. Lihat apa yang kudapatkan.*

Example 2 is also categorized to deletion strategy because it can be seen from the text above that there are several words removed from the sentence. Those are “look at these”. I only translated “Oh, yeah, look at those. Look at

what I got.” and removed the other words. I did this without changing the information to the readers.

### 2.2.10 Resignation

According to Gottlieb in Ghaemi and Benyamin (2010:42), resignation refers to the strategy adopted when no translation solution can be found and meaning is inevitably lost. In this strategy, words and also the meaning in the text must be lost when the word has no solution in its translation. Usually this occurs when the word used is not found in the dictionary. The following are examples of translating sentences using the resignation strategy:

#### Example 1:

SL: **Biotch!**

TL: - (no translation)

Example 1 is categorized to resignation strategy. It can be seen from the text that have no meaning. That word have no solution in translation, so I removed the word and change it with nothing or no translation. This is called resignation strategy in subtitling strategies.

#### Example 2 (Aveline, 2015:31-32):

SL: **Beyotch!**

TL: - (no translation)

Example 2 is also categorized to resignation strategy. It can be seen from the text that have no meaning. That word have no solution in translation, so I removed the word and change it with nothing or no translation. This is called resignation strategy in subtitling strategies.

### 2.3 Previous Related Studies

There are many previous studies which related to the analysis of subtitling strategies in the various movies. In this section, I present three studies that each of them has several similarities on the topic of the approach used in each research. However, each research has a diversity from the specific research subject that had been chosen by each researcher. I formulate my research through those studies as references which related based on the topic.

Firstly, a thesis entitled *“An Analysis of Subtitle Strategy Used in The Martian Movie”*. This research was written by Hutomo (2019) to find subtitle strategies used by the translator in “Martian” movie through quantitative research in the type of descriptive method for this research. The theory used in this research is theory of Gottlieb which he claimed that there are ten subtitle strategies. Moreover, this research focused to find the most strategies used by translator in the movie.

Hutomo chose to analyze “The Martian” movie as British-American science fiction or adventure film which tell us about a team of astronauts that has a mission on Mars. The object of his research is entire dialogues in “The Martian” movie which has 1271 sentences. This movie was released on September 30, 2015 in Indonesia while the duration of this movie is about 2 hours 24 minutes. Based on his analysis, he founds that in this movie there are six strategies used by translator to translate the original script into Indonesian language.

The six strategies used by translator are paraphrase, transfer, imitation, condensation, decimation, and deletion. Through this result, there are six strategies left that were not used by translator. They are resignation, expansion, transcription, and dislocation. However, from the whole analysis it is found that there is the most strategy used by translator. It was transfer strategy with the frequency of use is 950 (74.74%).

Secondly, the article entitled *“An Analysis of Subtitling Strategy in the La La Land Movie (2016)”*. This article was written by two researchers. They are Dani and Suarnajaya (2018). This article focused to analyze subtitling strategy used by translator to transfer the language into Indonesian in the “La La Land” movie

through descriptive qualitative method. Specifically, this research is done to analyze about a movie script in the movie.

This research used the Gottlieb's theory to find out the subtitling strategies used in the movie from the origin script into Indonesian. Dani and Suarnajaya chose to analyze "La La Land" movie as musical and romance film which released on December 9, 2016 to use the conversation script of Sebastian and Mia as the subject of their research. The duration of this movie is about 2 hours 8 minutes.

Based on the collecting data and finding, researchers tabulated the data into the table. The table of the research shows that there are 62 data which use subtitling strategies in the conversation script of Sebastian and Mia in the "La La Land" movie. There are 19,35% for expansion, 17,74% for paraphrase, 16,12% for transfer, 16,12% for imitation, 1,61% for transcription, and 29, 03% for deletion. However, the most subtitling strategy used is deletion.

And the last, a journal entitled "*Subtitling Strategies Used in The Meg Movie Texts*". This research was written by Nirwana, et.al (2019) to find subtitle strategies used by the translator of "The Meg" movie from original script into Indonesian language through qualitative research approach while the method is descriptive. The theory used in this research is theory of Gottlieb cited by Haryanto which he explained that there are ten strategies in subtitling.

They chose "The Meg" movie as the object of the research because there are some inept cases in the target language which not all of the source language translated completely into the target language. This movie is action and scientific fiction film which released on August 10, 2018 in Indonesia. The collected data from this movie were analyzed by using interactive qualitative data management model.

Based on their analysis, they found that in this movie there are ten strategies used by translator to translate the original script into Indonesian language. They are expansion (2.1%), paraphrase (21.3%), transfer (40.6%), imitation (8.7%), transcrition (1.0%), condensation (6.8%), decimation (0.7%), deletion (7.3%), taming (0.2%), resignation (1.5%) and the researchers found four other types of

subtitling strategies namely abbreviation (0.7%), dislocation (0.7%), culturally (1.5%) and peyoration (0.2%). Based on the percentage data of the use above, the most strategy often used is transfer strategy.

Based on the three previous studies above, there are similarities with my study. The similarity is the topic of the research that we conduct in subtitling strategy aspects, methods and theories. However, there are differences between previous studies and this study, those are based on the object data: this research analyzes the drama series which the genre is categorized as horror, thriller and mystery drama. While the three previous studies above are categorized as movies or films which the genre are science fiction, adventure and musical romance movies or films. Therefore, this research becomes a new research more interesting based on the object of research which this research focused on the subtitling strategies used in the horror, thriller and mystery drama series named *Stranger Things Season 4*.

