

Translation Techniques of Subtitling: A Case for *Trolls* Movie

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Abstract

The research aims to analyze the translation techniques of subtitling used on Trolls movie. This research use a qualitative research. The content analysis is used as a method to identify and analyze the translation techniques in Trolls movie. Every utterance in five scenes of Trolls movie are the unit of analysis of this research. The source language is English and the target language is Indonesian Language. The result proves that the translation technique that mostly appears on Trolls movie (2016) is reduction with 8 data (26.67%). It seems that this technique is used to compress the information from the source language so that it will not be too long because it will be applied in subtitle; it results the shortest translation version to be applied to movie or film subtitle so that it will be easier for the viewers to catch the information and it will not distract the visual from the film that is being shown; and it can avoid the redundancy of the source language.

Keywords: translation technique, subtitle, Trolls movie

Introduction

The main purpose of translation in a movie is to make the audience understand about the message and information delivered by the author. The translated text is considered successful if it can provide similar meaning to the original text (Newmark, 1988). If one language is translated into the other language, it will be difficult because there will be a differences between language and culture system in source language and the target language. It also happens in translating a film.

Film is one of audio-visual media that can reach a lot of people from different ages. Film is one of the tools of media to inform the public through sound and moving images, so that the audience can easily receive the message that is conveyed in the film. There are also a lot of film genres that have been produced by the film industry to catch the audiences, such as family, romance, comedy,

horror, thriller, action, adventure, etc. The problem happens when the film is in foreign language and there should be translator to translate the film so that it can be understood by the certain target audience. Subtitling is of method to overcome that problem.

Actually, there are two kind of methods that can be used to facilitate the communication between the audience and film, subtitling and dubbing. O'connel (2007) states that subtitling is defined as supplementing the original voice soundtrack by adding written text. So the subtitle is a written meaning from the spoken sound from the film. It will change if the dialogue of the characters in the film change. Translator is the person who takes role to handle it. The translator should be able to translate between the source language (SL) and the target language (TL) carefully, that is why translator is a good receiver and producer.

Trolls is one of popular film for children that was released in 2016. This is a 3D animation film that was directed by Mike Mitchell and written by Jonathan Aibel and Glenn Berger. The main characters that can be found in Trolls film are Poppy, Branch, Bridget, Biggie, Guy Diamond, Prince Gristle, Roi Gristle, Creek, and King Peppy.

Poppy's utterances selected for analysis because Poppy is the main character and she is the one who face the main problem so that the character mostly appears in the film. The researcher decided to analyze the utterance translation techniques of Poppy for the data material in this research. Translation technique of Molina and Albir's theory is used as the translating framework from source language (SL) and target language (TL).

Theoretical Review

Translation

The process of translation has become a common activity along with the increasing of global communication which requires the transfer of language. However, this transferring process must possess equivalences as an element which is very important in translation process and sometimes there is difference in language construction which made the equivalence is very hard to get. The difficulty of syntactic faced by translator is how to maintain the construction of English sentence, including ellipsis and word order (Sayogie, 2014)

Newmark (1988) states that translation is perceived as rendering the meaning of a text into another language in the way that the author intended the text. Translation can be defined as a translating process of written or spoken language from one language into another language by interpreting the meaning of those language to make the readers more understand without reducing the message and information delivered by the authors. Munday (2009) defines translation as: (1) The process of transferring a written text from SL to TL, conducted by a translator, or translators, in a specific socio-cultural context; (2) The written product, or TT, which results from that process and which functions in the socio-cultural context of the TL; and (3) The cognitive, linguistic, visual, cultural and ideological phenomena which are an integral part of 1 and 2.

In brief, translation can be concluded as a process of rendering a thought from one language to another language accurately in a written form by conforming its grammar, syntax, and cultural aspect.

Translation Techniques

Technique or procedure in translation basically refers to the way of how the translators solve their problem. As Baihaqi (2017) stated that translation procedure is a practical step in analyzing and solving the problems in translation practices. According to Molina and Albir's (2002), there are eighteen translation techniques that can be used. They are adaptation,

amplification, borrowing, calque, compensation, description, discursive creation, establish equivalent, generalization, linguistic amplification, linguistic compression, literal, modulation, particularization, reduction, substitution, transposition, and variation.

Adaptation is a technique in process translating use subject-predicate structure that replaces the elements of the existing culture source language (SL) with elements culture that are similar and there on target language (TL). Amplification is a technique of translating that use explication pharaphrasing, to inform an implisit in source language (SL). Borrowing is a translation technique that can be done by borrowing words or phrase from source language. Calque means literal translation of a foreign word or phrase which can be lexical or structural. Compensation is a translation technique performed by transferring message from the other parts of translation. Description is a translation technique performed by replacing a term or expression with a description of its form or function. Discursive creation is to establish a temporary equivalence that is totally unpredictable out of context. Established equivalence is to use a term or expression recognized as an equivalence in the TL. Generalization is a translation technique used the more common term in the target language (TL) and more specific for the source language (SL). Linguistic amplification is a translation technique which is used to add

linguistic eement (mostly for consecutive interpreting and dubbing). Linguistic compression ia a technique that is used to synthesize linguistic element in the target language (mostly for simultaneous interpreting and subtitling). Literal translation is a technique that is used to translate a word or an expression word for word. Modulation is a translation technique which is used to change point of view, focus or cognitive. Particularization is a translation technique which is used to use a more precise or concrete term. Reduction is a translation technique which is used to supress a SL information intem in the TL. Subtitution is a translation technique which is used to change linguistic element for paralinguistic element or vice versa. Transposition is a technique that is used to change a grammatical category, shift from plural into singular in the TL and singular in the plural. Variation is a translation technique which is used to change linguistic or paralinguistic element (intonation, gesture) that effect aspects of linguistic variation (change of textual tone, style, social dialect or geographical dialect).

Subtitle

O'Connell (2007) defines subtitling as "supplementing the original voice soundtrack by adding written text on screen." Meanwhile, Gottlieb in (Munday, 2009) defines it as the rendering in a different language of a verbal message in filmic media, in the shape of one or more lines of written text, which are presented on the screen in

synch with the original verbal message. Conventionally, there are two types of subtitles, those are interlingual subtitles, which imply transfer from a SL to a TL, and intralingual subtitles, which there is no change of language.

Making subtitle is quite different from other types of translation, because it involves the formal (quantitative) and textual (qualitative) constraints. The formal constraints are the space factors (a maximum of 2 lines and 35 characters) and the time factor, while textual constraints are those imposed on the subtitles by the visual context of the film (Ghaemi & Janin, 2010).

Method

This research use a qualitative research. According to Shank (2002), qualitative research is “a form of systematic empirical inquiry into meaning”. By systematic he means “planned, ordered and public”, following rules agreed upon by members of the qualitative research community. Content analysis method is used to identify and analyze translation techniques in translating Poppy’ Utterances in Trolls film (2016). GAO (2013) states that the content analysis method is a systemic research method for analysing and making inferences from text and other forms of qualitative information (e.g. from interviews, focus groups, open-ended survey questions, documents, videos). It uses a variety of analytic strategies to catagorize, compare and contrast a corpus of data.

Every utterance of Poppy found in five scenes of Trolls film is the unit of analysis of this research. The source language is English and the target language is Indonesian language.

The data for this research is taken from subtitle text of Trolls film written by @Dokter_Ngesot. The subtitle is already included in the movie downloaded from <http://dunia21.net/trolls-2016/>. Trolls is one of popular film for children that was release on October 8th, 2016. This is a 3D animation film that was directed by Mike Mitchell and written by Jonathan Aibel and Glenn Berger.

The researcher collected the data by watching Trolls film. This is aimed to understand the content or message that was delivered from the film so it can be easier for the researcher to choose the subtitle that contains translation technique. The researcher chose five scenes from the Trolls film that is included Poppy’s utterances. One of the scene is a singing part. The song that is sung by Poppy called Move Your Feet/ D.A.N.C.E/ It's A Sunshine Day. These five scenes occur in the beginning of the film. The researcher chose these scenes because they are like describing the summary of the film, such as the history of the Trolls and Bergens and what will happen to them. So it is like an introduction to the whole film itself. The beginning scenes are quite important to catch audiences’ attention so that they will decide to continue or stop watching.

When all the data collected, the researcher continues to analyze the data by using this following steps: (1) identifying the translation techniques of the data; (2) classifying the types of translation techniques in every Poppy's utterances based on Molina and Albir's theory (2002), (3) analyzing the translation technique that has been identifying and classifying; and (4) drawing conclusion.

Result

Poppy's utterances analysis results in Trolls film are shown is **Table 1** below.

Table 1. Translation techniques of Poppy's utterances (from 5 scenes) in Trolls film subtitle

No	Translation Techniques	Data	Percentage (%)
1	Linguistic amplification	2	6,67
2	Reduction	8	26,67
3	Discursive creation	6	20,00
4	Borrowing	2	6,67
5	Transposition	6	20,00
6	Literal translation	1	3,33
7	Compensation	5	16,67
Total		30	100,00

Table 1 shows that the translation technique that mostly appears is reduction with 8 data (26,67%). Reduction is a process of translation techniques that condenses the information contained from the source language into the target language.

Researcher found seven translation techniques from Poppy's Utterances in five scenes of Trolls fil. They are linguistic amplification, reduction, discursive creation, borrowing, transposition, literal translation and compensation.

Linguistic Amplification

Linguistics amplification is a process of translation technique that adds linguistic elements of text from source language in target language text. This translation technique appears twice in the five scenes (6,67%).

SL : 20 years ago, **today**, King Peppy made us safe.

TL : 20 tahun yang lalu, **tepat hari ini**. Raja peppy membuat kita aman.

The context in the excerpt 1 in this movie is when Poppy is reading a story about history of Trolls for the kids. Poppy tells the kids what was going on for the past 20 years for Trolls history so that they can live happily in the tree. Then Poppy says "20 years ago, today...".

SL : My Father, who 20 years ago *this night* saved all of us ...

TL : Ayahku, yang mana 20 tahun lalu *persis di malam ini* ...

The context in the excerpt 2 in this movie is when Poppy is giving speech in front of Trolls when they are having a party or celebration.

In the above utterances, the source language is translated in the target language using translation translation linguistics technique. Linguistics amplification techniques are often used in interpreting or dubbing.

Poppy's utterances "20 years ago, today..." from the source language translated become "20 tahun yang lalu, **tepat hari ini**. " and "My Father, who 20 years ago *this night*

saved all of us ...” become “Ayahku, yang mana 20 tahun lalu *persis di malam ini ...*” in the target language. Poppy's words are translated by adding linguistic elements of the source language text in the target language text. The translator adds linguistic elements of the source language text in the target language text is to clarify and simplify the delivery of messages in the form of text or subtitling of the film to the audience.

Reduction

Reduction is a process of translation techniques that condenses the information contained from the source language into the target language. This translation technique appears 8 times in the five scenes (26,67%).

SL : No. It left. It took Cooper **and** Smidge **and** Fuzzbert **and** Satin **and** Chenille **and** Biggie **and** Guy Diamond **and** Creek! Which is I have to ask you, will you gonna Bergen town with me and save everyone?

TL : Tidak. Dia sudah pergi! Dia membawa Cooper, Smidge, Fuzzbert, Satin, Chenille, Biggie, Guy Diamond dan Creek! Makanya aku memintamu, maukah kau ke Kota Bergen dan menyelamatkan mereka bersamaku?

Context in the quote in this film when Poppy is talking to Branch in his bunker. In the source language, Poppy says “and” many times, but the translator only translate it once in the end of sentence.

SL : **I'm** sorry.

TL : Maaf.

This context appears also in Branch's bunker. Poppy asked sorry to the Branch for her fault by saying complete sentence “I'm sorry”. The translator only translate it into “maaf” rather than “maafkan aku”.

SL : Oh hei Branch. **Just wondering if I could borrow something?**

TL : Hei, Branch. **Boleh pinjam sesuatu?**

The translator translate the source language “ just wondering if I could borrow something?” into the target language “boleh pinjam sesuatu?”.

In the above utterances, the source languages are translated in the target language using the translation reduction technique. The reduction technique in general is the translation that condenses the information contained in the source language into the target language. Compress of information performed should not alter messages in the source language text.

Poppy's words "I'm sorry" from the source language translated "maaf" in the target language. Poppy's words are translated into target languages with compress information in the target language without changing the message in the source language text.

The translator compresses information from the source language into the target language to summarize the text without altering the message to be delivered to the audience.

Discursive Creation

Discursive creation is a process of translation technique that uses a temporary equivalent that is far from the original context. This technique appears six times in the five scenes (20%).

SL : Do D-A-N-C-E

TL : M-E-N-A-R-I-L-A-H

The context in the quote in this film is when Poppy is singing a song called Move Your Feet/ D.A.N.C.E/ It's A Sunshine Day. So, it is part of the song lyrics. The other lyrics that translated using discursive creation translation technique are "Stick to the B-E-A-T" become "Ikuti I-R-A-M-A" and "You were such a P-Y-T" become "Kau itu sangat elok penuh pesona".

SL : **Celebrant**, Branch.

TL : **Ejekan bagus**, Branch.

This context is found while Poppy has a conversation with Branch in his bunker. Branch states the sentence to tease Poppy. Poppy replies with "celebrant". The translator translates it into the target language "ejekan bagus". Meanwhile, the real meaning for "celebrant" is "perayaan".

In the above utterances, the source language is translated in the target language using discursive creation translation techniques. This discursive creation technique is often used in translating titles of movie, books, and novels.

Poppy's utterance "celebrant, Branch" from the source language is translated to "ejekan bagus, Branch" in the target language. The phrase "ejekan bagus" in the

context of the film is a picture of Poppy's annoyed feeling because Branch keeps teasing her by translator intended to create the text so as not to appear monotone and seen there is a touch of creation. So the audience did not get bored while watching the movie.

Borrowing

Borrowing is a process of translation techniques that uses words or phrases from the source language in the target language. Loaning technique without any change called pure borrowing and naturalized borrowing is borrowing words from source language tailored to the spelling of the target language. This technique appears twice in the five scenes (6,67%).

SL : No **Troll** ever will be.

TL : Takkan ada **Troll**.

SL : You **bunker**.

TL : **Bunkermu**.

Excerpt 1 appears when Poppy is reading a story for the kids. Excerpt 2 occurs when Poppy is talking to Branch.

In the above utterances, the source language is translated in the target language using pure borrowing translation techniques. The words "Troll" and "bunker" in the source language are not translated in the target language because Troll is the name of the small and colorful creature. The translator retains the word without changing the spelling and pronunciation because it has no equivalent in the Indonesian language.

Transposition

Transposition is a process of translation technique that replaces the grammatical category of the source language in the target language, like changing the word to phrase. This technique appears six times in the five scenes (20%).

SL : You can't **say no**.

TL : kau tak bisa **menolak!**

SL : now **I don't know** what to do.

TL : Sekarang aku **bingung** harus apa.

Both contexts appear when Poppy is in Branch's bunker. In the above utterances, the source language is translated in the target language use transposition translation techniques. Transposition techniques are generally used because of the difference in grammar between the source language and the target language.

Poppy's utterances "You can't say no" and "now I don't know what to do" from the source language translated become "kau tak bisa menolak" and "sekarang aku bingung harus apa" in the target language. Poppy's words are translated in the target language by replacing the grammatical category of the source language in the target language. In this context the phrase from the source language is converted into a word in the target language.

The translator replaces the grammatical category of the source language in the target language, in this context the phrase from the source language is converted into a word in the target language in order to summarize and

simplify the message to be conveyed in the film to the audience.

Literal Translation

Literal translation is a process of translation technique that diverts a phrase from a source language word-by-word into a target language. This translation technique only can be found once from the five scenes (3,33%).

SL : The Bergen's gone.

TL : Bergen sudah pergi.

The context in the quote in this film is when Poppy is in Branch bunker. In the above utterance, the source language is translated in the target language using the translation technique of literal translation. The literal translation technique is translated word for word or its grammatical structure exactly between the source language and the target language.

Poppy's utterance "The Bergen's gone" from the source language istranslated word for word become "Bergen sudah pergi" in the target language. The structure of the language is exactly the same between the source language and the target language and that is why this translation technique includes literal translation techniques.

Compensation

Compensation is a translation processing process that replaces the position of the information element or the stylist effect of the source language on the other

side of the target language. This technique appears five times in the five scenes (16,67%).

SL : **and** it's my fault they were taken.

TL : **karena** salahku mereka dibawa.

Context in the quote in this film when Poppy is in Branch Bunker.

SL : **We** make it to the Bergen town.

TL : **Dia** akan sampai ke Kota Bergen.

Context in the quote in this film when Poppy is on the way to save the other Trolls.

In the above utterances, the source language is translated in the target language using the compensation translation technique. The compensation technique of the source language can not be realized in the same section of the target language because the elements or elements of the culture do not have the same equivalent in the target language and are replaced with another equivalent equivalent in the target language with the source language.

Discussion

The translation technique mostly found from Poppy's utterances in Trolls film (2016) is reduction with 26,67% (**Table 1**). This translation technique is used by condensing some words from the source language when translating it to the target language without changing the purpose of the source language. This translation technique is used to compress the information from the source language so that it will not be too long because it will be applied in subtitle.

Ghaemi and Janin (2010) state that the formal constraints from subtitling are the space factors (a maximum length of subtitle is 2 lines and 35 characters) and time factor. Munday (2009) also states that a subtitled text has to be shorter than the audio (spoken) because simultaneously the viewers need the necessary time to read the subtitle and watch the film at the same time. The words contained in the original dialogues tend to be reduced by between 40 to 75 percents to give viewers the chance of reading the subtitles while watching the film at the same time. It can be concluded that the translator will choose the shortest translation to be applied to movie or film subtitle so that it will be easier for the viewers to catch the information and it will not distract the visual from the film that is being shown. For example, from the excerpt "*Oh hei Branch. Just wondering if I could borrow something?*" (SL), the translator translated it into "*Hei, Branch. Boleh pinjam sesuatu?*" (TL). The source language contains 10 words meanwhile the target language only contains 5 words. It means that the translator chooses to condense the information from the source language without changing the real purpose. In the excerpt is stated that Poppy wants to "borrow" something from Branch and it is still stated in the target language as "*pinjam*".

The other reason for using reduction technique is the redundant of the source language. For example, from the excerpt "*It took Cooper **and** Smidge **and** Fuzzbert **and** Satin **and** Chenille **and** Biggie **and** Guy*

Diamond and Creek!" (SL), the translator translated it into "*Dia membawa Cooper, Smidge, Fuzzbert, Satin, Chenille, Biggie, Guy Diamond dan Creek!*" (TL). The coordinate conjunction *and* appears 7 times in the source language meanwhile it only appears once in the target language. The word "and" is equivalent conjunction (word - word, phrase - phrase, clause - clause, sentence - sentence). It is included in the regular conjunctive word. Based on punctuation rules, it is common to put it only once for the last word, phrase, clause, or sentence that will be stated.

Conclusion

The translation technique that mostly appears in Poppy's utterance of Trolls movie (2016) is reduction with 8 data (26,67%). Reduction is a process of translation techniques that condenses the information contained from the source language into the target language. Compression of information performed should not alter messages in the source language text. The translator compresses information from the source language into the target language to summarize the text without altering the message to be delivered to the audience.

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