

## CHAPTER 2

### THEORITICAL FRAMEWORK

In this chapter, I aim to explain about theoretical framework and previous studies. In this theoretical review, I explain the theories related to the topic in this research like definitions of subtitling, subtitling strategies, and previous of study.

#### 2.1 Definition of Subtitling

The development of the short movie industry is growing rapidly. A number of movie producers produce short movie and upload them to YouTube and other social media. These movies are presented in two languages, namely English and Indonesian language. English is used by the characters in dialogue and then as the source language (SL), while Indonesian is used as subtitles and then used as the target language (TL). This way, viewers can watch in two languages.

According to Gambier in Hastuti (2011:58), subtitling is a translation of film dialogue which is written at the bottom of the movie. The purpose of subtitling is to help viewers enjoy a movie, whether it is a documentary or story, drama, action. In this case, Machali (1998:1) states that translation is an effort to replace an equivalent source language (TL) text into the target language (TL). So in an effort to obtain texts in the TL that are commensurate with the TL, a text is seen as an act of communication, not just a series of words and sentences. Through translation activities, translators convey the content, message, aims and objectives of a text in another language by paying attention to aspects that are closely related to the TL.

From the definition provided above, I deduce that subtitling is the process of translating conversation in media, including television shows and movies, from the source language to the target language.

#### 2.2 Subtitling Strategies

The translator needs to know the requirements for subtitling because it can

be difficult to develop a convincing, relevant subtitle. The subtitling strategies are an element of the regulations governing subtitles. Academicians have produced a number of subtitle techniques. Gottlieb created the original subtitling method classification system (1992: 166). Taking into account Gottlieb (1992: 166) lists eleven distinct techniques for subtitling. Nevertheless, he does not fully elucidate every tactic employed in his writing, other writers have attempted to quote him and have attempted to provide a thorough a reason for every one of them.

In this inquiry, I use Gottlieb's subtitling approach (1992: 166) consisting ten distinct subtitling strategies. The terms are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion and resignation.

### **2.2.1 Expansion**

According to Rahmawati (2023: 19), expansion refers to subtitling strategy that used when the source text requires an explanation or additional information because some cultural nuance not retrievable in source language. Example:

SL : So, is this about you becoming a cop?

TL : *Jadi ini apa tentang keinginanmu untuk menjadi seorang polisi?*

(Rahmawati, 2023:19)

In this example, the translator uses expansion strategy to translate the SL into TL. This can be seen by the additional translation of the terms “becoming a cop” into “*keinginanmu untuk menjadi seorang polisi*”. The term “*keinginan*” is a word that is added by the translator which is actually do not exist in the original language. Therefore, the subtitling strategies used by the translator is expansion.

### **2.2.2. Paraphrase**

According to Rahmawati (2023: 20), paraphrase is applied when the same syntactical rules in transferring the meaning from SL to TL is not used by the translators. This strategy is used to make the subtitle in TL is easy to understand and enhance the readability. This strategy transfers the

meaning from SL to TL in a complete and correct way.

Example:

ST : Get out the way.

TT : *Minggir*.

(Rahmawati, 2023:20)

In this example, the translator uses paraphrase strategy to translate the SL into TL. This can be seen by the choice of words that used by the translator to translate of the terms “get out the way” into “*minggir*”. The term “*minggir*” is the translator’s personal interpretation. Therefore, the subtitling strategies used by the translator is paraphrase.

### 2.2.3 Transfer

According to Rahmawati (2023: 21), transfer refers to subtitling strategy that used when the text in the source language is translated using literal meaning as the source language.

Example:

ST : You just need to remember who you are again.

TT : *Kamu cuma perlu ingat diri kamu kembali.*

(*Black Box Movie*, 2020).

In this example, the translator uses transfer strategy to translate the SL into TL. This can be seen by the original language “You just need to remember who you are again” is translated using its literal meaning which is “*Kamu cuma perlu ingat diri kamu kembali.*” Therefore, the subtitling strategies used by the translator is transfer.

### 2.2.4 Imitation

According to Rahmawati (2023: 21), imitation is a strategy used when the source language and the target language have a common or same term to say or write the text. Commonly this strategy is used in text such as; people’s name, places, title of book, title of film, country, brand products, and etc.

Example:

ST : Get eyes on the sniper!

TT : *Lihat sniper.*  
(Rahmawati, 2023:21)

In this example, the translator uses imitation strategy to translate the SL into TL. This can be seen by the term “Sniper” that is translated completely similar with the original language even when there is another subtitle options. Therefore, the subtitling strategies used by the translator is imitation.

### 2.2.5 Transcription

According to Rahmawati (2023: 22), transcription refers to strategy used when there’s a nonsensical or untranslatable term in the source language like the use of third language. It is usually done by rewriting some certain text in the source language to fulfill the textual function about how the language should be used.

Example:

ST : Fraulein, give me the box and I will help you up!

TT : *Nona, berikan aku kotak itu dan aku akan membantumu naik!*

(Jungle Cruise Movie, 2021)

In this example, the translator uses transcription strategy to translate the SL into TL. This can be seen by the term “Fraulein” of the original is translated into “Nona”. As already known, that “Fraulein” is not part of English language. Therefore, the subtitling strategies used by the translator is transcription.

### 2.2.6 Dislocation

According to Rahmawati (2023: 22), dislocation is used when the dialogue of source language consists some sort of special effect, for example a cartoon movie 23 which contain silly song in it, where the translation of the effect is more important than the content.

Example:

ST : Something like... open sesame.

TT : *Misalnya seperti, “Sim-Sam Buka.”*

(Wishenproof Movie Series, 2015)

In this example, the translator uses dislocation strategy to translate the SL into TL. This can be seen by the term “open sesame” as unusual term. The translator must find another term that is more appropriate to the culture in the target language which is “*sim-sam buka*”. Therefore, the subtitling strategies used by the translator is dislocation.

### 2.2.7 Condensation

According to Rahmawati (2023: 23), condensation refers to strategy that used by shortening the text of the source language. Typically, this strategy is done by summarizing the useless word in the source language. Condensation strategy is often seen as a subtitle prototype, and many critics confuse quantitative reduction (from the number of words etc.) with reduced semantics. However, in condensation - as opposed to a decimation - subtitles do convey meaning and style to a large extent contents of the original.

Example:

ST : That's what I'm talking about.

TT : *Itu maksudku.*

(Wishenproof Movie Series, 2015)

In this example, the translator uses condensation strategy to translate the SL into TL. This can be seen by the elimination of some term from the source language “That's what I'm talking about” only into “*Itu maksudku*”. Even though, there are still other translation options that can be used for example “*Itulah yang aku maksudkan*”. Therefore, the subtitling strategies used by the translator is condensation.

### 2.2.8 Decimation

According to Rahmawati (2023: 24), decimation is the strategy of subtitling translation that also can be called as an extreme condensation. This strategy usually used the text in the source language have a quarrel especially when the actors speak loudly and vastly. This strategy is adopted

in order to adjust the timing of the voice from the actors and its subtitling. The specific difference between the deletion strategy is that this strategy reduced some words in the original language which is fast speech of some importance. Meanwhile the deletion strategy reduced some words in the original language which is fast speech and less importance.

Example:

ST : And when someone not nice, you see them sad or they cry.

TT : *Saat orang lain membuatnya sedih.*

(Wishenproof Movie Series, 2015)

In this example, the translator uses decimation strategy to translate the SL into TL. This can be seen by the elimination of most terms from the source language “And when someone not nice, you see them sad or they cry” only into “*Saat orang lain membuatnya sedih.*”. As can be seen the original language consists of 2 clauses, but the translation only consists of single clause. Therefore, the subtitling strategies used by the translator is decimation.

### **2.2.9 Deletion**

According to Rahmawati (2023: 25), deletion refers to the subtitling strategies where the translator eliminates some parts of the text from the source language such in repetition, question tags, or filler word. The purpose of this strategy is to adjust the role of screen for subtitling.

Example:

ST : Haya, haya, haya.

TT : *Hai.*

(Wishenproof Movie Series, 2015)

In this example, the translator uses deletion strategy to translate the SL into TL. This can be seen by the elimination of repetition words in the source language “Haya, haya, haya” only into “*Hai*”. As can be seen the original language the words are repeat into three times, but the translation only consists of one word. Therefore, the subtitling strategies used by the translator is deletion.



### 2.2.10 Resignation

According to Rahmawati (2023: 26), resignation strategy is used by the translator cannot find the translation solution of certain text from the source language and the meaning is inevitably lost. Automatically the text is not transferred into target language due to the text is untranslatable.

Example:

ST : Hup, hup, hup.

TT : - (No translation)

(Wishenproof Movie Series, 2015)

In this example, the translator uses resignation strategy to translate the SL into TL. This can be seen by the loss of translation. It means that the terms in the source language are untranslatable. Therefore, the subtitling strategies used by the translator is resignation.

## 2.3 Previous Related Studies

The first research by Fadila (2020) entitled "Subtitle Strategies in Translating Speech Acts in the Jumanji Film". This study was concerned with linguistic phenomenon by applying qualitative method. The objectives of this research were to investigate subtitling strategies used in translating speech acts in Jumanji Film and to describe how those strategies realized. There were 205 speech acts taken from the Jumanji film as the research data to be analyzed. In analyzing those data, the researcher adopted the theory of Miles and Huberman (1994), namely data collection, data reduction, presentation, and conclusion. based on the data analysis, it was found that the ten subtitle strategies as proposed by Gottlieb (2001) were not applied totally in the Jumanji Film. There were only eight strategies found (paraphrase, transfer, imitation, condensation, dislocation, expansion, transcription and deletion) with the highest frequency of subtitle strategies was transfer at 69 frequencies (33.65%). Meanwhile, the subtitle strategies of decimation and resignation were not found in translating speech act in the Jumanji film. Then, this study also revealed that the subtitle strategies were realized into three aspects of good quality

translation (accuracy, acceptability, and readability). So, it was concluded that the subtitle of the Jumanji Film had fulfilled the aspects of good quality translation, namely accuracy, acceptability, and readability with applying the various subtitling strategies.

The second aims to analyze this research by Ramadani (2017) that she discussed about Subtitling Strategies in Movie (An Analysis of English Indonesia Subtitling of the Frozen movie). This research aimed to find out the subtitle strategies found in every scene of the movie that had been translated from English subtitle into Indonesian subtitle. This research focused on Gottlieb's theory about which consisted of ten subtitling strategies, they were, expansion, paraphrase, transfer, imitation, transcription, dislocation condensation, decimation, deletion, and resignation. Then, the data were analyzed using descriptive qualitative method. The researcher used coding method as the instrument to find out the valid data. The findings showed that there were only seven strategies out of ten strategies applied by translator in translating subtitle in Frozen movie, they were: expansion (16,06%), paraphrase (11,9%), transfer (37,4%), imitation (6,9%), condensation (12.38%), deletion (12.61%), resignation (2.75%). The researcher concluded that transfer strategy was frequently used by the translator in the movie and the second highest subtitling strategy was used by the translator in expansion strategy.

Another previous study is by Hidayati (2019), with paper titled "Subtitling Strategies and the Resulted Readability of Indonesian Subtitles of Moana". The object of this study is the subtitle English utterances into Indonesian in the Moana movie. The similarity with this study is on subtitling strategies, and the difference is that the researcher used different theories of quality; they also just delivered an analysis on readability. The result of this research is that the most dominant strategy used in Moana is the transfer strategies, and the subtitles quality is readable.

There are some similarities and differences between this study and the previous studies. The similarities of this study are discussing translation



analysis using Gottlieb's subtitling strategies and also using movie aimed at family entertainment. The difference between previous researches and this research is the data. The data in this research are conversations taken from "Black Panther: Wakanda Forever" (2022) movie script.

