

**SUBTITLING TECHNIQUE AND EQUIVALENCE ON THE
DEAF AND HARD OF HEARING BY STUDENTS OF IAIN
SURAKARTA IN AUDIOVISUAL TRANSLATION CLASS**



Submitted to the Department of Language Studies, Graduate School of
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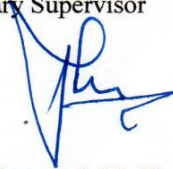
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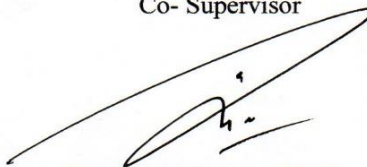
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Has been examined by the board of examiners on April 2nd 2018. all the feedback, corrections, and suggestions recommended by the examiners have been considered and revision has been accordingly made by the students.

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Abstrak

Penelitian deskriptif kualitatif ini terfokus dalam ranah penerjemahan, secara khususnya pada subtitle. Di era moderen ini, banyak informasi sangat dibutuhkan dan semestinya dapat diterima maupun diakses oleh semua orang tanpa membedakan baik mereka yang dengan mudah maupun sulit dalam mengakses informasi. Subtitle Untuk Tuna Rungu dan Gangguan Pendengaran disebut dengan SDH adalah salah satu cabang dari penerjemahan yang terpusat pada pembaca sasaran tertentu, khususnya bagi mereka yang kesulitan mengakses informasi melalui suara. Penelitian ini bertujuan untuk 1) mengelompokkan teknik penerjemahan dari bahasa Inggris ke bahasa Indonesia yang dibuat oleh mahasiswa dalam menterjemahkan tugas SDH, 2) Mendeskripsikan aspek keakuratan dari bahasa Inggris ke bahasa Indonesia yang dibuat oleh mahasiswa dalam menterjemahkan tugas SDH. 3) mendeskripsikan aspek keberterimaan, serta 4) mendeskripsikan aspek keterbacaan. Data SDH yang terfokus pada teknik penerjemahan dianalisis dengan teori Molina dan Albir sedangkan dalam menganalisis kesamaan menggunakan teori Nababan. Penelitian ini menggunakan *open ended questionnaire* yang melibatkan penderita gangguan pendengaran untuk menilai aspek keterbacaan dan *expert judgement* untuk menguji teknik dan kesamaan yang ditemukan dalam tugas SDH. Penelitian ini menunjukkan bahwa ada 13 teknik ditemukan, yang mana teknik yang sering digunakan adalah amplifikasi dengan persentase 35.35%. Teknik amplifikasi digunakan oleh mahasiswa ketika membuat subtitle untuk membantu dan memudahkan penonton dan pembaca yang kurang dalam mengakses informasi via suara. Hasil kedua menunjukkan bahwa 207 data SDH dibuat oleh mahasiswa IAIN Surakarta diklasifikasikan sebagai penerjemahan yang akurat, sedangkan dalam ranah keberterimaan, 175 data termasuk kedalam subtitle yang berterima serta 161 data diklasifikasikan sebagai subtitle yang mudah dibaca. Hal ini dapat disimpulkan bahwa, hasil secara keseluruhan dalam konteks kesamaan penerjemahan digolongkan kedalam penerjemahan yang baik meskipun penelitian ini belum bisa memberikan hasil tentang bagaimana membangun emosi dalam subtitle sebagaimana aspek dari keterbacaan.

Kata Kunci: *Subtitle, Teknik, Kesamaan, SDH, Audio Visual Translation*

Abstract

This descriptive qualitative study focuses on the field of translation specifically subtitling. This modern era, the information is highly demanded and should be able to be received or accessed by all people without distinguishing either those who adequate or inadequate to access the information. Subtitling for the deaf and hard of hearing known as SDH is one of branch of translation arena focusing in a certain target reader, especially those who are inadequate to access the information via audio. This study aims at 1) Classifying the types of translation technique from English to Indonesian done by the students in translating SDH

works, 2) Describing the accuracy of translation from English to Indonesian done by the students in translating SDH works, 3) Describing the acceptability of translation from English to Indonesian done by the students in translating SDH works, 4) Describing the readability of translation from English to Indonesian done by the students in translating SDH works. SDH data focusing on translation technique were analysed by using Molina and Albir' concept while analysing the equivalence by using Nababan's concept. This study used open ended questionnaire distributed to the raters involving the one who is having hearing impairment to assess the equivalence especially on readability aspect and expert judgment to assess the technique found in the SDH. The result shows that there are 13 techniques found, that is the frequent technique found is amplification by 35.35%. Amplification technique used by the students when making the subtitle to help and ease the viewers or the readers who are inadequate to access the information via sound. The second result shows that 207 data of SDH made by the students of IAIN Surakarta are classified as accurate translation while the acceptability aspect, 175 data belong to acceptable subtitling and 161 data are readable subtitling. This can be summarised as the whole result is classified as good translation although there is a little drawback such as the present study still cannot provide the result related to building the emotional subtitling as the aspect of readability.

Keywords: *Subtitling, Technique, Equivalence, SDH, Audio Visual Translation*

1. Introduction

Translation plays a number of important roles in constructing and understanding foreign-unknown linguist product, such as novel, article, movie, video game, etc. Nida and Taber (1969) in Zuchridin and Hariyanto (2003:12) says that translating consist of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. The translation itself has strong relationship with the language use in a daily life. The recent phenomenon showed that the translation area is not only supported the written materials but also the audio-visual materials contribute to the field of translation. This becomes the interesting topics to be studied in the translation arena since that there have been so many product of audio visual translation such as movies, song video clips and video game translation, etc. Sometimes the information is using certain language, English language, for instance, that becomes the foreign language in Indonesia. For this case, people who do not know English

language will find the difficulties to receive the information since that their L1 is Bahasa Indonesia. The only thing to overcome this faced problem is through translation so that the information will be received well.

Nowadays, the information is highly demanded by the people to broaden their knowledge regarding with the newest information. Yet the most important things is the information should be able received by all society without distinguishing whether they are normal or having disabilities. This is in line with Indonesian Broadcasting Commission (Komisi Penyiaran Indonesia) stated that the disability people such as hearing impairment have the right to receive the information from the television program through hand cue as one of the solution to help spreading the information.

Dealing with the needs above, the translation arena becomes more challenging in order to help spreading the information. But the most important is that the equivalence of the translation should have the same meaning from the source language to the target language. It means that the translators should master and understand related to both languages. In the context of translation equivalence, it can be assumed that, translation cannot be separated from accuracy, acceptability, and readability of the language used by the translator in the target language. Conducting research on translation is always an interesting activities since that it raises a new phenomenon. Based on Li (2008) explains that subtitling is an art of cross-cultural communication which involves complicated problem-solving owing to the linguistic and cultural disparities between two languages involved, in addition to the technical constraints and the cross-medium shift. One of an interesting phenomenon related to the translation works is that how the subtitle can give an appropriate translation not only for the normal people but also for those who are having disabilities, such as deaf or hard of hearing people. SDH stands for Subtitle for the Deaf and Hard of Hearing that enabling to help those who are having special condition or do not have sufficient access to convey the message via audio

visual media by using the screen translation or commonly known as subtitle.

The present study is exploring the translation arena which is same with Haryanti and Sahrein. As the more specific arena of the study, it focuses on the field of subtitling as same as conducted by Tortoriello, Neves, Mangiron, Ohene, Szarkowska, Ghaemi and Yu Kuo. The focuses of the present study is investigating the subtitling technique used by the students and its equivalence. Sahrein also has conducted a study in investigating the translation technique yet the object of the study is Booklet while the present study is subtitling for the deaf and hard of hearing.

Several studies have conducted which related to hard of hearing in the field of subtitling yet those take different object of the study. A study was conducted by Mangiron in video game localisation and its subtitling practices for the game player particularly for deaf and hard of hearing. Besides Ohene et.al have conducted a study dealing with SDH in which the result shows that how the subtitle can build the emotion of the viewers by giving different colour and font to help representing the emotion as in accordance with Szarkowska et al who conducted a study with its object on the SDH in multilingual film yet the main focus is examining how the subtitlers working with the SDH cases in which the different possibilities strategies used. The result shows that the study proposed five possible strategies used in multilingual films. The study took place in Poland which is so beneficial for improving the SDH practices by giving detailed information on foreign language dialogue in film. Based on those previous studies, the researcher concludes that the present study is investigating the subtitling techniques and its equivalence for the deaf and hard of hearing made by the students of IAIN Surakarta in audio visual translation class which is different from those previous studies.

This study aims at classifying the types of translation technique from English to Indonesian done by the students in translating SDH works, describing the accuracy of translation from English to Indonesian done by the students in translating SDH works, describing the acceptability of

translation from English to Indonesian done by the students in translating SDH works and describing the readability of translation from English to Indonesian done by the students in translating SDH works.

2. RESEARCH METHOD

Here, the researcher explains about research type, object of the research, data and source of data, technique of collecting data, validity of data and technique of analysing data. This descriptive qualitative study investigates types of translation techniques, the most dominant type of technique and the translation quality which covers accuracy, acceptability and readability of SDH made by the students of IAIN Surakarta. The informants are some translation experts who required to rate the accuracy, acceptability, and readability level of translation as well. To assess the accuracy, acceptability and readability of the translation, the researcher distributes the questionnaire to some ratters of informants. The ratter should gave the score based on definition of scale ranging from 1-3. The higher score is 3, and the lowest score is 1. In this study, the researcher uses methodological triangulation and uses descriptive qualitative method which done through interactive model of analysis proposed by Miles and Huberman in Sutopo (2002:95). The interactive model is classified into some stages namely collecting data, reducing the data, presenting the data and drawing the conclusion of the data.

3. RESULT AND DISCUSSION

3.1 Types of the Translation Technique

In analysing the subtitling technique, the researcher takes the data of SDH entitled Spiderman from five groups. Each result of the subtitling which used as the data of the study is from the beginning till the minutes of 3.24. The sum of the data collection result from the five groups is 245 data while the sum of the applied technique is 460 techniques. Based on the analysed data done by the researcher showed that there are some techniques based on Molina and Albir' concept used by the students in doing the SDH. The following table below is the percentage of applied technique on students' works on subtitling for the deaf and hard of hearing.

Table 3.1. The Percentage of Applied Technique on Students' Works on SDH

No	Technique	Percentage
1.	Amplification	35.35%
2.	Reduction	9.35%
3.	Transposition	3.7%
4.	Established Equivalence	12.17%
5.	Variation	1.96%
6.	Literal Translation	21.3%
7.	Modulation	5.43%
8.	Borrowing	1.96%
9.	Linguistic Compression	5.87%
10.	Linguistic Amplification	1.3%
11.	Calque	0.21%
12.	Adaptation	0.43%
13.	Discursive Creation	0.65%

Seen from table 3.1 above, it can be stated that there are amplification around 35.35%, reduction 9.35%, transposition 3.7%, established equivalence 12.17%, variation 1.96%, literal translation 21.3%, modulation 5.43%, borrowing 1.96%, linguistic compression 5.87%, linguistic amplification 1.3%, calque 0.21%, adaptation 0.43% and discursive creation 0.65%. The most-often used technique proposed by Molina and Albir is amplification. Amplification is a technique which used by the translator to introduce in details that are not formulated in the source text of the SL. There are 164 amplification techniques found from five groups that applied on the students' work of SDH. Here the students used amplification technique that it usually added an information which was not mentioned in the SL. Some informations are like adding the speakers in the subtitle to help them who are not adequate to access the information via audio. The following table is the example of found technique in SDH made by the students.

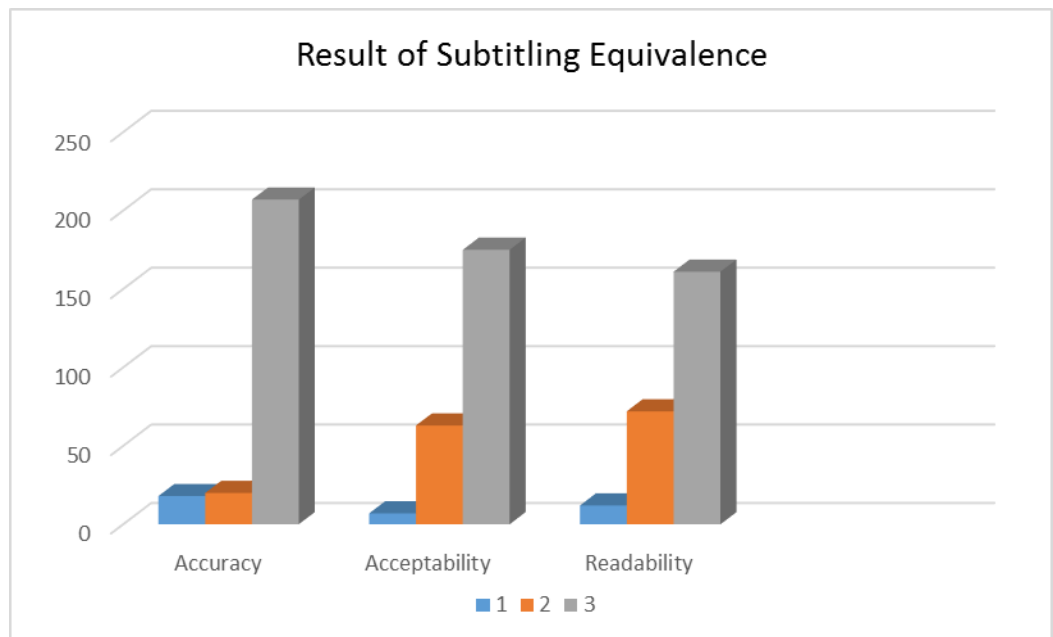
Table 3.2 The Example of Found Technique SDH

No	Technique	Example
1.	Amplification	SL: What are you? You a cop? TL: PENCURI : Siapa kau? kau polisi?
2.	Reduction	SL: don't dress like a car thief, man . TL: <i>jangan berdandan seperti pencuri mobil.</i>
3.	Transposition	SL: In the future, if you're gonna steal cars TL: <i>Lain kali, jika kau mencuri mobil</i>
4.	Established Equivalence	SL: Good thinking. Get out the window! TL: SPIDERMAN : Ide yang bagus. Keluarlah dari jendela!
5.	Variation	SL: Knock it off, man . No! TL: PENCURI : Berhenti, bung . Tidak!
6.	Literal Translation	SL: Let me go! TL: Biarkan aku pergi
7.	Modulation	SL: He's not going anywhere. / Don't move. TL: Dia tak bisa bergerak. POLISI : Jangan bergerak!
8.	Borrowing	SL: Bus! Hey there, everybody. TL: Bis! Hai Semuanya
9.	Linguistic Compression	SL: Just let me go. Anything but TL: Lepaskan! Tapi jangan
10.	Linguistic Amplification	SL: In the future , if you're gonna steal cars, TL: SPIDERMAN : Kau tahu, besok, jika kau mau mencuri mobil
11.	Calque	SL: Good thinking. TL: Pemikiran bagus
12.	Adaptation	SL: Crotch! TL: Awas!
13.	Discursive Creation	SL: Now hold still TL: SPIDERMAN : Jaga mulutmu

3.2 Subtitling Equivalence on the Deaf and Hard of Hearing

Based on the data analysis of the subtitling equivalence, the researcher distributed the data to the raters to assess the equivalence aspects which cover the accuracy aspect, acceptability aspect and readability aspect. Here the raters assess the data by giving checklist in the number 1 to 3 and putting the comments or reason if needed. The following diagram below explains about the result of the data analysis of the subtitling equivalence on students' works on the deaf and hard of hearing.

Diagram 3.1 Result of Subtitling Equivalence on the Deaf and Hard of Hearing



The diagram 3.1 above showed that the three aspects of the subtitling equivalence such as accuracy, acceptability and readability aspect can be stated that the result of 245 data from the students subtitling in the terms of equivalence is accurate, acceptable and readable. The range score of the accuracy is divided into three parts which 207 data are classified into accurate subtitling, 20 data are less accurate and 18 data are inaccurate subtitling. While the acceptability aspect, there are 175 data classified as acceptable data, 63 data are classified as less acceptable data and 7 data are classified as unacceptable data. The last aspect is readability which 161 data are classified into readable subtitling, 72 data are classified as less readable subtitling and 12 data are classified as unreadable subtitling, 72 data are classified as less readable subtitling and 161 data are classified as readable subtitling.

3.3 Discussion

The researcher found 13 of 18 translation technique proposed by Molina and Albir (2002) then applied on students' works in subtitling for the deaf and hard of hearing. The most dominant

technique used in SDH is amplification by its percentage around 35.35%. While the lowest technique used is calque by its percentage around 0.21%. Amplification technique is most used by the students to help the viewers and readers to access the information.

In this case, the audiences come from those who are inadequate to access information via sound, so that amplification technique is appropriate to help the audiences accessing the meaning or information. As found and stated in the research finding, the students put name of the characters or players, mentioning the verbatim such as make a words of the sounds 'clearing throat into *berdehem or ahem*'. So the viewer or the reader can interpret what happened with the player. In other words, to ease the people who are inadequate to access information via sounds, in this case the subtitlers give transcript or detail information to avoid confusing during read the text while watching the movie. It is in line with Szarkowska et.al (2013) stated that 'VEHICULAR MATCHING, i.e. showing the hearing-impaired viewers the transcribed version of the foreign language spoken in the film, as in: Bonjour'. Szarkowska stated that the vehicular matching is like the technique of amplification as proposed by Molina ad Albir (2002) putting the addition or transcript of the foreign language to help the hard of hearing viewers accessing the information.

The data of the present study also shows that this amplification technique might be beneficial for the viewers who are inadequate to access the information via sounds or audio but this still brings the drawback. The first is the subtitle cannot build the viewer's emotion. In the field of subtitling, the subtitles are for the deaf and hard of hearing not only transfer the message but also should be able to build the emotion of the viewers. This is in line with the Ohene et al (2007) stated 'Each character has a different colour face. These colours are used to represent the speech of each character. In addition, lines which are delivered with a particular emotion are shown in a font that represents that emotion'. According to Ohene et al perspective, the subtitlers can give different colour text to each character, so this will

help the viewer building the emotional nuances. Besides, Ohene et al also proposed the way putting the emoticon in the subtitling for the deaf and hard of hearing so that they can be easily catch the emotion as well.

The result of the present study shows that the data dealing with the equivalence classified as good translation. For the aspect of readability, according to the data analysis and the finding, there are 12 data classified as unreadable translation. Sometimes the students still use ambiguous words or phrases as stated in finding (2.c.3) so that the readers will be so difficult to interpret the meaning. This is in line with Mangiron (2013) stated avoiding using unusual speech, like slang, in case it will not be understood by players from other territories. Although Mangiron focuses on the game localisation, the target readers are same, those who are difficult to access the information via sound or the deaf and hard of hearing people.

In addition, Neves (2005) explains that SDH particularly is in contrary to the common subtitle seeking the simplicity and readability. This can be concluded that the most important is the text should be understandable. Beyond the drawbacks here, the result is till classified as good readability because the 161 data of 245 data scored by the rater by 3 named as readable translation.

4. CONCLUSION

Based on Molina and Albir concept found in SDH made by the students of IAIN Surakarta, there are 13 techniques found such as amplification, reduction, transposition, established equivalence, variation, literal translation, modulation, borrowing, linguistic compression, linguistic amplification, calque, adaptation, discursive creation and among those techniques, the frequent technique found is amplification by 35.35%. Amplification technique used by the students when making the subtitle to help the viewer or the reader who are inadequate to access the information via sound.

The result of the present study shows that the data dealing with the equivalence classified as good translation. As for the aspect of readability,

according to the data analysis and the finding, there are 12 data classified as unreadable translation. Sometimes the students still use ambiguous words or phrases as stated in finding so that the readers will be so difficult to interpret the meaning

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