CHAPTER 2
THEORITICAL FRAMEWORK

This chapter contains two main parts. The first part is theory of the subtitling strategies used in my research and the last part is about previous studies to find out what research have been finished in regard subtitling strategies.

2.1 Definition of Translation

There are many definitions of translation. The first translation is by Baker (1992:72); translation is an artistic that demands with skills, practical experience, and comprehensive knowledge, without any additional complexities. Essentially, translation involves the act of converting from one form to another. According Larson (1984:3), translation involves the transfer of meaning from the source language to the target language, achieved by transitioning from the linguistic structure of the original language to that of the destination language through semantic comprehension. It is meaning which is being transferred and must be held constant only the form changes. Thus, from Larson explanation above, I can conclude that translation is a challenging undertaking due to the unique ways and grammatical structures of each language, which may differ from one another when expressing certain terms or concepts.

Translation encompasses numerous processes and methodologies that necessitate proficiency and familiarity, such as, studying the source text, analysing it is content, and reconstructing the meaning for the translation process. According to Catford (1965:20), translation is defined as the act of substituting written content in one Source Language (SL) with corresponding textual material in a different Target Language (TL). According to his explanation, the crucial aspect in the translation process is to discover the equivalent meaning between the Source Language (SL) and the Target Language (TL) and the readers or listeners may understand and does not misunderstandings with the meaning of translation. Another definition is explained by Newmark (1988:5), according to his explanation, translation involves conveying the intended meaning of a text into another language in alignment with the author's original intentions.

It is through translation that the search for equivalent meaning from the source text to the target text takes place. Thus, I can conclude that in doing translation, translators should be reconstructing or reproducing the meaning inside the source language text into the form of target language text. By examining these two definitions of translation, it becomes evident that translation is a process wherein meaning is transferred from one language to another, while ensuring the message of the source text remains unchanged.

According to Nida and Taber (1982:12), the act of translation involves recreating, in the target language, the most accurate natural equivalent of the message conveyed in the source language. This process focuses primarily on preserving the intended meaning and, secondarily, maintaining the appropriate style. Based on the above explanation I can conclude that in the process of reproducing or transferring the message, there exists an inherent relationship of equivalence between the source language (SL) and the target language (TL). Nida further discusses the significance of style in translation, which pertains to the linguistic aspects of expression. The translator must be mindful of the style employed in the source language to ensure the naturalness of the target language in the translated text. Therefore, the target readers will be able to readily comprehend the content of the text.

On the other hand, according to Suryawinata (1989:2), the process of translation comprises five essential components, namely: (1). Reproducing the message, (2). Equivalent, (3). Closest natural equivalent, (4) Meaning, and the last (5). Diction. Based on those definitions, I can be concluded that translators must diligently focus on accurately reproducing the message from the source language (SL) to the target language (TL). This entails ensuring not only the closest possible equivalence in meaning but also a natural and appropriate choice of words or diction.

According definitions of translating above, I may conclude that translation is the task that involves the process of working with two distinct languages. The initial language in the translation process is referred to as the source language (SL), which is the language being translated, while the subsequent language is known as

the target language (TL), representing the language in which the translation is being carried out. Translation encompasses more than mere transformation of form; it involves transferring the meaning from the source language (SL) to the target language (TL). The important thing in translation lies in discovering the appropriate equivalents between the source language (SL) and the target language (TL). During the process of translation, various tasks must be carried out, including examining the source text, conducting an analysis, and reconstructing the intended meaning. It is imperative for a translator to possess knowledge of the processes and procedures involved in translation.

2.2 Translation Method

To generate high-quality translations, it is crucial for translators to enhance their knowledge, particularly in terms of global affairs and their manifestations. Without a comprehensive understanding of the texts in general, it becomes impractical to achieve accurate translations for certain texts. A translator who wants to translate content pertaining to the lifestyle, customs, and culture of another society, it is essential to possess knowledge of the non-verbal language employed in that society. This understanding enables the translator to identify precise equivalent terms in the target language, thereby facilitating a successful and effective translation process.

According to Larson (1984:6) a good translation process should be obtained from: (1). Using of natural form of the target language, (2). Have to fluency in communicating the message of the source language as much as possible exactly as the writer wants to convey to the receptor's language, (3). Have to equivalent effects and responses to the reader and listener of the translation product from both of the source and receptor language. A thorough comprehension can assist translators in resolving challenges that arise during their work. However, above all, experience proves to be the most invaluable asset compared to formal knowledge. Experienced translators will increase their understanding quality and their responsibility for their job, so that they can become more selective in choosing the translation method(s). To generate a high-quality translation, it is necessary to employ specific

methodologies or approaches. Methods help translators in doing the translation process in a systematic manner.

According to Machali (2000:48), a method can be defined as an approach or procedure used to accomplish a task, particularly when following a predetermined plan. Based on the above definition, I can conclude that there are two important points as follows: (1). A method signifies an approach or process employed to accomplish a task, specifically in the context of translation, (2). A method invariably involves adhering to a specific plan, specifically relating to the systematic execution of translation processes.

According to Larson (1984: 15), translation can be categorized into two primary types: form-based translation and meaning-based translation. Form based translation attempts to adhere closely to the structure of the Source Language (SL) and is commonly referred to as literal translation. On the other hand, meaning-based translation aims to effectively convey the intended meaning of the SL text using the natural expressions of the target language. This type of translation is known as idiomatic translation, which focuses on conveying meaning effectively. A literal translation, on the other hand, often lacks meaningful communication and may sound nonsensical. However, in cases where the general grammatical structure of both languages is similar, a literal translation can be comprehensible. Larson further explains that when employing literal translation, it is uncommon to find a strictly literal rendition. Translation methods range along a continuum, from highly literal to literal, modified literal, near idiomatic and idiomatic and unduly free.

According to Newmark (1988:45), There exist a total of eight translation methods, they are word-for-word, literal, faithful, semantic, communicative, idiomatic, free, and adaptation approaches. Then, Newmark has grouped them in two big categories. The first one is purpose on Source Language (SL) they are word-for-word translation, literal translation, faithful translation, and semantic translation. The second one is purpose on Target Language (TL) those are adaptation, free translation, idiomatic translation, and communicative translation.

A brief explanation of the translation methods suggested by Newmark (1988:45) are:

a) Word for word translation: In this translation method, the word order from the Source Language (SL) is maintained, and the words are translated individually based on their most commonly used meanings, without considering the context.

For example (Nugraha, et.al, 2016:80):

Source Language　　　: I can run.

Target Language　　　: *Saya bisa lari.*

b) Literal translation: According to Newmark (1988:46), in literal translation, the grammatical structures of the Source Language (SL) are converted to their closest equivalents in the Target Language (TL). However, the lexical words are once again translated individually, without considering the context. Essentially, in literal translation, the translator renders the words directly from the SL into the TL.

For example (Nugraha, et. al, 2016:80):

Source Language　　　: Don't bring my heart

Target Language　　　: Jangan bawa hatiku

c) Faithful translation: According to Newmark (1988:46), faithful translation strives to convey the exact contextual meaning of the original text while adhering to the grammatical structures of the Target Language (TL). In other words, faithful translation aims to accurately reproduce the intended meaning of the source text while considering the grammatical limitations of the TL.

For example (Nugraha, et. al, 2016:80):

Source Language　　　: Raden Ajeng Kartini is a Javanesse.

Target Language　　　: *Raden Ajeng Kartini adalah orang Jawa.*

d) Semantic translation: According to Newmark (1988:46), semantic translation may utilize culturally neutral third terms or functional equivalents to translate

less significant cultural words, instead of employing cultural equivalents. Additionally, semantic translation may make minor adjustments to cater to the target readership.

For example (Hartono, 2013:19):

Source Language   : He is a book-worm

Target Language   : *Dia seorang kutu buku.*

e) Adaptation translation: According to Newmark (1988:46), this translation method is characterized as the most liberal approach. It is employed in the translation of literary works such as comedies, poetry, short stories, narratives, etc. In this method, the culture of the Source Language (SL) is transformed to align with the culture of the Target Language (TL), and the text is reworked accordingly. For example (Hartono, 2011:22):

Source Language   : Hey Jude, don't make it bad.

                            Take a sad song and make it better.

                            Remember to let her into your heart.

                            Then you can start to make it better.

Target Language   : *Kasih, dimanakah*

                            Mengapa kau tinggalkan aku

                            Ingatlah-ingatlah kau padaku

                            Janji setiamu tak kan kulupa

f) Free translation: According to Newmark (1988:46), free translation falls under the umbrella of Target Language (TL) emphasis. It focuses on conveying the essence or substance of the original text while disregarding the specific form or manner in which it is presented. For example (Nugraha, et. al, 2016:81):

Source Language   : Killing two birds with one stone.

Target Language   *: Sambil menyelam minum air*

g) Idiomatic translation: As per Newmark (1988:47), this method aims to convey the overall "message" of the original text. However, it has a tendency to distort subtle nuances of meaning by favoring colloquial expressions and

idioms, even when they are not present in the original text. For example (Nugraha, et. al, 2016:81):

Source Language   : Although I am in abroad, we will keep in touch.

Target Language   : *Walaupun aku berada di luar negeri, kita akan*
                                    tetep berkomunikasi

h) Communicative translation: According to Newmark (1988:47), this translation method strives to accurately convey the precise contextual meaning of the original text in a manner that is easily understandable and acceptable to the target readership, both in terms of content and language. For example (Hartono, 2011:22):

Source Language   : Beware of Dog.

Target Language   : *Awas Anjing Galak.*

The selection of translation methods is contingent upon the requirements of the translator. Regardless of the method employed, the primary objective in translation is to effectively convey the messages from the source language while ensuring comprehension by the readers of the target language.

2.3 Definition of Subtitling

Subtitling is the process of adding text to any audio-visual media to express the message that is being utterances. In addition, subtitles serve as a condensed written representation of the spoken audio. This is allowed people to read and comprehend the spoken content, even if they do not comprehend the language spoken. Without subtitles, it would be impossible to grasp the intricacies embedded in verbal interactions. Subtitles can be applied to various forms of media involving moving visuals, but they are predominantly employed in movies, television shows, promotional and corporate videos, and are gaining popularity on platforms like YouTube and internet videos. According to Gottlieb (1992:161), he states that subtitling has existed since 1929. However, in the early 1990s, the interest of subtitling which part of translation studies started to get bigger.

Gambier (1993: 276), referenced in Hastuti (2015: 59), states that subtitling is one of two approaches that can be used to provide the translation of a movie's conversation. In this approach, the movie's original dialogue soundtrack is kept while the translation is printed down the bottom. This means that subtitles allow moviegoers to enjoy a foreign movie by reading the translating text at the bottom of the screen without having to ponder confusing ideas. Subtitling, according to Gambier (1994: 22), is the process of translating the meaning from one language into another, whether it be through spoken or written text. Additionally, it combines the understanding of spoken conversation with the use of symbols or another semiotic system. From the definition mention above, I may conclude that subtitling is the process transferring the dialogue from the Source Language (SL) to the Target Language (TL) in the media such as movie and television, YouTube and internet video programs.

2.4 Translation strategies VS Subtitling strategies

Luyken in Lever (2010:32) states achieving success in subtitling is dependent on the translator's ability to accurately evaluate the literacy level of the audience and their familiarity with the subject matter. However, despite being a form of audio-visual translation, subtitling is not devoid of imperfections or drawbacks. In addition to the challenges presented by linguistic disparities between the source and target languages, subtitling is inherently restricted by various technical considerations, such as the maximum length of a subtitle and the duration it remains on the screen.

According to Lever (2010:33), The translator must ensure that subtitles vanish from the screen before the frame transitions occur. Then, Krings (1986:18), in Ordudari (2007:3) state Translation strategy can be defined as the deliberate strategies employed by the translator to address specific translation challenges within the context of a given translation assignment.

Translation is the changing of written content from one language source language (SL) to another language target language (TL) using corresponding textual elements. Translation involves replicating the source language into the

target language as closely as achievable to the original rendition. Translation itself has always been a central part of the communication between two different languages. Subtitling as the rendering of the verbal message in film media in a different language, in the shape of one or more lines of written text, which are presented on the screen of the movie. Subtitling is a type of translation in the conversation from the movie that helps the viewers from other languages understand the languages used in the movie easily. It can be defined as screen translation. Subtitling can also be defined as condensing translations of original dialogue, which appear as lines of text usually positioned towards the bottom of the screen. Subtitling strategies is one of the strategies of language transfer in translating type of mass audio visual communication such as movie, film and television.

Based on those definitions above, I may conclude Translation strategies refer to the systematic approaches utilized in the translation process to resolve challenges and effectively convey messages from one language to another, aligning with the intended purpose of the translation. Hence, in order to tackle the challenges, subtitle strategies must be employed. A widely recognized collection of subtitling strategies, proposed by Gottlieb in Ghaemi and Benyamin (2010:42), are presented below:

2.4.1 Expansion

It is used when the original text requires an explanation because of some cultural nuance not retrievable in the target language. For example (Aveline, 2015:28):

Source Language   : I am attempting to ***resign***
Target Language   : *Aku berniat resign (**berhenti**)*.

The phrase "I am attempting to resign" of source language is translate into "*aku berniat resign (**berhenti**)*" in the subtitles of target language. The translator giving addition meaning in the target language especially in the word of **"resign".** This strategy applied by translator to gain the audience comprehension. The word **"berhenti"** is used to explain the meaning of **"resign"** in the source language

2.4.2 Paraphrase

It is used when the translator 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.For example (Aveline, 2015:28):

Source Language   : She is a **black - hearted** person and I am done with her.
Target Language   : *Dia orang yang **berhati jahat** dan aku sudah tak mau berurusan dengannya.*

The word **"black-hearted"** of source language is translate into ***"berhati hajat"*** in the subtitles of target language. Here, the translator was applied the paraphrase subtitling strategy by changing the meaning of the subtitle and make the audiences understand easily about the context of the movie.

2.4.3 Transfer

It is used when the strategy of translating the source text completely and accurately. there is no added explanation or modifying of view because the translator translates the dialogue by literal words. In addition, the usage of this strategy also maintains the structure of the original text. For example (Aveline, 2015:28):

Source Language   : **You drink too much.**
Target Language   : ***Kamu minum terlalu banyak.***

The word **"You drink too much"** of source language is translated into **"kamu minum terlalu banyak"** in the subtitles of target language. Here, the translator was applied the paraphrase subtitling strategy by changing the meaning of the subtitle and make the audiences understand easily about the context of the movie.

2.4.4 Imitation

It is used when there is the proper noun or the same forms, such as people's names, places, a title of a book, country, brand products, etc. For example (Aveline, 2015:28):

Source Language   : Are you **Louis McLarence?**
Target Language   : *Apakah kamu **Louis McLarence?***

The word **"Louis McLarence"** is a name of a person; therefore, it is occurred in the class of word. It could be seen that subtitling strategies here was done by rewriting the source text into target text and maintain the same form in translating the name of person that is **"Louis McLarence".**

2.4.5 Transcription

It 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. For example (Aveline, 2015:28):

Source Language   : This is our way, **amigo.**
Target Language   : *Ini adalah jalan kita,* **teman.**

It could be seen in word **"amigo"** which was translated into *"teman"*. The word **"amigo"** is a third language which is a Spanish word meaning friend.

The clause "This is our way, amigo" of source language is translate into "*Ini adalah jalan kita, teman*" in subtitles of target language. The translator applied transcription subtitling strategy. It could be seen in word **"amigo"** which is translate into **"teman"**. The word "amigo" is a third language which is a Spanish word meaning "friend".

2.4.6 Dislocation

It is used when the original employs some sort of special effect, e.g., a silly song in a cartoon film where the translation of the effect is more important than the content. For example (Aveline, 2015:28):

Source Language   : **Spider-pig, spider-pig**, can he swing from a web? No, he can't he's a pig!
Target Language   : ***Babi labalaba, babi labalaba**, dapatkah dia berayun dari jaringnya? Tidak bisa, dia seekor babi.* (The Simpsons Movie, 2007)

The clause "**Spider-pig, spider-pig**" of source language is translate into "***Babi labalaba, babi labalaba***" in target language. The translator translates it word-to-word without changing the content because the effect is more important.

2.4.7 Condensation

It is making the text brief to miss unnecessary utterances using the shorter utterance, but it does not lose the message. Sometimes the pragmatic effect can be lost by using condensation strategy. Therefore, the real aim of the text must be conveyed. For example (Aveline, 2015:28):

Source Language   : **I'm not talking to him. There's no way.**
Target Language   : *Aku tidak mungkin berbicara kepadanya.*

The clause "I'm not talking to him. There's no way" of source language IS translate into *"Aku tidak mungkin berbicara kepadanya"* in subtitles of target language. It could clearly be seen that the translator used condensation strategy by using shorter utterances and make it condense in target language but it does not lose the message.

2.4.8 Decimation

It 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. For example (Aveline, 2015:28):

Source Language   : **You are not, by any chance, referring to Jack, are you?**
Target Language   : *Maksud anda Jack?*

The phrase "**You are not, by any chance, referring to Jack, are you**?" it is translated "*Maksud* **anda Jack**?" It is not translated word-to-word, because it is represented by "are you?" which in (TL) could be translated *"maksud anda?".*

2.4.9 Deletion

It refers to the total elimination of parts of a text. For example (Aveline, 2015:28):

Source Language   : **That's enough.**
Target Language   : *Cukup.*

The clause **"that is enough"** into **"*cukup*".** The clause "that is" in this term carry less semantic meaning; therefore, it can be deleted without changing the information to the audience.

2.4.10 Resignation

This strategy resignation describes when no translation solution can be found and the meaning is inevitably lost. For Example (Rohmah, 2014:49):

Source Language   : **No, it is in the chest!**
Target Language   : **- (*No Translation*)**

The word of **"No, it is in the chest!"** is not transferred into target language, or in other word it is untranslatable.

2.5 Previous Related Studies

Translation plays a crucial role in effectively conveying messages, highlighting its significance. Consequently, the process of translating from the Source Language (SL) to the Target Language (TL) is more challenging than it may appear. A good translation is characterized by the target language reader's ability to grasp the meaning of the text. To accomplish this, translators must employ suitable strategies during the translation process. Several researchers have conducted studies on subtitling strategies, and a considerable number of these studies share common themes. Specifically, a significant portion of these studies focuses on evaluating the quality of subtitling strategies. I use them as references in conducting this term-paper.

The first similar research is by Umairoh (2022) in her paper titled "Gottlied's Subtitling Strategies used in Aladdin (2019) movie script by John August". This study focuses on Aladdin subtitler's strategy and most dominant subtitling strategy used by the translator movie script (2016). This study used a qualitative approach to describe the results of the analysis of subtitling strategies. The theoretical framework of this research is based on Gottlieb`s (1992) classification of subtitling strategies. In this research, the researcher found only eight strategies applied as follow: paraphrase, expansion, transfer, imitation, transcription, dislocation, condensation, decimation.

The second research is by Aprillia (2021) in her paper titled "An Analysis of Gottlieb's Subtitling Strategies in Emily in Paris movie script" (2020). This study aims to identify the strategies in translated into English-Indonesian using Gottlieb's

Subtitling Strategies in the movie script of "Emily in Paris". Every utterance that uses one of the ten subtitling procedures identified in the subtitles of "the Emily in Paris" movie serves as the unit of analysis for this study. This study used a descriptive qualitative method. The theoretical framework of this research is based on Gottlieb`s (1992) classification of subtitling strategies. In this research, the researcher found only nine strategies applied as follow: expansion, paraphrase, transfer, limitation, transcription, condensation, decimation, deletion and resignation.

The third research found by Putri (2020) with the title "An Analysis Subtitling Strategy of The Indonesian-English in Love for Sale 2 Movie by Andi Bachtiar Yusuf". This study aims to find out the subtitle strategies found in every scene of the movie that has been translated in "Love for Sale 2" movie through Indonesian Subtitles into English subtitles, then classify them into 10 subtitling strategies. This research used a descriptive qualitative method. The theoretical framework of this research is based on Gottlieb`s (1992) classification of subtitling strategies. Therefore, the researcher found only seven strategies applied as follow: expansion, paraphrase, transfer, limitation, condensation, deletion and resignation.

Based on the previous related studies and discussions above I may concluded that there are types of subtitle strategies used to a translation in a movie as a tool for developing a translated text. Therefore, there are some similarities of my research and those three previous studies above is that we use Gottlieb's subtitling strategies, the same process, method and as base theory such as: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. The differences between my research with the previous study are the movie script as an object and the result from two data resources: the speech act that those utterance all main characters. Furthermore, I present my study to analyse this term paper "Subtitling Strategies "Spider-Man: No Way Home" movie script (2021) from English to Bahasa Indonesia" So that this research can provide in-depth results regarding the types of strategies used in the movie "Spider-Man: No Way Home".