

**INDONESIAN SUBTITLING STRATEGIES OF THE ENGLISH
MOVIE *INCEPTION***

A THESIS

*Submitted in Partial Fulfillment to the Requirement
for the Degree of Sarjana Sastra*

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2011**

ABSTRAK

Skripsi ini membahas tentang strategi penerjemahan pada teks film (*Indonesian subtitling strategies*) yang digunakan pada film berbahasa Inggris ke bahasa Indonesia. Dengan studi ini penulis ingin mengetahui strategi penerjemahan apa yang digunakan pada teks film dan strategi apa yang paling banyak digunakan. Metode yang digunakan adalah membandingkan data sumber dengan terjemahannya. Dalam pengumpulan data, penulis menggunakan teknik pengamatan dan teknik catat. Petikan-petikan percakapan dicatat dan ditampilkan dalam bentuk tabel. Analisis data menggunakan teori teknik penerjemahan yang diajukan oleh Gottlieb (2001), yang terdiri dari penghilangan, penyingkatan, penambahan, pemindahan, pengurangan, penyimpulan dan penyalinan. Data analisis diambil dari petikan percakapan film berjudul *Inception* dalam bentuk DVD.

Dalam menganalisis data, penulis menjelaskan bagian mana yang mengalami strategi penerjemahan, klasifikasi, dan asumsi mengapa strategi itu digunakan. Penjabaran data analisis dijelaskan berdasarkan strategi, bukan petikan percakapan. Data analisis berjumlah 56 petikan percakapan, terdiri dari delapan tabel. Masing-masing tabel berjumlah tujuh petikan percakapan. Dari hasil analisis, ditemukan semua strategi penerjemahan, dan terdapat 70 kali penggunaan strategi penerjemahan. Dari hasil penelitian ditemukan strategi-strategi yang muncul dengan frekuensi sebagai berikut: penyingkatan 24 kali (42.85%), penghilangan 20 kali (35.71 %), penyimpulan 14 kali (25 %), penambahan 5 kali (8.93%), pemindahan 4 kali (7.14%) pengurangan dua kali (3.57 %), dan penyalinan satu kali (1.75%).

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Western society has already expanded their invasion. With expansion of knowledge, information, and entertainment in multimedia, those are coming in form of TV programs, videos, movies which is in original languages and cultures, cause the significant increase of the number of consuming subtitle version programs. Early in the twentieth century the new film medium governs all national and cultural borders. Audiovisual is arranged as the media of acquiring information and entertainment. To accommodate market demand, audiovisual translation is developed to give contribution as media oriented society. Audiovisual translation encompasses all translation production in all formats. It can be as new areas accessibility (Orero, 2004, p.8-10). Since the terms of audiovisual media gained an international audience, consequently the development of translation methods have been increased.

Film industry recently became an extremely popular media to gather audience. The film industry faced a translation problem since only small percentage of the world's population understood English, consequently, a growing need to find appropriate screen translation approaches. The two dominant methods of audiovisual are subtitle and dubbing. Subtitle is commonly

used in audiovisual and TV programs industries such as subtitling for DVD and TV programs.

As stated above that audiovisual media can be accessed in subtitle, the term of subtitle may concern to the process involving two languages. Subtitle is transferring the characteristic from spoken dialogue to written mode, which is commonly placed at the bottom and spaced two lines on the screen (Taylor, 2000, p.6). In subtitle the original will be at all times available to the audience. It is more preferable cause subtitle allows the viewers to understand the meaning without diminish enjoyment of the movie. This opinion is supported by Sanches, she argued that subtitle is classified as the real dialogue, without distracting the quality of information (Sanches, 2004, p. 12-16). Furthermore, subtitle can be an alternative to enrich knowledge from source language. By considering the advantage of subtitle, broadcasting development of subtitle is welcome since it gives massive effort to the audience. Nowadays, the broadcast subtitle is much demanded.

In interpreting source language into subtitle, translators may adopt different strategies in attempt to convey dialogue or other content to target language, thereby considering the limitation space and interface between culture and technology. Gottlieb proposed several strategies that can be applied in subtitle. One of them is condensation. This strategy is characterized by condensed part of linguistic elements such as repetition or exclamation (Georgakopoulou,

2009, p.27-29). For example, the utterance of the original text “*Oh my God. No, no, no!*” will be displayed in subtitle “*Ya tuhan. Tidak!*”. The utterance “*no*” has involved in repetition. Linguistic element such as repetition is intentionally to be condensed. Moreover, linguistic element commonly condensed because it can be retrieved from the soundtrack (Georgakopoulou, 2009, p.28).

The other example is the utterance “*Dunk him!*” (*Inception*, 2010) will be displayed on the screen “*Benamkan dia ke dalam air!*”. In this utterance occurs expansion strategy. There are some reasons of the subtitler did expansion. It can be to make the viewer easier to understand, the other reason is to get universal equivalence or because of grammatical requirement.

Indonesian audiovisual industries such as film and TV programs are still imported. Most of them in English, as the result, the subtitle play important role and subtitling industries have to increase. Therefore, the number of audiovisual research especially subtitle is still on the limits. By means for that reason, the writer gains so much interest in this area. Pay attention to Indonesian subtitle as the focus on this research, hence, the writer limits the research which concern to Indonesian subtitling strategies used in English movie.

The research is concerned to Indonesian subtitle film entitled *Inception*. It is an American film which released to public in 2010 and directed by Christopher Nolan. The subtitle is available on original DVD, therefore the quality of subtitle

can be guaranteed. For the sake of the research, its translation is officially published and legal translation. The research is conducted in attempt to describe subtitle strategies adopted in Indonesian subtitle and to find out the dominant strategies applied in Indonesian subtitle.

1.2 Identification of problem

In gaining audience's understanding about the film, subtitling strategies are needed to be employed. Subtitle is the media of investigation. The research might focus on linguistic or cultural phenomenon. The writer focuses on conducting the analyzing of Indonesian subtitling strategies of English movie. The research is concerned with linguistic phenomenon, not cultural. The writer attempts to investigate subtitling strategies in Indonesian subtitle which is applied in the *Inception* film. There are two research questions addressed in this research. The first question is, what are the subtitle strategies used in the Indonesian subtitles? And the second is what are the dominant strategies applied in Indonesian subtitle?

1.3 Objective of the research

The primary aim of this study is to identify subtitle strategies applied in English movie. In doing this research the writer aimed at observing and analyzing subtitle strategies according to Gottlieb's theory in Indonesian subtitles. The other goal is to figure out the dominant strategies applying in Indonesian subtitles.

1.4 Scope of the research

The research is focused on the subtitle strategies which interpreted in Indonesian subtitles. The writer observes subtitle strategies used in interpreting Indonesian as target language in form of subtitle. The data are taken from an American film entitled *Inception*. The theory of subtitle strategies is purposed by Gottlieb (2001), supported by other related theories. It is conducted Indonesian subtitling strategies used in English movie. In doing this research the writer adopts comparison method, proposed by Williams & Chesterman (2002).

1.5 Research methods

1.5.1 Collecting Data

Regarded it is the analysis of translated text and focus on subtitle strategies, the writer applied comparison method (Williams & Chesterman, 2002, p.6). The writer took an American film entitled *Inception* which was released to public in 2010 and directed by Christopher Nolan. It is a DVD version. Most of the actresses and actors have clear pronunciation which facilitated by the script.

Doing this research, the writer used two kinds of data. The first is oral data which is the original dialogue from the film. The second one is written data. It is the subtitle of the movie. Both data are taken based on observational method (Sudaryanto, 1988, p.5).

Since the genre of this film is science fiction which has numerous actions, the dialogues occurred in various tempos. The writer used noted technique. The process of this research is the dialogue and the script is listened and read in the same time and carefully. The film is played and paused in the subtitle term. The dialogues are checked with the original script in purpose to verify the data. The data is numbered based on subtitle appearance. Therefore, the script and subtitle are already available and display on the screen, the writer typed them manually. The next stage is the dialogues which involved subtitle strategies are noted.

The data to use are collected from 1355 subtitles. The analysis is not done to all subtitles. From 1355 subtitles, only 56 subtitles are analyzed, because those are assumed adequate to represent the whole film. The data are analyzed in mini-story line form. There are eight mini-story lines as the data. The synopsis of *Inception* film is enclosed at appendix.

1.5.2 Analyzing data

The data are analyzed qualitatively. Firstly, after collecting data, subtitles are classified based on the strategies. The subtitles in which part involved subtitle strategies are analyzed. Here, the writer analyzed several applications of subtitle strategies in movie subtitles. The writer compared the data between the original soundtrack and its subtitle. The theory of subtitle strategies is proposed by Gottlieb (2001) supported by others related theories.

It is conducted to gain the application of Indonesia subtitling strategies. The analysis is presented in descriptive analysis.

1.5.3 Presenting the result of analysis

The result of the analysis will be presented in two ways; formal and informal. In formal way, the writer will present the result of analysis by employing the tables. In informal way, the results of analysis are presented in verbal language.

CHAPTER 4

CONCLUSION

Having collecting data which involved subtitle strategies, the analysis of subtitle strategies application of film has been described. One subtitle may consist of two utterances which pronounced by two characters. One subtitle may be involving more than one strategy, consequently the number of frequency is more numerous than the number of subtitles analyzed. After analyzed successfully the writer then pointed to conclusion.

All of subtitle strategies are found at the data. Based on the findings the writer would like to conclude that there are three dominant strategies are found. They are condensation, deletion and paraphrase. Condensation as the most dominant strategy, applied at subtitles around 24 times, the percentage is around 44.64%. Almost of condensation is applied because of repetition and padding expression. It is condensed because the limited space and time available. The other reason is since the utterance is pronounced in repetition, the tempo of speech is quite fast. The second strategy is followed by deletion which appeared 20 times or approximately 35.71%. Majority appeared in form of exclamation or discourse marker. It is deleted because those linguistic elements are non verbal content. Those are adequate to eliminate since the main information is still available. The last dominant strategy used is paraphrase. It is applied 14 times or in percentage about 23.71%. It is translated using that strategy

caused by specific item, such as swearword or difficulties to reconstruct into target language.

There other translation strategy is expansion. It is occurred five times or around 8.93%. It is used cause grammatical structure and getting equivalence meaning in target language. Followed by transference appeared around four times in other word approximately 7.14%. It is applied because of unfamiliar or specific word. The other strategy is decimation. It is used twice or 3.57%. The last strategy is transcription. It is applied once or 1.75%.

That conclusion can answer the research questions which are stated at previous chapter. The most dominant strategy found is condensation, followed by deletion and paraphrase.

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