

**SUBTITLING STRATEGIES USED IN MOVIE SCRIPT
OF *FINDING DORY* 2016**



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ABSTRACT

The aims of this research are to analyze the subtitling strategies of Finding Dory 2016 movie subtitle and to describe the readability of subtitling in Finding Dory 2016 movie. This research is descriptive qualitative research. The object of the study is the movie entitled Finding Dory 2016 and its subtitling. The writer collects the data of subtitling strategy from English and Indonesian subtitle. The writer uses some steps to analyze the data, the first is comparing the English subtitle and Indonesian subtitle, after that classifying the strategy, describes the readability and the last giving conclusion. The writer also interviews the three raters to get the information related to the subtitle. The writer also compares the method from the both subtitle to analyze the data. The results of this study show that there are seven strategies used in Finding Dory 2016 movie. They are transfer, deletion, paraphrase, decimation, condensation, imitation, and transcription. The details percentages are transfer (323 or 49%), deletion (79 or 12%), paraphrase (35 or 5,3%), imitation (63 or 9,6%), transcription (1 or 0,1%), condensation (62 or 9,4%), and decimation (95 or 14,4%). Besides, the writer describes the readability of subtitling Finding Dory 2016 movie. Viewed from the 658 data, there are 646 data or 98,2% classified in high readability and 12 data or 1,8% belongs to the medium readability.

Keywords: *translation strategies, subtitling movie, readability*

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis strategi penerjemahan pada terjemahan film Finding Dory 2016 dan mendeskripsikan keterbacaan penerjemahannya. Penelitian ini merupakan penelitian deskriptif kualitatif. Objek penelitian adalah film berjudul Finding Dory 2016 dan terjemahannya. Penulis mengumpulkan data strategi penerjemahan dari subtitle bahasa Inggris dan bahasa Indonesia. Para penulis menggunakan beberapa langkah untuk menganalisis data, yang pertama adalah membandingkan subtitle bahasa Inggris dan subtitle bahasa Indonesia, setelah itu mengklasifikasi strategi, menggambarkan keterbacaan dan yang terakhir memberikan kesimpulan. Penulis juga mewawancarai tiga penilai untuk mendapatkan informasi terkait subtitle. Penulis juga membandingkan metode dari kedua subtitle untuk menganalisis data. Hasil penelitian ini menunjukkan bahwa ada tujuh strategi yang digunakan dalam film Finding Dory 2016. Tujuh strateginya yaitu transfer, deletion, paraphrase, decimation, condensation, imitation, dan transcription. Rincian persentasenya adalah transfer (323 atau 49%), deletion (79 atau 12%), paraphrase (35 atau 5,3%), imitation (63 atau 9,6%), transcription (1 atau 0,1%), condensation (62 atau 9,4%), dan decimation (95 atau 14,4%).

Selain itu, penulis menjelaskan keterbacaan subtitle film *Finding Dory* 2016. Dilihat dari 658 data, ada 646 data atau 98,2% diklasifikasikan dalam keterbacaan tinggi dan 12 data atau 1,8% masuk dalam keterbacaan sedang.

Kata Kunci: Strategi terjemahan, penerjemahan film, keterbacaan

1. INTRODUCTION

Translation is the transmittal of written text from one language into another. The purpose of translation is to reproduce various kind texts including movie, thus making them available to wider readers. According to Pinchuck (1977: 35), Translation is the transfer of meanings. In this research, the writer analyzes the subtitling strategy in *Finding Dory* 2016 movie. In *Finding Dory* 2016 movie, the writer found some subtitling strategies, are as follow:

SL: **Hi. I'm Dory.**

TL: *Hai. Aku Dory.*

In this case usually called as transfer strategy because in word "Hi" translate into "Hai" and "I'm Dory" translate into "Aku Dory". The result of the translation easy to understand because SL transfer into TL clearly.

SL: **We'll pretend to be other kids now.**

TL: *kami akan berpura-pura jadi anak lain.*

"**now**" from SL in there was deleted and not translated into Bahasa. So, in this case called deletion strategy because there is one word from SL not translate into TL. According Gottlieb, the example 1 is called transfer because the source text translated literally into target language. the menaing can be understood by reader easily. Also the example 2 is called deletion because there is one word deleted which is carry less semantic meaning.

The objectives of this research are to classify the translation strategies in *Finding Dory* 2016 movie subtitle and to describe the readability of translation in *Finding Dory* 2016 movie subtitle.

The writer compares this study with the previous study. First, previous study was conducted by Krisna Budi Ariyanto and Rahmanti Asmarani the title

“Strategies Used in Translating Idiomatic Expressions in the Subtitle Translation of *The Transporter 2* Movie”. The finding of this research is the analysis on the translation strategy to translate the idiomatic expression in the subtitle translation of *The Transporter 2* movie shows that there are four strategies used by the translator, they are translation using idiom of similar meaning and form, translation using idiom of similar meaning but dissimilar form, translation by paraphrase, and omission.

The second previous study was conducted by Dewi Arum Sari and Achmad Basari with title *Translation strategies of idiom In fast five Movie Script by Christ Morgan*. The data of this study were collected by getting the two versions of movie script. Meanwhile, translation by paraphrase is the strategy mostly used in this movie script, because a lot of idioms are easily to translated by translation by paraphrase. The previous study above have similarities with the writer because the both explains about translation strategy and the data source is movie.

The writer uses several theories to support the data research. According to Pinchuck (1977: 38), Translation is a process of finding a TL equivalent for an SL utterance. According to Newmark (2001: 7), Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language. According to Bell (1991: 6), Translation is the replacement of a representation of a text in one language by a representation of an equivalent text in a second language.

Besides, according Gottlieb (2002) there are two categories for subtitling: intralingual and interlingual subtitling. Intralingual subtitling deals with the production of subtitles that remain in the same language as the original and are used for the deaf or hard of hearing, or for language learners. Interlingual subtitling is the type of language transfer that (1) simultaneously presents the translated and the original verbal elements and, at the same time, (2) transforms speech into writing. Subtitling is textual version of the conversation from the movie or other program television like variety show, documenter program, reality show and other. The researcher used strategies by Henrik Gottlieb, e.i transfer, paraphrase, imitation, dislocation, condensation, deletion, and resignation.

The quality of a translation measures how the acceptability the messages of the source text are translated into the target text. besides, how readable the target for the readers. If the target language not readable the meaning of source language can't be understood by readers easily. According to Nababan (2012: 50) there are three instruments to measure quality of the translation from English into Indonesian. The three qualities are accuracy, acceptability, and readability. In this research, the writer focuses on readability of translation. There three levels readability, they are low, medium, and high readability.

2. RESEARCH METHOD

The writer uses descriptive qualitative study. The object of this study is translation strategy that found in the subtitle Finding Dory 2016 movie. The data sources are English-Indonesian subtitling of Finding Dory 2016 Movie that found in the internet site. In technique of collecting data, the writer uses documentation method, openquestionnaire and also interviewing the raters.

The techniques are watching, downloading the script, reading, finding and underlying the sentence that use translation strategy, rewriting the script with the strategy, and coding the data. This study using triangulation of source and technique to make the data valid. In analysing data, the author comparing the data of English and Indonesian subtitle, classifying the strategy found in movie script and describing the readability of translation, and giving conclusion based on the data analysis in *Finding Dory 2016* movie.

3. FINDING AND DISCUSSION

In this part, the writer finds from 658 data of translation strategy and its readability. The example of translation strategy can be seen below:

3.1 Transfer

The researcher finds 323 samples data of 658 data. It means there are 49% of 100% terms used transfer strategy to translate the English subtitle into Indonesian subtitle in Finding Dory 2016 movie. The examples discussed in the following.

0001/FD/SL/TL

SL: **Hey, I'm Dory.**

TL: *Hai, aku Dory.*

The datum above shows the transfer strategy because the source language text translated literally. The source language “**Hey, I’m Dory**” translated literally into the target language which means “*Hai, akuDory*”. There is no deletion or addition in the datum. The message of the datum can be understood by the viewers easily and clearly. So, the datum categorized into transfer strategy.

3.2 Deletion

This strategy used to delete the part of the text which less semantic meaning and it deleted without change the message of the source language. The writer finds 79 or 12% samples from 658 data. The analysis can be seen in the examples below.

0178/FD/SL/TL

SL: **Like a song you've always known. And I can hear mine now!**

TL: *Seperti lagu yang kami kenal. Aku bisa dengar laguku!*

The another example of deletion strategy can be seen in the datum number 0178/FD/SL/TL. In the datum there is one word deleted by the subtitler. The word is “**now**”. In the target language it does not translated, but it does not change the message from the source text. The target still can be accepted by the viewers easily.

3.3 Paraphrase

The subtitler uses this strategy to change the structures of the subtitle and make it easier to understand for the viewers. Usually the subtitler uses their own language to explain the message of the source language into target language, in order to make the sentence clearer. The paraphrase strategy used by the subtitler in translation amount 35 or 5,3% of 658 data.

0111/FD/SL/TL

SL: **Well, you know, you have problems remembering things sometimes.**

TL: *Kau seringkali lupa.*

The datum shows the use of paraphrase strategy. The subtitler translates the source language into target language with his own sentence to make clearer. The source language “**Well, you know, you have problems remembering things**

sometimes.” translated into Indonesian become “*Kau seringkali lupa*”. The subtitler uses his own sentence to translates the source language become briefer sentence. The aim is to make the source language can be understood by the viewers easily. The source language translated into target language without lose the message of the source language.

3.4 Imitation

The researcher finds 63 samples or 9,6% of 658 data. Imitation strategy is rewrite the word, especially for the name of place and people. The analysis can be seen in example below.

0312/FD/SL/TL

SL: Hi, **Sigourney**. I need your help.

TL: Hai, *Sigouney*. Aku butuh bantuanmu.

The word “Sigourney” in the datum not translated because it is the name of character. Even though, the message of the source language is not changed.

3.5 Transcription

This strategy used when in be found another language except English language or the third language and nonsense language. The researcher finds one sample of 658 data or 0,1%. The analysis can be read below.

0028/FD/SL/TL

SL: Oh, **Kelpcake**, no.

TL: Tidak *Sayang*.

The word “Kelpcake” is third language. It is nonsense language. The word translated become “Sayang” in the target language. In order to make the sentence clearer and it can be understood by the viewers easily.

3.6 Condensation

Condensation used to make the source language briefer in translation. This strategy used to make the sentence shorter but it does not lose the meaning. The aim of this strategy to avoid miss understanding in translation results. Condensation strategy found amount 62 samples or 9,4% of 658 data. The analysis can be seen in example below.

0335/FD/SL/TL

SL: **All right. Now don't get hysterical.**

TL: *Jangan panik.*

Based on the datum above, the sentence “**All right. Now don't get hysterical.**” can be translated shorter become “*Jangan panik*” into the target language. Although, it still can be understood by the viewers accurately and clearly.

3.7 Decimation

The decimation strategy used to translate when the actors are speaking fastly. To make the dialogue briefer and clearer. The aim is to explain the meaning of the sentence. The use of decimation strategy appears 95 samples or 14,4% of 658 data. The subtitler elaborates in the example below.

0378/FD/SL/TL

SL: **All right, I don't want to hear the whole story again.**

TL: *Ayah tak mau dengar lanjutannya.*

The datum above shows the using of decimation strategy. The original text “**All right, I don't want to hear the whole story again,**” translated become “*Ayah tak mau dengar lanjutannya*”. The subtitler translates the target briefer than original text. Because the original text above is a dialogue that said by the actors fastly, so the translator just translate the point of the sentence to make briefer.

In this research, there are three levels of readability according to Nababan (2012), namely high readability, medium readability, and low readability. The example of readability in this research are as follows:

1) High Readability

Based on the data high readability amount 646 or 98,2% of 658. The analysis can be seen in example below:

0383/FD/SL/TL

SL: What if it's a restaurant?

TL: *Bagaimana jika ia dibawa ke restoran?*

The datum above shows the sentence with high readability. The source language “**What if it's a restaurant?**” translated accurately into

“*Bagaimana jika ia dibawa ke restoran?*”. The three raters give 3 score to the sentence, so the datum categorized high readability. It means the sentence can be read by readers easily (readable).

2) Medium Readability

Medium readability is generally, translation can be understood by the readers, but in some part the readers should read more than once to understand the meaning. The average score of readability scale from 2 – 2,6. In this study, there are 12 data or 1,8% of 658 data and classified to the medium level. The explanation can be described in the following example.

0053/FD/SL/TL

SL: What do we do? The poor thing is lost!

TL: Aku harus bagaimana? Anak itu tersesat.

From the questionnaire, the three evaluators gave different score for this translation. Two raters gave score 3, while the third rater gave score 2. Because the one of the rater said that can not understand the phrase “**poor thing**”. He confused about the word “*thing*” which means “*barang/hal*” translated become “*anak*” Thus, the translation grouped into medium readability.

4. CONCLUSION

The result of this study :

- 1) This research describes about subtitling strategy in *Finding Dory 2016* movie based on Gottlieb’s classification of strategy. However, subtitling strategies used by the subtitler of *Finding Dory 2016* they are transfer, imitation, deletion, decimation, condensation, transcription, and paraphrase. From the movie subtitle, there are 658 data, with details: transfer 323 data (49%), paraphrase 35 (5,3%), deletion 79 data (12%), imitation 63 data (9,6%), decimation 95 data (14,4%), transcription one datum (0.1%), and condensation 62 data (9,4%). Based on the result of each strategy, the most used strategy is transfer.
- 2) This research also conducted to analyze the readability of the subtitle *Finding Dory 2016* movie. The readability has three levels. They are, high readability,

medium readability, and low readability. The results of readability test which was taken by three raters, with details: High Readability 646 (98,2%) and Medium Readability 12 (1,8%). According to the results, English-Indonesian subtitling of Finding Dory 2016 movie is categorized as a readable translation. Readable translation means the viewers can catch and understand the meaning without difficulties.

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