

**EQUIVALENCE STRATEGY ON SUBTITLING
OF *GREEN LANTERN* MOVIE**



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EQUIVALENCE STRATEGY ON SUBTITLING OF GREEN LANTERN MOVIE

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ABSTRACT

This research studies about the strategy of equivalence on subtitling of Green Lantern movie. The research paper aims at describing the strategy used by subtitler to get equivalence in Green Lantern movie.

The type of the study is qualitative study which is comparing the source language (SL) and target language (TL) of Green Lantern movie's subtitling. The method of data collection is documentation and technique of data analysis is comparison. The data are taken from the subtitling of Green Lantern movie.

The results of the research show that; firstly, there are six equivalence strategies found in Green Lantern movie. They are transfer, paraphrase, condensation, imitation, deletion, and addition. From 1031 data, there are a) 463 data or 44.91% data belong to transfer, b) 27 data or 2.62% belong to paraphrase, c) 76 data or 7.37% belong to condensation, d) 58 data or 5.63% belong to imitation, e) 221 data or 21.44% belong to deletion, and f) 186 data or 18.04% belong to addition. In this research, transfer is dominant strategy used in subtitling. Secondly, Related to the equivalence translation, the researcher finds 971 data or 94.18% belong to equivalent subtitling, while there are 60 data or 5.82% belong to non equivalent subtitling. It means that the subtitling of Green Lantern movie has equivalent between source language (SL) and target language (TL).

A. Introduction

Equivalence is an important thing in a translation of language. It has function in delivering the message/ information, either delivering proper or is not delivering proper from source language to target language. Equivalence is usually found in a translation of communication in the

different language. It may English to Indonesia or vice versa and others. We can find it may be in daily life communication, movie, television, radio and other media. There is an impact if equivalence does not achieved, it can cause the information or message of source language (SL) to target language (TL) cannot be accepted well or occurred a miss understanding message/ information.

In electronic media like television or movie, we often find the words/ text in bottom of screen. It is a words/ text that are called subtitling which is made by subtitler. Subtitling can be defined the translated words from what is said in a film/movie into a different language and appear on the screen at the bottom of the television. In the film/ movie subtitling has function to make easy the audience/ onlooker get the message. So they can understand the meaning of the message. A good subtitler must be able to make subtitling understandable and readable.

In communication, it can find spoken or written languages. In spoken language, they communicate orally. In daily life, human being gets used to find it on television, daily conversation between families, friends or others, radio, telephone and etc. In written language, they communicate unorally. In daily life, human being gets used to find in letter, e-mail, sms of phone and etc. In that communication, people will understand the information easily if it is found in their language. But, it will be so difficult if the information that people got is from the foreign language. Before understanding the information, people should interpret the meaning first. The interpretation process is a problem if it can't be interpreted well in order to get a good understanding. From television, in some movies, there is subtitling which is made by subtitler. Subtitling is words that translate which is said in a film or movie into a different language and appear on the screen at the bottom of the television. There are some problems which can be faced by the subtitler, such as making the subtitling readable although the subtitler hasn't known the background of the movie itself.

In subtitling, subtitler certainly has strategy or way to translate subtitling in order the subtitling is understandable by onlooker. And each subtitler may have different strategy or way to translate subtitling. For making subtitling understandable can be achieved by using some strategies such as transfer, paraphrase, condensation, imitation, deletion, and addition. These strategies are used by subtitler in order people can easier to get the message. The case above is a background why the writer wants to make research entitled equivalence strategy on subtitling of *Green Lantern* movie. In addition, because the writer wants to describe what strategy is used by subtitler in subtitling the movie's subtitling.

B. Research Method

The type of the research of this study is qualitative research. The reason why the writer uses qualitative research is because the writer wants to find the strategy used in *Green Lantern* movie and describes the equivalence of the subtitling of the *Green Lantern* movie between source language to target language. The data are subtitling which are taken from both English and Indonesia subtitle (original and its translation) of *Green Lantern* movie in which it is subtitled by using equivalence strategy. In collecting data, the writer uses technique of documentation in which it does in the following steps. Firstly, watching the movie "*Green Lantern*". Secondly, noting the selected words, phrases and sentences of subtitle of "*Green Lantern*" movie. And the last is coding the data which contain strategy.

In technique of data analysis, the writer uses comparison. the steps of analyzing is as followings. Firstly, identifying the form of equivalent strategy in subtitling of *Green Lantern* movie. Secondly, comparing the equivalent of subtitling of *Green Lantern* movie in source language with the target language. And thirdly, drawing conclusion based on the data analysis of equivalence strategy in the movie subtitle.

C. Research Finding and Discussion

This deals with research finding and discussion. The research finding describes the result of the research and discussion discuss of the result of the research.

1. Research Finding

Research finding contains of problem of the research. The problem is the strategies used by subtitler to translate the *Green Lantern* movie and the equivalence of the subtitling of the *Green Lantern* movie.

a. The Strategies Used by Subtitler in Subtitling the *Green Lantern* Movie

This part describes about the analyzing of the strategy used by subtitler in subtitling the text. The strategy is used by the writer is transfer, paraphrase, condensation, imitation, deletion, and addition. In the analysis process, the writer found 1031 data that belong to the strategies.

1) Transfer

Transfer refers to the strategy of translating the source text completely and accurately. It means that transfer is strategy that translates SL to TL completely and accurately. One example follows:

No	: 0007/GL/2011
SL	: <i>They divided the universe into 3600 sectors.</i>
TL	: <i>Mereka membagi alam semesta ke dalam 3600 sektor.</i>

The subtitling above is translated by using transfer strategy to get equivalence. Since, it is translated completely and accurately. In the source language (SL) above, the word *they* as subject, is translated into Indonesia *Mereka*, verb *divided* is translated into Indonesia *membagi* and phrase *the*

universe into 3600 sectors is translated into Indonesia *alam semesta ke dalam 3600 sektor*.

The writer states that from 1031 data, there are 463 data or 44.91% belong to transfer strategy.

2) Paraphrase

Paraphrase is resorted in cases where the phraseology of the original cannot be reconstructed in the same syntactic way in the target language. It means that paraphrase is reconstructing text of the source language (SL) to target language (TL) in the different syntactic. One example follows:

No	: 0049/GL/2011
SL	: <i>Hal. <u>Keep it warm</u> for me.</i>
TL	: <i>Hal. <u>Hangatkan ini</u> untukku.</i>

The subtitling above is translated by using paraphrase strategy. Since, the phraseology of the original cannot be reconstructed in the same syntactic way in the target language. The source language (SL) *Hal. Keep it warm for me* is translated into Indonesia *Hal. Hangatkan ini untukku*. By comparing between source language (SL) and target language (TL), it is clearly seen that target language (TL) is reconstructed in different syntactic.

The writer states that from 1031 data, there are 27 data or 2.62% belong to paraphrase strategy.

3) Condensation

Condensation refers to the shortening of the text in the least obtrusive way possible. It means that condensation is strategies that which translate SL to TL by shortening text. One example follows:

No	: 0040/GL/2011
SL	: <i>I can <u>live with that</u>.</i>
TL	: <i>Aku bisa <u>mengatasinya</u>.</i>

The subtitling above is translated by using condensation strategy. Since, the text is translated by shortening of the text to get equivalence in the meaning. The source language (SL) *I can live with that* is translated into Indonesia by shortening the meaning of the text that is, *Aku bisa mengatasinya*. The text which gets shortening is *live with that*. It is translated into Indonesia *mengatasinya*. In the real translation, it should be translated to *hidup dengan itu*.

The writer states that from 1031 data, there are 76 data or 7.37% belong to condensation strategy.

4) Imitation

Imitation maintains even the same forms, typically with names of people and places. It means that imitation is strategy which is in translation process don't change/maintains the same form between source language to target language. It is typically marked by names of people and place. One example follows:

No	: 0032/GL/2011
SL	: <i>Hal, you're gonna be late.</i>
TL	: <i>Hal, kau akan terlambat.</i>

The subtitling above is translated by using imitation strategy. Since, it maintains the same form, and marked by name of people that is *Hal*. The source language (SL) *Hal, you're gonna be late*, if it is translated into Indonesia is *Hal, kau akan terlambat*. It does not change the position or word order. If it split into some parts are, *you* to *kau*, *are gonna* to *akan*, *be late* to *terlambat*.

The writer states that from 1031 data, there are 58 data or 5.63% belong to imitation strategy.

5) Deletion

Deletion is omission of a lexical item due to grammatical or semantic patterns of the receptor language. It means that deletion is strategy which is omission one word or more to get equivalence. One example follows:

No : 0010/GL/2011
SL : *it was said one must be without fear.*
TL : *tertuliskan haruslah makhluk tanpa rasa takut*

The subtitling above is translated by using deletion strategy. Since, it is translated by omitting a lexical item. The source language (SL) *it was said one must be without fear* is translated into Indonesia *tertuliskan haruslah makhluk tanpa rasa takut*. In translating the text, the subtitler omits the word *it* of the text.

The writer states that from 1031 data, there are 221 data or 21.44% belong to deletion strategy.

6) Addition

Addition is Information which is not present in the source language text may be added to the target language text. It means that addition is strategy which adds information in target language. It may be a word or more. One example follows:

No : 0004/GL/2011
SL : *These immortals, the Guardians of the Universe...*
TL : *Mahluk abadi ini, adalah Guardians (penjaga) alam semesta....*

The subtitling above is translated by using addition strategy. Since, it is the text of subtitling translated by adding information which it may be the word. In the subtitling above, the subtitler adds some word in target language (TL). The text *these immortal* is translated into Indonesia *mahluk abadi ini*. It can be seen that the text gets an addition word that is *mahluk*.

Besides, the text also gets an addition word that *adalah* in the text *the Guardians of the Universe*.

The writer states that from 1031 data, there are 186 data or 18.04% belong to addition strategy.

b. Equivalence of the Subtitling of the *Green Lantern* Movie

In this part, the writer analyzes about how the equivalence of the *Green lantern* movie's subtitling. Equivalence has definition, the similarity of meaning from source language to target language. It means that between source language and target language has sameness of meaning. The writer divides this part into two.

1) Equivalent Translation.

The translation is equivalent/accurate since the message in source language can be delivered completely in the target language or no decrease. It means that each word in the target language shows a meaning of the source language, at least identical or nearest meaning. One example follows:

No : 0001/GL/2011
SL : *Billions of years ago...*
TL : *Milyaran tahun lalu...*

The subtitling above belongs to equivalent/accurate translation since the message of the source language to target language is achieved by translating text completely and the meaning between source language (SL) and target language (TL) is not different. It can be known from the translation of subtitling. Phrase *Billions of years ago* is translated into Indonesia *Billion* to *Milyaran* and *of years ago* to *tahun lalu*. It is considered accurate/ equivalent because the subtitling is not lost information from the sentence context.

The writer states that from 1031 data, there are 971 data or 94.18% belong to equivalent translation.

2) Non Equivalent Translation.

The translation is non equivalent/inaccurate since the message in source language can not be delivered completely in the target language. It means that there is word in the target language does not show a meaning and get an addition meaning of the source language. One example follows:

No : 0008/GL/2011

SL : *A ring powered by the energy of will was sent to every sector to select a recruit.*

TL : *Sebuah Cincin kekuatan dengan energi Keinginan dikirim ke setiap sektor untuk memilih para rekrutmen*

The subtitling above belongs to non equivalent/inaccurate translation since the message in source language can not be delivered completely in the target language and because the message between source language (SL) and target language (TL) is different or not similar. Besides, the meaning of target language is not suitable with the sentence context. The text *A ring powered by the energy of will was sent to every sector to select a recruit* is translated into Indonesia *Sebuah Cincin kekuatan dengan energi Keinginan dikirim ke setiap sektor untuk memilih para rekrutmen*. It is clearly that the meaning is not suitable with the context. It also causes the subtitling is not equivalent. The alternative solution in the phrase text *A ring powered by the energy of will was sent to every sector to select a recruit* must be subtitled into *Sebuah Cincin kekuatan dengan energi Keinginan dikirim ke setiap sektor untuk memilih seorang rekrutmen*.

The writer states that from 1031 data, there are 60 data or 5.82% belong to non equivalent translation.

2. Discussion

The writer presents the discussion of research finding. In this research, the writer analyzes two problems. The first is the strategies used by subtitler in subtitling the *Green Lantern* movie. And the second is equivalence of the subtitling of the *Green Lantern* movie.

Based on the research finding, there are six strategies occur in this research. They are transfer, paraphrase, condensation, imitation, deletion, and addition strategies. It is related to Gottlieb (1992) theory that is transfer, imitation, condensation and paraphrase, Nababan (1992) theory that is addition, and Baker (1992) theory that is deletion. The equivalence subtitling is divided into equivalent strategy and non equivalent strategy. Equivalence has definition, the similarity of meaning from source language to target language. It can be concluded that subtitling is considered equivalent if the source language and target language have similar meaning. Whereas, subtitling is considered non equivalent if the source language and target language do not have similar meaning.

The first finding is the strategies used by subtitler in subtitling the *Green Lantern* movie. In the analysis data, the researcher finds 1031 data that belong to transfer, paraphrase, condensation, imitation, deletion, and addition strategies. From the data analysis, the researcher counts there are 463 data or 44.91% data belong to transfer strategy, 27 data or 2.62% belong to paraphrase strategy, 76 data or 7.37% belong to condensation strategy, 58 data or 5.63% belong to imitation strategy, 221 data or 21.44% belong to deletion strategy, and 186 data or 18.04% belong to addition strategy. Based on data above, it can be concluded that the dominant type of strategy is used by subtitler on translating *Green Lantern* movie is transfer.

The second finding is the equivalence of *Green Lantern* movie which it is divided to equivalent subtitling and non equivalent subtitling. From the data analysis, the researcher counts there are 971

data or 94. 18% belong to equivalent subtitling, and there are 60 data or 5. 82% belong to non equivalent subtitling. Based on data above, the researcher concludes that the subtitling of *Green Lantern* movie is equivalent with target language. It is based on the result of analysis above which there is 971 data or 94. 18% belong to equivalent translation.

Based on research finding, there is the difference of research result between the researcher's research and two previous researches. The researcher's research finds 1031 data which belong to transfer, paraphrase, condensation, imitation, deletion, addition strategy and equivalent subtitling and non equivalent subtitling. The first researcher (Astria) finds 43 data belong to deletion strategy and, readable and not equivalent subtitle. The second researcher (Retno) finds 47 data belong to translation deviation and accurate and inaccurate translation.

D. Conclusion

Based on the result of analysis, the writer could draw some conclusion of the equivalence on subtitling of *Green Lantern* movie as follows.

- a. There are six equivalence strategies used in subtitling *Green Lantern* movie. They are transfer, paraphrase, condensation, imitation, deletion and addition. From 1031 data, there are 463 data or 44. 91% belong to transfer strategy, 27 data or 2. 62% belong to paraphrase strategy, 76 data or 7. 37% belong to condensation strategy, 58 data or 5. 63% belong to imitation strategy, 221 data or 21. 44% belong to deletion strategy, and 186 data or 18. 04% belong to addition strategy.
- b. There are 971 data or 94. 18% belong to equivalent subtitling, while 60 data or 5. 82% belong to non equivalent subtitling.

From the data and the analysis found by the researcher in *Green Lantern* movie, the researcher concludes that the subtitler used transfer, paraphrase, condensation, imitation, deletion and addition in translating

subtitling *Green Lantern* movie. The dominant strategy is used by subtitler is transfer strategy which there are there are 463 data or 44.91%. Besides, the researcher also concludes that the subtitling of *Green Lantern* movie is very good. It can be seen on the result of analysis which there is 971 data or 94.18% belong to equivalent translation. While 60 data or 5.82% belong to non equivalent translation. It is a proof that the subtitling of *Green Lantern* movie is equivalent.

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