AN ANALYSIS OF SUBTITLING STRATEGY

USED IN *THE REVENANT* MOVIE (2015)

PUBLICATION ARTICLE

by

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APPROVAL

AN ANALYSIS OF SUBTITLING STRATEGY
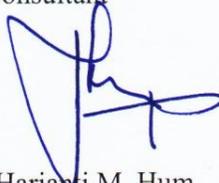# USED IN *THE REVENANT* MOVIE (2015)

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Approved to be Examined by

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ACCEPTANCE

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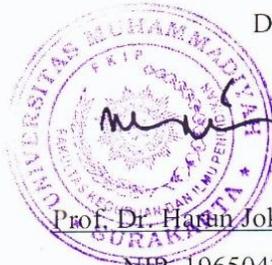   (Member I)

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     I hereby testify that in this Publication Article, there is no plagiarism of the previous literary work which has been raised to obtain bachelor degree on a university, nor there are opinions or master pieces which have been written or published or others, except those which the writing are reffered in the manuscript and mentioned in literary review and bibliography.

     Hence, later, if it is proven that there are some untrue statements in this testimony, I will hold full responsibility.

Surakarta, 28 November 2016

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AN ANALYSIS OF SUBTITLING QUALITY IN THE REVENANT MOVIE (2015)

Abstract

This research focuses on the subtitling strategy analysis in *The Revenant* using Gottlieb's theory about subtitling strategy and Nababan's theory about subtitling Quality. The objectives of this research are (1) to identify the subtitling strategies found in *The Revenant(2015)* movie and (2) to describe the subtitling quality of *The Revenant (2015)* movie. The type of this research is descriptive qualitative. The object of this research is the *The Revenant(2015)* movie script. The researcher uses documentation and interviewing technique to collect the data. The researcher uses triangulation to prove the validity of the research where the data sources are from movie and informant. The researcher obtains 834 data which use subtitling strategies in *The Revenant(2015)* movie script. There are Paraphrase 11.27%, Transfer 64.39%, Imitation 14.27%, Condensation 6.83%, Deletion 0.36%, and Resignation 0.12% and Transcription 0.12%. The most subtitling strategy used is Transfer, because the subtitler translates the source text completely and accurately. Three aspects for good quality that subtitling should fulfill: accuracy, acceptability, and readability. From 834 total counts of data there are 672 data or 80,5% to accurate, 156 data or 18,7 % to less accurate, 6 data or 0,7 % to inaccurate, 754 data or 90,4 % to acceptability, 74 data or 8,9 % to less acceptability, 6 data or 0,7% to unacceptability, 777 data or 93,1 % to high readability level, 54 data or 6,5 % to moderate readability level, 3 data or 0,3 % to low readability level

Keywords: subtitling, subtitling quality, *The Revenant*, descriptive qualitative.

Abstrak

Penelitian ini difokuskan pada analisa penerjemahan kalimat tunggal pada film *The Revenant (2015)* oleh Dhikancut. Teori dari Gottlieb tentang strategi penerjemahan dan teori dari Nababan tentang keterbacaan penerjemahan digunakan pada penelitian ini. Tujuan dari penelitian ini adalah (1) mengidentifikasi strategi penerjemahan yang ditemukan pada film *The Revenant (2015)* dan (2) menggambarkan kualitas terjemahan pada film *The Revenant (2015).* Jenis penelitian ini adalah kualitatif deskriptif. Objek dari penelitian ini adalah naskah film *The Revenant (2015).* Teknik dokumentasi dan wawancara digunakan oleh peneliti untuk mengumpulkan data. Triangulasi digunakan peneliti untuk membuktikan kebenaran dari penelitian bahwa sumber data berasal dari film dan informan. Peneliti menemukan 834 data yang memakai strategi penerjemahan pada naskah film *The Revenant (2015).* Jumlahnya yaitu strategi Paraphrase 11.27%, strategi Transfer 64.39%, strategi Imitation 14.27%, strategi Condensation 6.83%, strategi Deletion 0.36%, strategi Resignation 0.12% dan strategi Transcription 0.12%.. Strategi Transfer adalah strategi yang paling banyak digunakan, karena teks sumber di terjemahkan secara komplit dan akurat oleh penerjemah. Dari 834 total data yang terhitung, ada 672 data atau 80,5% akurat, 156 data atau 18,7 % kurang akurat, 6 data

atau 0,7 % tidak akurat, 754 data atau 90,4 % dapat terima, 74 data atau 8,9 % kurang dapat diterima, 6 data or 0,7% to tidak dapat diterima, 777 data atau 93,1 % to keterbacaan level tinggi, 54 data atau 6,5 % keterbacaan sedang, 3 data atau 0,3 % keterbacaan rendah

Keywords: penerjemahan, kualitas terjemahan, *The Revenant*, kualitatif deskriptif.

1. INTRODUCTION

Mastering foreign language as second language has become some interest thing by a lot of people nowadays. They know that master foreign language is very useful and important in this globalization era. English have become one of popular language nowadays. It make people must be able to speak foreign language well exactly English. Easy way to understand foreign language is by using translation process.

According to Catford (1965: 20), "translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)". It means that translation is written communication in a target language that is having the same meaning with source language. It does not change the meaning of source language, but only change the language. Translation is used everywhere. Translation is used to translate books, novel, and the other.

In translation, the translator must take attention and carefully to translate the source language. As stated by Nida and Taber (1982: 8) "the translator must attempt to reproduce the meaning of a passage as understood by the writer". From the above statements, it can be concluded that the translation is an important process to transfer the message from source language to the target language by establishing the equivalent.

Subtitling is the method of translation in the conversation from the movie that helps the viewer from another language understand the language used in the movie easily. Subtitling is not only useful for those who do not understand the spoken language but also those who are hard to hear and have trouble of hearing or deaf. In this modern era, film industry has recently become an extremely popular media to gather the audience.

In this research, the writer is interested to analyze the phenomena in the script of *The Revenant* movie. *The Revenant* is a 2015 American survival drama film directed, co-produced, and co-written by Alejandro G. Inarritu. It star by the best actor in this era, he is Leonardo DiCaprio that act as Glass.The film follows Glass's quest for revenge after one of his men betrays him, kills his son, and leaves the severely wounded Glass behind. This film has become very familiar nowadays because the achievement, *The Revenant* won three Golden Globe Awards, five BAFTA Awards, and at the 88th Academy Awards, Iñárritu, DiCaprio and won the awards for Best Director, Best Actor, and Best Cinematography, respectively. DiCaprio also won the Golden Globe Award for Best Actor.

An example of subtitling strategy In subtitle translation, the content in TT should have the same degree as in ST. In order to balance the content in the ST and TT, the subtitler uses subtitling strategies. Henrik Gottlieb's subtitling strategies are as follows (in Ghaemi and Benyamin 2010: 42), the classifications are: 1. Expansion; 2. Paraphrase; 3. Transfer; 4. Imitation; 5. Transcription; 6. Dislocation; 7. Condensation; 8. Decimation; 9. Deletion; 10. Resignation.

Based on the explanation and phenomena above, the writer is interested in analyzing the noun phrase found in the subtitle of the movie and carries out thestudy entitled *An Analysis Subtitling Strategy in The Revenant Movie (2015).*

2. RESEARCH METHOD

This study focuses on the subtitling analysis and its quality which is analyzed in the movie entitled *The Revenant.* Then, the analysis of the study will focus on the subtitling variation and the quality of itself. The writer uses the theory of Gottlieb. The objective of the study are; 1. To identify subtitling strategies used that found in *The Revenant* movie 2. To describes the subtitling quality of *The Revenant* movie. This research belongs to descriptive qualitative study because its purposes are to classify the translation shift of noun phrase found in The Revenant movie and its subtitle. The

subject of research is sentences containing subtitling strategy of The Revenant movie. The data used in this research are all kinds subtitling strategies that used found in *The Revenant* movie script and their Indonesian translation quality found in *The Revenant* movie's subtitle.

3. RESEARCH FINDING & DISCUSSION

In this section the researcher will deliver the research finding that found in *The Revenant* movie. The research findings that will be delivered by researcher are subtitling strategies of Gottlieb's theory in the movie and the quality of the movie by Nababan in *The Revenant*.

a. Subtitling Strategies Found in *The Revenant* Movie

There are 834 data of subtitling strategies, the researcher uses the subtitling strategies based on Gotlieb's theory. There are ten types of strategies divide and describe by Gottlieb, those are: Paraphrase, Transfer, Imitation, Condensation, Transcription, Expansion, Dislocation, Decimation, Deletion, and Resignation. Plus another Researcher, Hariyanto's strategy found is Taming.

1) **Paraphrase**

Paraphrase strategy is the way subtitler translate source language into target language with his own language skill with same function and same meaning form. Without change the meaning and the context of the language.

007/TR/HA1/HT1

SL: **As long as you can still grab a breath, you fight.**

TL: Selama kau masih bernafas, tegarlah

The use of paraphrase strategy could be seen on **As long as you can still grab a breath, you fight.** which was translated into *Selama kau masih bernafas, tegarlah*. **still grab a breath, you fight** which was a figurative language meaning **holding on** or it mean *masih bisa menahan,* with the

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same context as hold with grab which context is breathing so the subtitler translated it *masih bernafas* which has a similar meaning.

2) **Transfer**

Transfer is strategy of subtitling or translating the source text completely and accurately. It is transferring the full source text expression into the target text.

002/TR/HA1/HT1

SL: **I know you want this to be over.**

TL: Aku tahu kau ingin ini berakhir

This subtitling uses transfer strategy. There is no addition or deletion in that phrase. The subtitler translates the dialogue literally **I know you want this to be over** which was translated *Aku tahu kau ingin ini berakhir* and was very similar in the syntax and meaning.

3) **Imitation**

Imitation produces an identical expression in the target text. Imitation can be only applied to proper nouns or greetings. It is typically with names of people and places.

013/TR/HA1/HT1

SL: **- You seen Coulter?**

TL: - Kau lihat Coulter?

Coulter was a name of a character in a story; therefore, the subtitler did not have to translate it. Because in English such as name, name of place, name of brand and name of building should not translate into target language or TL.

4) **Condensation**

Condensation is used to shortening the target text in the least obstrusive way possible.

042/TR/HA3/HT3

SL: **Watch along the ridge.**

TL: Awasi di Bukit

      On the subtitle above, it could clearly be seen that the subtitler used condensation strategy, if it was translated into word-to-word the sentence structure in TL or target language **Watch along the ridge** should be *awasi disekitar bukit,* The subtitler delete the word ***along*** that mean *sekitar or disepanjang,* even subtitler delete that word but the meaning is the same as SL or Source Language text.

5) **Transcription**

    Transcription is non-standard expression, adequate rendering (dialects; intended speech defects).

564/TR/HA39/HT39

SL: **My pop, he weren't a religious man, you know?**

TL: Ayahku, diabukan orang yang religius.

      Transcription strategy was used in translating the dialogue. It could be seen in word **my pop** which was translated into *ayahku*. The word **my pop** was a third language which was not as English word meaning ayahku.

6) **Deletion**

      Is refers to the elimination of parts of a text. There found two Deletions in the subtitling strategies of *The Revenant* movie.

7) **Taming**

    Subtitling strategy from source language into target language into more polite because it going to be impolite if it is translate word per word with original meaning

011/TR/HA1/HT1

SL: **Goddamn sumbitches.**

TL: Dasar brengsek.

The word **Goddamn sumbitches** has similar meaning to *dasar brengsek* in TL, but was translated to be more polite.The word **Goddamn sumbitches** can also be translated *pelacur biadab* but this word sounds rude in TL.

Data Table of Subtitling Strategy in *The Revenant* Movie

Table 1

Strategy	Data	Percentage
Transfer	537	64.39%
Paraphrase	94	11.27%
Imitation	119	14.27%
Condensation	57	6.83%
Taming	23	2.76%
Deletion	2	0.36%
Resignation	1	0.12%
Transcription	1	0.12%
TOTAL	**834**	**100**%

Based on the table, there are 8 of 10 subtitling strategies used in *The Revenant (2015)* movie script. There are Paraphrase 11.27%, Transfer 64.39%, Imitation 14.27%, Condensation 6.83%, Deletion 0.36%, and Resignation 0.12% and Transcription 0.12%. The most subtitling strategy used is Transfer, because the subtitler translates the source text completely and accurately.

b. **The Quality of Subtitling in *The Revenant* Movie Subtitling**.

After the writer analyze and classifying the study of the quality of the movie, *The Revenant* movie. The writer use Nababan (2003: 63) said that there are three aspects

for good quality that translation should fulfill: accuracy, acceptability, and readability.

1) Accuracy

Accuracy is a term used in evaluating whether the translation to refer to the text of the source language and the target language text has been worth it or not.

a) Accurate

The meaning of words, technical terms, phrases, clauses, sentences or the source language accurately transferred into the target language absolutely no distortion of meaning.

085/TR/HA6/HT6

SL: **Where did you learn that?**

TL: Darimana kau mempelajarinya?

In the subtitle above, it has been translated accurately into the target language. It has been fulfilled the rules of standard grammar in Indonesian language. The sentence of *Where did you learn that?* which was translated into *Darimana kau mempelajarinya?*. The subtitler translated had a similar meaning.So in target language it subtitles from the utterance made subtitling result more communicative so that it more natural.

b) Less Accurate

Most of the meaning of words, technical terms, phrases, clauses, sentences the source language has been transferred accurately into the target language. However, there is meaning eliminated, which interfere with the integrity of the message.

695/TR/HA49/HT49

SL: **He drop it. He kill Toussaint**

TL: Dia menjatuhkannya

From the subtitle above from source language into target language have been transferred less accurate because from the sentence *He drop it. He*

kill Toussaint which is translate *Dia menjatuhkannya* id less accurate because the subtitler eliminate some word which interfere with the integrity of the message.

c) Inaccurate

The meaning of the word, a technical term of phrase, clause, sentence or source language inaccurately transferred into the target language or omitted (deleted).

758/TR/HA52/HT52

SL: **I couldn't help him! Please**

TL: Aku tak bersengkongkol! Kumohon.

In the sentence *I couldn't help him! Please* that was translated into target language becaming *Aku tak bersengkongkol! Kumohon* is inaccurate transfer into the target language because there is distortion of meaning. The context of the target language isn't suitable in subtitling.

2) Acceptability

The concept of acceptance is very important because even if a translation is accurate in terms of content or the message, the translations will be rejected by the target audience if the mode of expression contrary to the rules, norms and culture of the target language.

a) Acceptable

Translation feels natural; the technical term commonly used and familiar to the reader; phrases, clauses and sentences that are used are in accordance with the rules of Indonesian.

656/TR/HA46/HT46

SL: **I'm waiting for Captain Leavenworth to arrive with his army**

TL: Aku menunggu kedatangan kapten Leavenworth dan pasukannya.

The translation from the target language *I'm waiting for Captain Leavenworth to arrive with his army* into *Aku menunggu kedatangan kapten Leavenworth dan pasukannya* is acceptable to the reader because it sentence was have good sentence from and the word use by subtitler is understandable and familiar to the reader

b) Less Acceptable

In general, the translation already feels natural; but there is little problem with the use of technical terms or grammatical errors occurred slightly.

033/TR/HA3/HT3

SL: **I been eating this damn beaver meat so long.**

TL: <u>Aku terlalu lama makan daging berang-berang.</u>

In the utterance above *I been eating this damn beaver meat so long* that translate into target language as Aku terlalu lama makan daging berang-berang. It meant that the message in the source language was less acceptability in the target language by the subtitler. It technical terms or grammatical errors occurred slightly. It should be translate to target language becoming *Aku sudah lama makan daging berang-berang* or *aku terlalu sering makan daging berang-berang.*

c) Unacceptable

Translation is not natural or feels like the work of translation; technical terms used are not commonly used and familiar to the reader; phrases, clauses and sentences that are used do not conform to the rules of Indonesian.

107/TR/HA8/HT8

SL: **Best course is to hike inland to the Grand and follow it to Fort Kiowa.**

TL: <u>Lebih baik mengikuti pegunungan dan menyusurinya sampai benteng Kiowa.</u>

In the sentence of *Best course is to hike inland to the Grand and follow it to Fort Kiowa* was translated into the target language as *Lebih baik mengikuti pegunungan dan menyusurinya sampai benteng Kiowa* is unacceptable. It can be seen from the phrase *mengikuti pegunungan*. It sentence is ambiguity.

3) Readability

In the context of translation, the term readability it essentially concerns not only the source language readability but also the target language readability.

a) High Readability level

Words, technical terms, phrases, clauses, sentences or text translations can easily be understood by the reader.

294/TR/HA21/HT21

SL: **Prepare five horses for them**

TL: <u>Persiapkan lima kuda untuk mereka.</u>

From source language *Prepare five horses for them* translate to target language into *Persiapkan lima kuda untuk mereka* It meant that the message in the source language was high readability level in the target language by the subtitler. It was very similar in meaning.

b) Moderate readability level

In general, the translation can be understood by the reader; but there are certain parts that should be read more than once to understand the translation.

029/TR/HA2/HT2

SL: **We need help to haul the meat back.**

TL: <u>Kami perlu orang menggotong dagingnya</u>.

In the utterance above from *We need help to haul the meat back* which translate into *Kami perlu orang menggotong dagingnya* as target language. The message of the sentence is Moderate readability level because there

some deletion in translation. It still understandable but there is a part that needed,in the target language sentence, it should be *Kami perlu orang untuk menggotong dagingnya*, it make the message of the utterance understandable.

   c)   Low readability level

Translation is difficult to be understood by the reader.

067/TR/HA5/HT5

SL: **Lean on me. Just keep going.**

TL: Kupapah kau, terus jalan!

     The sentence above was not similar with the source language. It can be seen the sentence of the phrase of *Lean on me. Just keep going* was less readability into the target language. It was completely different from the meaning of that word.

Discussion

     In this part, the researcher discusses with the finding acquired from data analysis. The findings are derived from the objective of the study of this research. The objectives of the research are subtitling strategy and the quality of the subtitling. After analyzing the data above, the researcher presents some findings, the researcher found there are 8 of 10 subtitling strategies used in *The Revenant (2015)* movie script. There are Paraphrase 11.27%, Transfer 64.39%, Imitation 14.27%, Condensation 6.83%, Deletion 0.36%, and Resignation 0.12% and Transcription 0.12%.

     Another finding is subtitling quality of *The Revenant* movie. That according to Nababan (2012:50-51), there are three aspects for good quality that subtitling should fulfill: accuracy, acceptability, and readability. From 834 total counts of data there are 672 data or 80,5% to accurate, 156 data or 18,7 % to less accurate, 6 data or 0,7 % to inaccurate, 754 data or 90,4 % to acceptability, 74 data or 8,9 % to less acceptability, 6 data or 0,7% to unacceptability, 777 data or 93,1 % to high

readability level, 54 data or 6,5 % to moderate readability level, 3 data or 0,3 % to low readability level.

There are some relationship between the subtitling strategy and the subtitling quality. Accuracy subtitle is dominated by transfer strategy. Less accurately subtitle is dominated by paraphrase strategy. Inaccurately is dominated by deletion strategy. Acceptability subtitle is dominated by transfer strategy. Less acceptability subtitle is dominated by deletion and paraphrase strategy. Unacceptability subtitle is dominated by deletion strategy too. High readability level is dominated by transfer strategy. Moderate readability level is dominated by deletion strategy. Low readability level is dominated by deletion strategy too.

Setiawan (UMS, 2010) in his research entitled *A Subtitling Analysis of Swearing Word in 48 Hours Movie*. The results of his research showed that 1) the type of subtitling strategy come into four; deletion, paraphrase, transfer, and condensation. From 86 data they are deletion strategy (28 data or 32,56%), paraphrase (28 data or 32,56%), transfer (10 data or 11,63%), and condensation (11 data or 12,79%) ; 2) deletion and paraphrase common as the startegy who have many data than the other ;3) the accuracy of subtitling swearing word in 48 hours movie is on accurate level because the accurate level have 39 data or 45,35% in result. While inaccurate data have 37 data or 43,02%.

There are similarities and differences research of the above researches with this research. The difference between previous studies with this research is located on the object of analyzing and the result and the researcher used more strategy from Hariyanto namely taming subtitling strategy.

The researcher uses the theory from Gottlieb. This subtitling may involve transfer, expansion, paraphrase, condensation, decimation, imitation, transcription, dislocation, and deletion and resignation strategy. The researcher also uses the theory of Nababan (2012: 44-51). Nababan said that there are three aspects for good quality that subtitling should fulfill: accuracy, acceptability, and readability.

4. CONCLUSION

Based on the result of the analyzed data, the researcher comes to the conclusion as follows:

a) The researcher obtains 834 utterances data of subtitling strategies in *The Revenant* movie script. The strategies of subtitling which is used to analyse are Expansion, Paraphrase, Transfer, Imitation, Transcription, Dislocation, Condensation, Decimation, Deletion, and Resignation. Based on the analysis the researcher finds Paraphrase 11.27%, Transfer 64.39%, Imitation 14.27%, Condensation 6.83%, Deletion 0.36%, and Resignation 0.12% and Transcription 0.12%.. The most subtitling strategy used is Transfer, because the subtitler translates the source text completely and accurately.

b) The researcher obtains 834 of subtitling quality in *The Revenant* movie. That according to Nababan (2012:50-51), there are three aspects for good quality that subtitling should fulfill: accuracy, acceptability, and readability. From 834 total counts of data there are 672 data or 80,5% to accurate, 156 data or 18,7 % to less accurate, 6 data or 0,7 % to inaccurate, 754 data or 90,4 % to acceptability, 74 data or 8,9 % to less acceptability, 6 data or 0,7% to unacceptability, 777 data or 93,1 % to high readability level, 54 data or 6,5 % to moderate readability level, 3 data or 0,3 % to low readability level. It can be concluded that The Revenant movie has good quality of Indonesian subtitle.

Suggestion

Based on the research above, the researcher proposes some suggestion. The suggestions are as follows:

1. For English Learners

    English Learners have to learn this kind of research in order to increase their process of studying about translation and subtitling especially in simple sentence and understand about it clearly.

2. For Subtitler

This research is recommended to enrich the concept of subtitling strategies in translating of source text. The subtitlers have to be sharp and clever to translate the subtitling from the source text into the target text for the spectators. This research can develop the translation and subtitling reference especially in simple sentence.

3. For Other Researchers

Other researchers have to learn more about translation and subtitling. They have to see this kind of research for doing a better research. This research can be use as reference in conducting the further research. The other researchers can use this study to make other research in other subject in same object of simple sentence.

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