

**AN ANALYSIS OF SUBTITLING STRATEGIES USED IN *WONDER*
WOMAN MOVIE (2017)**



**Submitted as a Partial Fulfillment of the Requirements
for Getting Bachelor Degree of Education in
English Department**

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APPROVAL

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PUBLICATION ARTICLE

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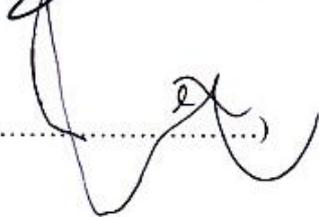
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**AN ANALYSIS OF SUBTITLING STRATEGIES USED IN WONDER
WOMAN MOVIE (2017)
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

ABSTRACT

The focus of this study is to describe analysis of subtitling strategies and subtitle quality in Wonder Woman movie. Technique of analysis data, the researcher uses descriptive qualitative method to describe result of subtitling strategy and subtitle quality used in Wonder Woman movie. Based on technique of collecting data, the researcher watching the movie, reading English and Indonesian script of the movie, analyzing and underlying the data, and then coding the data and describe the analysis of the data. Technique analysis data by documentation The results of this research based on 830 data for subtitling strategies, they are transfer 508 data or 61.2%, paraphrase 80 data or 9.6%, deletion 97 data or 11.7%, expansion 26 data or 3.1%, transcription 1 data or 0.1%, imitation 102 data or 12.3%, and condensation 16 data or 1.9%. The most frequent used in the movie is transfer, and the least is transcription. Then, the result of subtitle quality, they are accuracy, acceptability, and readability. Based on 802 data found 95 data or 99.1% accurate, 7 data or 0.9% less accurate, 802 data or 100% acceptable, and 802 data or 100% readable.

Keywords: *subtitling, subtitling strategy, subtitle quality, movie.*

ABSTRAK

Fokus penelitian ini adalah untuk menggambarkan analisis strategi penerjemahan dan kualitas terjemahan dalam film Wonder Woman. Teknik analisis data, peneliti menggunakan metode deskriptif kualitatif untuk mendeskripsikan hasil strategi penerjemahan dan kualitas terjemahan yang digunakan dalam film Wonder Woman. Berdasarkan teknik pengumpulan data, peneliti menonton film, membaca naskah bahasa Inggris dan Indonesia dari film, menganalisis dan menggarisbawahi data, dan kemudian mengkodekan data dan mendeskripsikan analisis data. Teknik analisis data dengan dokumentasi. Hasil penelitian ini berdasarkan 830 data untuk strategi penerjemahan, yaitu transfer 508 data atau 61,2%, paraphrase 80 data atau 9,6%, data deletion 97 atau 11,7%, expansion 26 data atau 3,1%, transcription 1 data atau 0,1%, data imitation 102 atau 12,3%, dan data condensation 16 atau 1,9%. Yang paling sering digunakan dalam film adalah transfer, dan yang paling sedikit adalah transcription. Kemudian, hasil kualitas terjemahan, keakuratan, keberterimaan, dan keterbacaan. Berdasarkan 802 data yang ditemukan 95 data atau 99,1% akurat, 7 data atau 0,9% kurang akurat, 802 data atau 100% dapat diterima, dan 802 data atau 100% dapat dibaca.

Kata kunci: penerjemahan, strategi penerjemahan, kualitas terjemahan, film.

1. INTRODUCTION

In this modern era almost entire people in the world know about film. Such as the famous and biggest home production which is production by Hollywood such as Walt Disney, Fox, Warner Bros, and Pixar. We know all of movies from there used English as source language and translated into target language. Person that doing this job called translator. According 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 translator has to integrate and combining the utterances in order to make a correct translation.

In the movie itself, translator has to translate English as source language (SL) into Indonesian as target language (TL) and it called subtitling. With subtitling will make it easier for the viewers understand the story of the movie. According Cintas (2007: 8) subtitling is "may be defined as a translation practice that consists of presenting a written text, generally on the lower part of the screen, that endeavors to recount the original dialogue of the speakers, as well as the discursive elements that appear in the image". Subtitling commonly used to translate source language of the speakers, also to translate back sound of the movie.

Wonder Woman movie is one of the famous movie that enjoyed by all age circles, from children until adult. This movie is about superhero from Amazon that fight a war. The source language (SL) of this movie is English and the target language (TL) is Indonesian. In this case, the writer interests to analyzing subtitling strategies and subtitle quality used in *Wonder Woman* movie. The following is the example of subtitling strategies analysis used in *Wonder Woman* movie. The data source is script of *Wonder Woman* movie.

SL: Fighting does not make you a hero.

TL: *Bertarung tak lantas menjadikanmu pahlawan.*

The subtitle above is transfer strategy because the source language translated completely and accurately into target language without there modification of structure and meaning.

Analysis above is example from subtitling strategies, appropriate with objectives of the study of this research such as 1) to identify subtitle strategies used in *Wonder Woman* movie, 2) to describe subtitle quality used in *Wonder Woman* movie.

In this case, the researcher discusses two previous studies. The first is pervious study by Hastuti (2015) with a research *An Analysis on Subtitling Strategies of Romeo and Juliet Movie*. This research used descriptive qualitative research. The finding of this research is there are nine strategies that applied in *Romeo and Juliet Movie* are expansion, paraphrase, transfer, imitation, condensation, decimation, deletion, taming, and resignation. The most dominant strategy that used in those movie is condensation. And there accuracy of the subtitling in *Romeo and Juliet Movie* hang on context covering from the text, situation context or cultural context.

The second previous study by Cahyaningtyas (2013) with the research *Strategies Used by Subtitler in Dark Shadows Movie (2012)*. This research used descriptive qualitative research. The material of this research is subtitle of *Dark Shadows Movie (2012)*. The finding of this research there are eight strategies that applied that is expansion, paraphrase, transfer, imitation, transcription, condensation, decimation, and resignation. The frequent strategy that used in this movie is transfer 49,3% and the least is decimation 0,9%.

According Sutopo (2009: 149) translation is “process of transferring source language into target language, for the example, from English into Indonesian. it is due to the fact that meaning is very important in translation activity”. Based on the phenomena above the writer interests and decides to analyze subtitling strategies and subtitle quality used in *Wonder Woman* movie with the research entitled *An Analysis of Subtitling Strategies Used in Wonder Woman Movie (2017)*.

To analyze the subtitling strategies used in *Wonder Woman* movie, the writer uses theory of subtitling strategies by Gottlieb's (1992: 166) such expansion, paraphrase, transfer, imitation, transcription, dislocation,

condensation, decimation, deletion, and resignation. And subtitle quality by Nababan (2012: 44-45) which is divided into 3 categories, such as accuracy divided in accurate, less accurate, and inaccurate, acceptable divide in accepted, less accepted, and not accepted, and readability divided in readable, less readable, and not readable.

2. RESEARCH METHOD

This research study focuses on analyzing subtitling strategies and subtitle quality in *Wonder Woman* movie. Based on objectives of the study such as: 1) identify subtitling strategies used in *Wonder Woman* movie, 2) describe subtitle quality used on *Wonder Woman* movie.

This research used descriptive qualitative research because the researcher describes the analyzing of subtitling strategies and subtitle quality in *Wonder Woman* movie. The technique of collecting data of this research by documentation. The researcher uses the steps of collecting data such as: 1) watching *Wonder Woman* movie, 2) reading movie scripts of *Wonder Woman* movie, 3) analyzing and underlying subtitle strategy and subtitle quality used in *Wonder Woman* movie, 4) rewriting the data into SL and TL, 5) coding the data.

3. RESEARCH FINDING AND DISCUSSION

In this section, the researcher will conveys research finding and discussion of *Wonder Woman* movie as follows:

3.1 Subtitling strategies

Based on 830 data, found 7 strategies such as transfer, paraphrase, deletion, expansion, condensation, imitation, and transcription. The description of the data analysis as follows:

3.1.1 Transfer

Transfer is the strategy of translating source language completely and accurately suitable with the context without changed message of the target language.

(002/WW/SL/TL)

SL: **This beautiful place.**

TL: Tempat yang indah ini.

The subtitling from datum 2 above using transfer strategy. The source language “**this beautiful place**” if translated literally into Indonesian as target language, has a meaning *tempat yang in indah ini*. There is no addition or deletion in the target language. The subtitle in the data describes the beautiful environment with nature surrounding the world. The message clearly delivers to the viewers.

(0038/WW/SL/TL)

SL: **A wolf must hunt.**

TL: Seekor serigala harus berburu.

The source language above uses transfer strategy, **a wolf must hunt** translating correctly and accurately into target language become *seekor serigala harus berburu*. That is an expression for survival in reality life in the world. The source language and target language transferred literally appropriate with structure of translation.

3.1.2 Paraphrase

Paraphrase strategy is the way of translator translating source language into target language composing with their own language in the same syntactic way without changing the message. Paraphrase strategy usually uses to make the target language easier to understand by viewers.

(0265/WW/SL/TL)

SL: **For what you did on the beach.**

TL: Sudah membantu kami di pantai tadi.

Based on the subtitling above, source language **for what you did on the beach** translating into target language become *sudah membantu kami di pantai tadi*. The subtitle datum 265 uses paraphrase strategy, because source language not translate literally into Indonesian as target language. The target language should be *untuk apa yang kau lakukan di pantai* tadi. The translator used similar meaning to explain if Diana giving help to Steve Trevor from his enemy.

3.1.3 Deletion

Deletion strategy uses when the translator deletes one or some words that perceiving no need to translate into target language.

(0242/WW/SL/TL)

SL: **My father gave it to me.**

TL: Ayahku memberikannya.

In the subtitle above, the word "**to me**" deleted, because it is no matter not to translate into target language. The meaning still same, Steve and Diana as the characters of the movie talking about Steve's watch given by his father that clearly if the watch was for Steve.

3.1.4 Expansion

Expansion used when target language needs an explanation to make the message clearly and understood by viewers, because there is a different culture of source language with target language.

(0279/WW/SL/TL)

SL: **You can either do nothing, or you can do something.**

TL: jika kau melihat ada yang salah dengan dunia, pilihanmu adalah diam atau bertindak?

Subtitle number 0279 above uses expansion strategy. The source language **you can either do nothing, or you can do something** translated into target language become jika kau melihat ada yang salah dengan dunia, *pilihanmu adalah diam atau bertindak*. The additional explanation jika kau melihat ada yang salah dengan dunia is to illustrate what is going on with their world.

(313/WW/SL/TL)

SL: **The war? Which part?**

TL: Perang? Perang yang mana?

The subtitling above uses expansion strategy. There is addition in target language *perang*. The word *perang* is to clarify the purpose of Diana to stop the war, because at that time there are a lot of war going on everywhere.

3.1.5 Condensation

Condensation strategy is shortening the source language into target language, deletion some parts of the utterance of the speaker that felt unimportant. The use of this strategy can loosing part of the full meaning of source text.

(0084/WW/SL/TL)

SL: **Where mankind would finally destroy themselves.**

TL: Dimana manusia saling bunuh.

Sample datum 0084 above uses condensation strategy. The translator deleted unnecessary utterance. Briefly show the situation in target language become *dimana manusia saling bunuh*. Although it is not all translated into target language, the meaning still delivered to the viewers.

3.1.6 Imitation

Imitation strategy is rewriting source language into target language without changes the words, usually imitation used to write name of person or a place.

(374/WW/SL/TL)

SL: **Welcome to Jolly Old London!**

TL: Selamat datang di Jolly Old London!

The source language above, **Jolly Old London** is the name of city in London, therefore the translator rewriting again **Jolly Old London** into target language like the original.

3.1.7 Transcription

Transcription strategy used when the speaker spoke another language outside source language or usually named third language.

(0015/WW/SL/TL)

SL: **Yeah, Si.**

TL: Yah, terima kasih.

From the subtitling above, source language **Yeah, Si** translated into target language become *Yah, terima kasih*. "**Si**" above is adoption from third language that is from Italian language that has a meaning *terima kasih*. So, the subtitling above using transcription strategy.

Table 1 Result of Subtitling Strategies

No.	Strategy	Data	Percentage
1.	Transfer	508	61.2%
2.	Paraphrase	80	9.6%
3.	Deletion	97	11.7%
4.	Expansion	26	3.1%
5.	Transcription	1	0.1%
6.	Imitation	102	12.3%
7.	Condensation	16	1.9%
Total		830	100%

3.2 Subtitle Quality

3.2.1 Accuracy

Accuracy is one of the important aspect to determining level of accuracy of subtitle from the source language (SL) into target language (TL). Based on the data. Researcher only found two types of accuracy, as follows:

Accurate

The meaning, message of source language transferred accurate into target language, there is no distortion of meaning from the subtitle.

(0010/SL/TL)

SL: **What one does when faced with the truth, is more difficult than you think.**

TL: Ketika manusia dihadapkan dengan kebenaran, lebih rumit dari yang kau kira.

The score for the data number 10 above is 3. The data according parameter qualitative of accuracy is accurate because there is no distortion of meaning in target language. The researcher agree if source language **what one does when faced with the truth, is more difficult than you think** translated accurately into target language become *ketika manusia dihadapkan dengan kebenaran, lebih rumit dari yang kau kira.*

3.2.2 Less Accurate

Some of meaning of the data among words, phrases of source language has distortion that impress for the completeness of the message.

(0323'SL/TL)

SL: **Once I find and destroy Ares.**

TL: Begitu aku membunuh Ares.

The subtitle above get score 2 that means less accurate. The source language **once I find and destroy Ares** not translated literally into Indonesian as target language. The meaning of target language *begitu aku membunuh Ares* is less accurate with the supposed meaning that should be *setelah saya menemukan dan menghancurkan Ares*. There is a distortion of the meaning of target language.

3.2.3 Acceptability

Acceptability is the data acceptable by viewers, the translator has a feeling same with the viewers for understanding the message and adopt or rewrite target language.

Acceptable

The target language is acceptable and sound natural for viewer.

(0149/SL/TL)

SL: **Diana, you are the most precious thing in the world to me.**

TL: Diana, dirimu adalah yang paling berharga bagi ibu.

The data number 149 above get score 3 that means acceptable. The target language *Diana, dirimu adalah yang paling berharga bagi ibu* is consider similar and easy to understand to the viewers, and appropriate with the rules of target language.

3.2.4 Readability

In the movie, target language located in a bottom of the screen, which read by viewers. It is determining whether from the text listed on the bottom of screen make the viewers understand the meaning and catch the message of the movie or not.

Readable

The target language from text readable for the viewers.

(0173/SL/TL)

SL: **If he dies, we know nothing about who they are and why they come.**

TL: Jika dia mati, kita takkan mengetahui siapa mereka dan alasan mereka kemari.

The data number 0173 above has a score 3 for category readable, because the target language easy to understand and readable by viewers. The source language also translated suitable to target language.

Table 2 Result of Accuracy

No.	Subtitle Quality	Data	Percentage
1.	Accurate	795	99.1%
2.	Less Accurate	7	0.9%
3.	Inaccurate	-	-
Total		802	100%

Table 3 Result of Acceptability

No.	Subtitle Quality	Data	Percentage
1.	Acceptable	802	100%
2.	Less Acceptable	-	-
3.	Not Acceptable	-	-
Total		802	100%

Table 4 Result of Readability

No.	Subtitle Quality	Data	Percentage
1.	Readable	802	100%
2.	Less Readable	-	-
3.	Not Readable	-	-
Total		802	100%

3.3 Discussion

In this part, the researcher discusses the findings based on problem statements and objectives of the study. Based on finding analysis, there are seven of subtitling strategies based on Gottlieb's theory that found in *Wonder Woman* movie (2017). There are Transfer 508 (61.2%), Paraphrase 80 (9.6%), Deletion 97 (11.7%), Transcription 1 (0.1%), Imitation 102 (12.3%), and Condensation 16 (1.9%). The most frequent used in the movie is Transfer, and the least is transcription. It proved that the translated of the subtitle is completely and accurately with the structure of translation.

The next is discussion of subtitle quality. Subtitle quality divides into three categories. Based on Sutopo's theory, subtitle quality has three categories such as equivalent, acceptability, and redability. Nababan's theory also has three parameter of subtitle quality such as accuracy, acceptability, and readability. From the two theories found a result of subtitle quality such as: 1) Acceptable (795 data or 99.1%), 2) Less acceptable (7 data or 0.9%). Not found in accurate in the data, the data almost perfect that means accurate. Second is acceptability, only find one category of quality that is acceptable (802 data or 100%). The quality of the subtitle from the data is acceptable. The last is readability, the researcher only finds one category of subtitle quality based on the data, that is readable (802 data or 1005). It means the data is readable. Based on finding, can be conclude that subtitle quality of *Wonder Woman* movie is accurate, acceptable, and readable.

Aveline (2015, UNNES) *Subtitling Strategies and Translation Readability of the Indonesia Subtitle of Maleficent Movie*. The finding of this research is paraphrase (18.16%), transfer (34.78%), imitation (11.76%), condensation (6.9%), and deletion (26.1%). The frequent strategy used in this research is transfer. The second is readability result of this research, they are very readable (90.67%), readable enough (8.37%), and unreadable (0.96%).

This research has similarities and differences with the research above, the similarities is same analysis of subtitling strategies and readability. Both of the researches same using Gottlieb's theory for subtitling strategies, and notion of translation by Catford. The differences is the object of the research, and this research also analysis accuracy and acceptability. The research above using Hartono as theory of readability, while this research using Nababan (2012) as theory of subtitle quality such as accuracy, acceptability, and readability.

4. CONCLUSION AND SUGGESTION

4.1 Conclusion

Based on the analysis data, the researcher draws conclusion as follows:

- 1) The writer explain the subtitling strategy that mentioned in Chapter II, The first is theory from Gottlieb about subtitle strategy that

successfully applied to data analysis. There are seven strategies of subtitling such as 1) Transfer strategy found 508 data or 61.2%, 2) Paraphrase strategy found 80 data or 9.6%, 3) Deletion strategy found 97 data or 11.7%, 4) Expansion strategy found 26 data or 3.1%, 5) Transcription strategy found 1 data or 0.1%, 6) Imitation strategy found 102 data or 12.9%, 7) Condensation strategy found 26 data or 1.9%. The strategy that most frequent found in the data is transfer strategy (508 data or 61.2%), and the last strategy found in the data is transcription strategy (1 data or 0.1%).

- 2) Then, the next is based on Nababan's and Sutopo's theory of subtitle quality, have a result such as 1) Accurate (795 data or 99.1%), 2) Less accurate (7 data or 0.9%). The second is acceptable (802 data or 100%). The quality of the subtitle from the data is acceptable. At least is readable (802 data or 1005). It means the data is readable for the viewers.

From the data analysis, can be concludes that subtitle quality of *Wonder Woman* movie is accurate, acceptable, and readable.

4.2 Suggestion

Based on research finding of subtitling strategy used in *Wonder Woman* movie, the writer gives some suggestions, as follows:

- 1) For other researcher, this research may be useful for reference in the research, especially about subtitling strategy and subtitle quality.
- 2) For the translator, this research may be can be knowledge additional to improve knowledge and ability of translated a great subtitle.

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