SUBTITLING STRATEGIES AND THE RESULTED READABILITY OF INDONESIAN SUBTITLES OF *MOANA*

a final project

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in English

by

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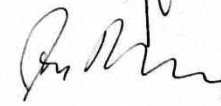   NIP 196202211989012001

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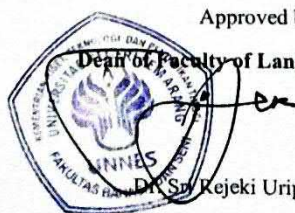   Dr. Rudi Hartono, S.S., M.Pd.
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DECLARATION OF ORIGINALITY

I Febby Amalia Hidayati declare that this final project entitled *Subtitling Strategies and the Resulted Readability of Indonesian Subtitles of Moana* in my own work and has not been submitted in any form for another degree or diploma at any university or other institute of tertiary education. Information derived from published and unpublished work of others has been acknowledged in the text and list of references is given in the bibliography.

Semarang, July 2019

Febby Amalia Hidayati

MOTTO AND DEDICATION

"Your time is limited, so don't waste living someone else's life. Don't be trapped by dogma, which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your hear and intuition."

-Steve Job

This final project is dedicated to:

1) My beloved parents, Ibu Nur Asiyah & Alm. Bapak Abdullah Syamsudin
2) Myself, who have struggled
3) My family

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ABSTRACT

This study was attempted to describe the subtitling strategies used in translating the utterances in *Moana* into Indonesian and its readability. This research used descriptive qualitative analysis. Subtitling strategies were analyzed by using Gottlieb's (1992), meanwhile the readability was analyzed by using Nababan's quality assessment. Gottlieb (1992) classify subtitling strategies consist of expansion, paraphrase, transfer, imitation, transcription, deletion, dislocation, condensation, decimation and resignation. The subtitles of *Moana*'s utterances analysis were done by comparing the original subtitles and the translated subtitles to find out the subtitling strategies used and the readability. The readability level was done by fifteen informants who are UNNES students with the age range from 19-22. The results of the study showed that there were 294 data and 6 subtitling strategies in this research. The subtitling strategy mostly used was transfer (83%), followed by paraphrase was used 91 times (30.95%), condensation was used 52 times (17.70%), expansion was used 15 times (5.10%), imitation was used 11 times (3.74%), and decimation was used 2 times (0.68%). Nababan (2012) categorized readability into three level; very readable, readable enough and unreadable. The result of this study showed that the utterances of the movie spoken by *Moana* considered as very readable (93.47%), readable enough (6.44%), and unreadable (0.09%). The subtitling strategies with the highest readability were transfer strategy with percentage 95.12%, expansion strategy was contributing most to readable enough subtitle with percentage 12% and condensation strategy was contributing most to unreadable subtitle with percentage 0.25%. From the result, it can be concluded that the Indonesian subtitles of *Moana* movie were mostly readable.

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LIST OF ABBREVIATION AND ACRONYMS

ST: Source Text

TT: Target Text

BT: Back Translation

CHAPTER 1

INTRODUCTION

This chapter will introduce the foundation or the underlying theory and a general overview of the research undertaken. It consists of background of the study, some reasons for choosing the topic, statements of the problem, objective of the study, significance of the study, and outline of the report.

1.1 Background of the Study

Now, we live in a globalization era which has some impacts in our life. One of the impacts of globalization is western society. Globalization makes every person can explore and share about knowledge, information, and entertainment in multimedia such as television program, songs, videos and movies that are created in other countries. Those multimedia mostly found have an original language and culture. Nowadays, a movie which is one of the entertainment that people choose has also become the communication tool itself. A movie is the same as transferring ideas and it might be one of the information sources which has extended influence.

In this millennium era, some industries of entertainment are developing, including the film industry, in this case is a western movie. Film industry competes really well to gather a big audience. Movie makers are competing to make good movies to attract the audience. They will do anything, including spending a lot of money to make a quality movie. The film industry has a problem in translation subtitles which is a challenge to gain as much as the audience all around the world.

People in some countries have English as a foreign language; it means that not all the world's population understand English well. When it comes to a translation problem, a translator will be an important thing to solve the problem. A translator is a person who helps to translate from source language to target language. Translation is also called as rendering the meaning of a text into another language in the way that the author intended the text (Newmark, 1988, as cited in Hartono, 2017, p.10).

In a foreign movie, translating the subtitles or subtitling is a must. Through subtitling, the viewer will be easier to understand the content of the information given in the movie. Subtitling is not always an easy task because it relates to transferring thought and ideal from one language to another. A translator should convey accurately about these thoughts and ideas so that core content or information is understandable for the target readers. It is very important for a translator to find the right and best way to make his/her translation work is understandable.

One of the effective ways to translate foreign film, broadcast news and television program is subtitling. Subtitling is a process where the focus on textual versions of the dialogue. We can find subtitle not only in films but also in television programs. When it comes to films, the subtitle will be a very important thing that should be included. Subtitle is usually displayed at the very bottom of the screen. Through subtitle, the viewers of the foreign film can enjoy and more understand the film by reading the subtitle text on the bottom of the screen without thinking ambiguously. Some people say that subtitling is more authentic than the dubbing one since the audience can hear the original sound. Subtitling is also a kind method

to translate the foreign film without doing any manipulate toward the original soundtrack and dialogues.

Basically, there are two types of subtitles, there are interlingual subtitles which means transfer from a source language to a target one, while intralingual subtitles are no change of language Cintas (2006). In interlingual subtitles, a translator can freely apply some kind of strategies in translating the source language (SL) subtitle in the target one (TL). Gottlieb (1992, p.166) said that the subtitle strategies that can be applied are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. Every type of translation, both visual and written text has its own strategy. Thus, it is important for the translator to choose an appropriate subtitle strategy in subtitling work in order to make a good subtitle. If the strategies are appropriate, the translator can help the audience to get or catch the message of the movie.

The writer can conclude that subtitling practice has to pay some attention to the correlation between the source text language and the target text language, it aims to make a good and readable subtitle. When there is a readable subtitle, it can help the audience to catch and understand the plot and the message of the movie and get them more interested in watching the movie. However, there will be a problem in the interpretation process if the text cannot be well translated in order to get the audience's understanding. The unreadable subtitle will make the audience get less interested in the story because they will be confused about the content of the movie itself. In order to smooth the translator's work, a good understanding of the readability is needed.

This study will conduct the subtitle strategies and readability of the Indonesia subtitle of the movie entitled *Moana*. Subtitling strategy analysis is needed in order to know the varieties of strategies that will be found in the movie. Meanwhile, the readability analysis is used to make sure that the audience or the target readers can get or receive the message or idea which presented in the movie by words in the target language and it is also used as the strategy accuracy parameter.

1.2 Reasons for Choosing the Topic

In this new era, people mostly spend their time to watch a movie in their spare time. Watching a movie is still mostly everyone's favorite. There are many foreign films with subtitles that can be watched by people in Indonesia. The films come to various genres such as romantic comedy, horror, action, and cartoon. One of them is *Moana* movie. *Moana* is an animated movie released in 2016. The movie belongs to 3D computer-animated which produced by Walt Disney Animation Studios and released by Walt Disney Picture. *Moana* movie is about a girl who loves sea voyaging, she is a chief's daughter of an island called Motunui. She is the only daughter which means she is going to be the next chief of the island. Her father does not allow her to do the voyage because her father thinks it is too dangerous for her. One time, when the family and the islanders need her help, *Moana* starts a new journey.

Moana is one of the Hollywood movies imported to Indonesia. Almost all of the Hollywood movie use English, which is difficult to understand by most

people in Indonesia as their understanding in English is still low. Therefore, creativity when doing subtitling is important to make such a good quality subtitle.

The purpose of subtitling is to make the audience understand what the source language meaning and produce the translation which has quality and acceptable to everyone who watches the film. The audience of the movie is not only children but also teenagers or even adults. That's why the writer has a curiosity about the strategies used and its readability in a movie subtitle. The reason why the writer chooses *Moana* movie is it is one of well-known movies, it can be seen from the rating of the movie is good, it is about 7.6 based on the website called *imbd.com*. Based on *www.cumicumi.com*, *Moana* movie won the Best Animated Feature in the Navada Film Critics Society category, and *Moana*'s voice, Auli'i Cravalho, also won an award at the Artios Awards from the Casting Society of America, as Best Casting. *Moana* was also nominated at the 2017 Academy Award. *Moana* was also nominated in the Best Animated Feature and Best Song category for How Far I'll Go.

Moreover, the affection of the audience is also good. The movie is not only popular among children but also teenagers and adults. As the writer mentioned before, the audience of *Moana* movie is almost all ages. It means the market is wider. Those are why the writer has the interest to do the research on this movie.

1.3 Statement of the problems

Based on the research background of the study the problems proposed in this research are:

1) What are the subtitling strategies applied in the movie entitled *Moana*?

2) How is the readability level of the Indonesian subtitles of *Moana*?

3) How is the relation between subtitling strategies and readability of the Indonesian subtitles of *Moana*?

1.4 Objectives of the Study

1) To describe the subtitling strategies in the movie entitled *Moana.*

2) To investigate the readability level of the Indonesian subtitles of *Moana*.

3) To describe the relation between subtitling strategies and readability of the Indonesian subtitles of *Moana*.

1.5 The significance of the study

The writer of this research may have expectations that the research will give some benefits in the future, they are along these lines:

1. **Academic Benefit**

a. The research finding hopefully will give a contribution to those people who want to study English translation especially focusing on the subtitling field.

b. The researcher expects that the research findings can enrich the theories of subtitling in a movie or film.

2. **Practical Benefit**

a. The researcher expects that this research is useful for everyone especially for the people who have career in film industry such as the scriptwriter, producers and the translator subtitle out there to pay attention more when they are subtitling the movie, because it is important to deliver the message of the movie from certain language, in this case from source language (English) to the target language (Indonesia).

b. The research also expects that the result of this research can be useful to the people who are interested in making an improvement to their research quality, especially when they do similar or further research that relates to subtitling strategies of a movie.

1.6 Limitation of the Study

Among the problematic factors involved in subtitling, this research is going to concentrate mainly on subtitling strategies in Indonesian subtitles of *Moana* (2016) movie from English versions to an Indonesian versions and readability of the translated subtitles. This study is also mainly focused only in Moana's utterances in the movie.

1.7 Outline of the Report

This study consists of five chapters, each chapter is organized as follows:

Chapter I is the introduction of the research, which contains background of the study, reasons for choosing the topic, problems of the research, purposes of the study, significance of the study, significance of the study, limitation of the study, and outline of the report.

Chapter II is the theoretical of related literature. It describes translation, subtitling, distinction of translation and subtitle, translation and subtitling strategies, translation quality assessments, and translation readability tests.

Chapter III is the method of investigation, which provides the object of the study, roles of the researcher, type of data, the method of data collection, and method of data analysis.

Chapter IV is the results and discussion that consists of the general description and results of the study. The last is chapter V, it consists of conclusion and suggestion. The writer's opinion will be put in the last chapter in the form of conclusion and suggestion for further research.

CHAPTER II

REVIEW OF RELATED LITERATURE

Chapter II consists of three parts. The first part is about a review of the previous study, second part is about a theoretical review and the last part is the theoretical framework. In the theoretical review part, the researcher will present some theories related to the topic of the research itself. It describes translation, subtitling, distinction of translation and subtitle, translation and subtitling strategies, translation quality assessments, and translation readability tests.

2.1 Review of Previous Studies

Translation is an important thing to deliver messages. The activity of transferring the meaning from the source language (SL) to the target language (TL) is not always easy. A product of translation can be considered as good if the target language reader can catch and understand the meaning of the texts. In order to achieve a good translation, the translators have to use the appropriate and effective strategies in translating.

Some researchers have conducted the research in the field of translation. Yet, there were also some studies done by some researchers on the study which relate to subtitling strategies. There are also many studies have done the same purposes. The researcher uses the studies that have conducted which are related to the quality of subtitling strategies as references in conducting this final project. Those previous will be grouped, summarized, and compared as follows.

Firstly, studies that relate to translation studies. Those studies were conducted by Bardaji (2009); El-dali (2011); Gambier (2013); and Ordudari (2010). El-dali (2011, p.30) stated that the term "Translation Studies" was firstly conducted by a scholar named Holmes in 1972 and his paper entitled "The Name and Nature of Translation Studies". The main objective of his paper was to describe the phenomena of translating and translation(s).

In his paper, Ordudari (2010, p.1) said that translation as an activity to transfer written or spoken texts of the source language (SL) to equivalent written or spoken target language text. In other words, translation is a process or way to render a written or spoken text dialogue from a certain language to another language. Additionally, another paper which by Gambier (2013, p.99) stated that translation is defined as the transposition of words and meaning from a certain language to another one, as in the translation of a novel, even in texts are basically not mono-modal in that which means accompanied by pictures. Moreover, Berdaji (2009, p.162) in his paper said that mainly on translation process operators (procedures, techniques, strategies), is described as for all the procedural knowledge, conscious or unconscious, automatic or controlled, heuristic or algorithmic which makes the transfer process which will take place when doing translating.

There are many assumptions about people's understanding of translation. Translation is not just about transferring from source language to target language. However, it is to find out the equivalence between those two languages by regarding the context, cultural value and etc. Thus, the translator must preserve the new words and terms in the text of target language equivalently.

The next studies related to AVT or Audiovisual Translation. The studies were conducted by Matkivska (2014); Fois (2012), and Chaume (2013). In Matkivska's paper (2014, p.38), he stated that audiovisual translation is defined as a translation of the verbal component of the video. Matkivska (2014, p.39) concluded in his paper that there are two larger subgroups of AVT: revoicing and subtitling. However, Chaume (2013, p.106) said in his paper that audiovisual translation is all types of transfer of audiovisual texts which is between two languages (source text and target text) and cultures (interlingual) or even within the same language and culture (intralingual). Based on this definition, Chaume (2013, p.107) had divided AVT's modes into two core groups. The first one is revoicing (these modes based on inserting and recording subsequent sound synchronization and new soundtrack) and the second is captioning (these modes consists of a written translated or transcribed text which inserted on or even next to the screen where the source text appears). On the other hand, Fois (2012, p.4) used different terms to categorize the modes of AVT; voice-over, narration, the commentary, and audiovisual description.

The next previous study was done by Ghaemi and Benyamin (2010) entitled Strategies Used in Translation of Interlingual Subtitling. The objectives of this study were to identify the interlingual strategies applied to translate English subtitles into Persian and to find out what the most strategy that used, as well. This theory used in this study was based on Gottlieb's (1992, p.166). The results of this study indicated that all Gottlieb's (1992, p.166) strategies were used and quite applicable in those different film genres. There are also some similar studies related

to interlingual studies conducted by Hatim, B and I. Mason. (1990, as cited in Venuti, 2000), Liu (2014), and Matielo, D'Ely, and Baretta (2015).

The next research was conducted by Tommy Ardhani (2015). The objective of the study was to analyze the translation strategies used by the translator in translating idiomatic expression in English dialogue of *The Secret Life of Ms. Wiz*. This study used a descriptive qualitative approach. The object of the study was *The Secret Life of Ms*. Wiz's subtitle script. The writer used Bakers' translation strategy, those are word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation, and communicative translation.

The researcher also found other previous studies which relate to this research. The following studies are about translation techniques, those studies were conducted by; Hartono and Yuliasri (2014), Galuh (2017), Sulistyani (2018), Nizar (2015), Fahrizky (2015), Pratama (2016), Mujahidah (2015) and Puspita (2012). All those studies analyzed about translation techniques with various theories such as Newmark, Molina & Albir and others.

The next study was done by Simanjuntak (2013), entitled "Subtitling Strategies in "REAL STEEL" movie. This study was about to find the subtitle strategies used in Real Steel movie. The objectives of the study were to describe the subtitle strategies in Real Steel movie and which strategies that mostly used in the movie. The study was a descriptive qualitative study. The study's theoretical framework was based on Gottlieb's (1992) classification of subtitling strategies.

There are ten of ten subtitling strategies; are expansion, paraphrase, transfer, imitation, transcription, deletion, dislocation, condensation, decimation and resignation.

Moreover, the researcher also found other previous studies related to subtitling strategies of movies. The first is about subtitling which conducted by Fahrizal and Basari (2016), Dhari and Suarnajaya (2016), Suryani and Basari (2016), Dastjerdi & Rahekhoda (2010), Hastuti (2015), Cahyaningtyas (2013), Bilal and Khalaf (2016). Those studies focused on subtitling strategies analysis which proposed by Gottlieb (1992) and find out the most frequently strategies used in the movies.

The next previous studies are about the subtitling strategies and the quality. A study entitled "An Analysis of Subtitling Strategies Used in Wonder Woman Movie". It is conducted by Kusumawardani (2018). This study was a descriptive qualitative analysis. The objectives of this study were to identify the subtitling strategy used in Wonder Women movie and to describe the subtitle quality used on the Wonder Woman movie. The framework theory of the study is by Gottlieb's (1992); expansion, paraphrase, transfer, imitation, transcription, deletion, dislocation, condensation, decimation and resignation.

Moreover, other previous studies are about subtitling strategies and quality. Those studies were conducted by Yasuka (2015), Akbar (2015), Putri (2017), Irmawati (2012), Fikri (2017), Sulistyani (2018), and Ramadania (2017). Those

objective's studies were to analyze the subtitling strategies (Gottlieb's) and the quality (Nababan's).

From all those previous studies above have similarity with the researcher's study which is about subtitling strategies. All of those studies also used Gottlieb's subtitling strategy as the framework theory. Thus, the researcher expects with all of those studies which have done before can be as good references.

2.2 Theoretical Review

2.2.1 Translation

There are some translation definitions by many experts. The followings are exampled by Catford as cited in Hartono (2017, p.9); he stated that translation is defined as the replacement of textual material in a certain language (SL) by equivalent textual material in another language (TL). This definition is very simple that a translator should focus on how to replace the information from a source language to a target language equivalently. Another definition is stated by Newmark (1988, p.5); he said that translation is also called as rendering the meaning of a certain text into another language in the way that the author intended the text. The Newmark's definition is quite similar to Catford's that is about the equivalence meaning from the source text. With these two definitions, we could say that the translators have to reproduce or reconstruct the meaning of a source language text into the target language text equivalently. There is also the definition of translation by Gile (1995, p.22); he stated that translation of a text in a foreign

language (source language) into one's own language for easier personal use at a later stage. This statement is also very simple. Gile only stated that the translation is only activity that transfer text in a source language into the target language one, he did not state the equivalence or the culture in those two languages at all.

Moreover, there is another translation description;

> Translation refers to transferring the meaning of the source language into another language. This is done by going from the first language's form to the second language's form by way of semantic structure. It is meaning which is being transferred and must be held constant. (Larson, 1983, as cited in Hartono, 2017, p.9)

This definition is more complete than the first one because Larson insisted that the translator should take note of the harmonization between the form of language and the structural meaning. Translation is not as easy as it seems, because every language in this world is unique. It has its own grammatical structure and must be different when it comes to translation. In translation, there are also various processes and procedures which must be mastered and known by the translator such as put so much attention and studying the source text, then analyzing it, and the last is reconstructing the meaning. The processes should be done by the translator in order to achieve a good translation.

Translation consists of an activity which inevitably involved in it at least or minimally two languages and two cultural traditions (Toury & James, 2000, as cited in Hartono, 2017, p.11). Toury and James focus on language and cultural tradition are the most important essentials in a message. Toury said that it is very important for a translator to put attention to the color of a cultural tradition (idiomatic).

Otherwise, it will be such a disaster if the translator cannot translate it well. It means that it might be very complicated to translate an idiomatic such as; stereotype idiom, a cultural phenomenon, traditional building, kinship, pronoun and others just like has been stated by Soemarno in Hartono (2017, p.11). Thus, the translator should take a deep note to study cultural tradition (idiomatic). As to produce a good translation, the translator needs some effort to achieve it. One of them to learn about idiomatic form either from the source language or the target language.

After some definitions described above, the researcher may conclude that translation is a kind of task that deals with two different kinds of language in it. The first one is the source language (SL), which is the language that is going to be translated. The second is the target language which defined as the form of language that becomes the target one. Translation is not only to change the form of two languages but translation is also a process to transfer the meaning of the source language (SL) to the target language (TL). Moreover, the most important thing in translation a method to find out the equivalent form in source langue (TL) to target language (TL). In the translation process, there are some efforts that should be done by the translator. The first is studying the source text, then analyzing it, and reconstructing the meaning. As a good translator, he or she should master the process and procedure in translation.

2.2.2 Subtitling

Subtitling is one of the ways to translate media communication such as foreign films and television programs (news, reality show, variety show). In Gottlieb's paper (1992, p.161); he stated that subtitling has existed since 1929. However, in the early 1990s, the interest of subtitling which part of translation studies started to get bigger. Subtitling is a part of Audiovisual Translation (AVT) along with revoicing (dubbing, narrating). Subtitling is also described as a textual version of the form which is not only found in films, but also in TV programs. Subtitling is a presentation of dialogue translation in a film in the form titles, and is usually located at the bottom of the image or shot on the screen (Hurt and Widler , 1998, as cited in Matkivse, 2014, p.40). There is also another the concept of the subtitling, it is defined as the process of producing synchronized captions for films or movies and television dialogue (Shuttle-worth and Moira, 1997, as cited in Zhang, 2018, p.59). Thus, subtitling is a process of transferring the dialogue from the source language to the target language in the media such as movies and television programs. The subtitles are displayed at the bottom of the screen.

A scholar, Gottlieb (1998) when he was doing a research work following R.Jacobson's classification of texts worked out his own subtitle classification and divided them into the following groups:

1. Intralingual, they are also defined as vertical subtitles as they change perceptive modality (spoken text is converted into written without doing any change);

2. Interlingual are also described as diagonal type subtitles which can change into modality and language;

3. Open or non-optional, they represented which are an integral physical part of a film or tele programme;

4. Closed or optional, which are represented in the form of teletext which can be view by using correspondent de-coder.

Based on the subtitle classification above, subtitling movie belongs to interlingual. Moreover, Sanchez (2004, p.9) stated that subtitles are defined as spotted to coincide with the precise frame where a speaker starts and finishes talking, with the occasional adjustment of a few frames to respect a film's takes or allow reading time, take change permitting. The statement is only an expectation, but if there are some times when the audience still feels confused when the subtitle text enter before they hear the speaker or they don't appear immediately. However, subtitling is still one of the ways to translate the film rather than dubbing. Many audiences think that subtitle makes the film more authentic. Furthermore, the process of subtitling is quite fast and cheap than dubbing. We can take the benefit by watching subtitle, the audience can train their reading skill as the statements of subtitling's instrumental by Gottlieb (2004, p.87):

1. It is improving reading skills.

2. It is also boosting foreign language skills.

3. It is ideally facilitating cheap and easy international program exchange.

4. It is (in reality) cementing the dominance of English.

2.2.3 Distinction of Translation and Subtitle

Basically, translation and subtitle are the same; both are transferring the meaning from the source language to the target language. Translation refers to produce a written text or document from one language to another. In translation, the most important part is to keep the meaning and the significance (integrity) of the video, audio or document that being translated. A translator should master both sources; the original language and the target language. While subtitling refers to a valuable tool for video formats. A subtitler will apply some subtitling rules depending on the nature, the type and the video's length. In general, the client will give the instruction on what kind of subtitles style they want in the video format.

Subtitling is not even related to closed captioning, which is the text of a video made to the deaf and hard of hearing audience. Closed captioning is defined as more specific in nature than subtitling because it contains references as who is speaking and relevant sounds such as music being played, the sound of animal and a doorbell. These are usually shown in the black box near the screen's bottom. Otherwise, subtitles are created for people who actually can hear but unable or confused to understand what being said on the video because it contains dialogue in a foreign language. In other words, it is being targeted for foreign audiences. Thus, the subtitles should describe the video's dialogue properly, and the messages of video can be understood easily by the target audiences.

Another difference between translation and subtitle is time coding. Translation does not require time coding. Some media translations do not put

constraints in terms of formatting or even the number of words. While subtitling, time coding is one of the important things that should be considered by the subtitler. The time coding is processed by professional subtitling software. Gottlieb (1992, p.164) stated that there are two points that must be considered in subtitling, these are summarized as:

1) Because of the limitation of the size of a television screen, each subtitle should be written in 1 or 2 lines of 35 characters.

2) The reading speed of the average viewer is considered slower than the talking speed of the person to be subtitled. Thus, subtitles should be short and concise. It also becomes the problem in subtitling, the difference between the speed of the spoken language and the speed in reading; both require a reduction of the text (Schwarz, 2003, as cited in Ghaemi & Benyamin, 2010, p.41). Thus, it is the duty of subtitler to make the subtitles are readable with the limited time of reading.

2.2.4 Translation and Subtitling Strategies

There are some translation strategies or methods. However, the researcher will only put one method by Newmark as an example. Newmark (1988, p.5) said that translation is also called as rendering the meaning of a certain text into another language in the way that the author intended the text. Newmark (1988, p.45) stated that there are eight translation methods. The methods are word-for-word, literal, faithful, semantic, communicative, idiomatic, free, and adaptation. He has grouped those methods into two big categories. The first one is aimed to source language

(SL), they are word-for-word translation, literal translation, faithful translation, and semantic translation. The second is aimed to target language (TL), those methods are adaptation, free translation, idiomatic translation, and communicative translation. It can be seen in the picture below:

SL Emphasis	TL Emphasis
Word for Word Translation	Adaptation
Literal Translation	Free Translation
Faithful Translation	Idiomatic Translation
Semantic Transl.	Communicative Transl.
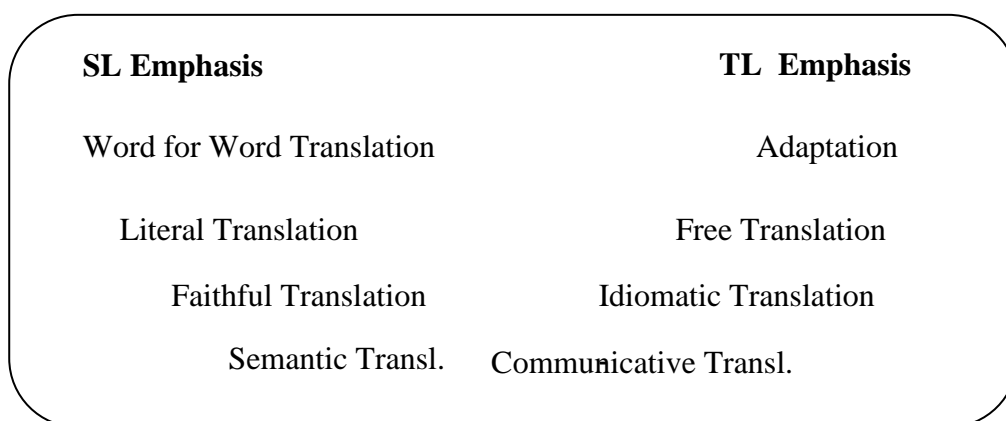
Figure 2.1 Newmark's V Diagram

The following are brief descriptions of those translation methods which proposed by Newmark (1988, p.45) are:

1) Word-for-word translation: in which the source language is translated word by word in the utterance. For example:

   SL: *Jihan bought me a bag yesterday.*

   TL: *Jihan membelikan saya sebuah tas kemarin*

2) Literal translation: in which the SL grammatical form is converted to the nearest TL equivalents. However, the lexical words are again translated singly, out of context. For example:

SL: *Raffa is a cute boy.*

TL: *Raffa adalah anak laki-laki yang lucu.*

3) Faithful translation: it happens when the translator tries to produce the precise contextual; meaning of the original within the constraints of the TL grammatical structures. For example:

SL: *We were entering the red zone.*

TL: *Kami telah memasuki zona merah,*

4) Semantic translation: which differs the aesthetic value of the SL text, it sounds beautiful and natural sound. For example:

SL: *He is a book-worm.*

TL: *Dia seorang kutu buku.*

(Hartono, 2017, p.21)

5) Adaptation: it refers to the freest form of translation. It is used mainly for plays such as comedies and poetry: characters, the themes, plots are preserved, the SL culture is converted to the TL culture and the text is also rewritten. For example, the lyrics song by the Beatles in 1968 entitled Hey Jude in Hartono (2017, p.23)

TL: *Hey Jude, don't make it bad*

Take a sad song and make it better

Remember to let her into your heart

Then you can start to make it better

SL: *Kasih, dimanakah*

Mengapa kau tinggalkan aku

Ingatlah-ingatlah kau padaku

Janji setiamu tak kan kulupa

6) Free translation: in which when it produces the TL text without the form, style, or even content of the original. For example:

SL: *The man with a blue cap is my father.*
TL: *Pria yang memakai topi biru adalah ayahku.*

7) Idiomatic translation: it reproduces the source text' messages but tends to distort nuances of meaning by preferring colloquialisms as well as idioms. For example:

SL: *We are in the same boat, dude.*
TL: *Kita punya masalah yang sama, teman.*

8) Communicative translation: it means to render the exact contextual meaning of the original text in such a way which both content and language are acceptable and also comprehensible. For example:

Hartono (2017, p.26)
SL: *Beware of Dog,*
TL: *Awas Anjing Galak*

In order to make relevant and good subtitles, the subtitler needs some efforts. One of the efforts is the subtitler must well-understood or master the rules about subtitling itself. When it comes to subtitling rules, there is a part of them

namely the subtitling strategies. There are some subtitling strategies by scholars. However, in this study, the researcher will use the one by Henrik Gottlieb in his study in 1992. Henrik Gottlieb is an experienced translator in the field of Audiovisual Translation. He formulated the fundamental classification of subtitling strategies (Gottlieb, 1992). There are ten strategies in subtitling based on Gottlieb (1992). In his writing, he does not give a complete and detail explanation of each strategy, but other writings try to cite him and put some efforts to explain comprehensively all of the subtitling strategies. Those writings are conducted by Ghaemi and Benyamin (2010), Taylor (2000) and several other scholars who tried to exemplify the strategies.

In this study, the researcher will use the subtitling strategies by Henrik Gottlieb (1992, p.166). There are ten subtitling strategies. There are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. The following are the definition:

1) Expansion

Expansion is used when the dialog the source language requires a more explanation to acquire the comprehension of the audience, it happens because the cultural nuance of the source language is not retrievable. For example:

Source Language	Target Language
I'm waiting for signal, dad!	Aku menunggu tanda*mu*, yah!

(Fahrizal, A. and Basari, A., 2016)

2) Paraphrase

Paraphrase is used when the original phrase cannot be reconstructed in the same syntactic way in the target language. It means that the translation in the original language or target language different syntactically with the source language. However, the audience sill can get the comprehension of it. For example:

Source Language	Target Language
Bill. We're good, buddy. I got your money. It's right here in my hand.	Bill. Hei, Tak masalah. Aku akan membayarmu. Uangnya ada padaku.

(Simanjuntak, N. V. N, 2013)

3) Transfer

Transfer is also defined as the strategy of translating the source language correctly and completely. For example:

Source Language	Target Language
I can't hear what you say	Aku tak bisa mendengar yang kau katakana

(Simanjuntak, N. V. N, 2013)

4) Imitation

Imitation is used when there is the proper noun or the same forms, such as; people's names, places, a title of a book, country, brand products and etc. For example:

Source Language	Target Language
Welcome to Jolly Old London!	Selamat datang di Jolly Old London!

(Kusumawardani, D, 2017)

5) Transcription

Transcription is used in some cases where an unusual term exists even in the source; language, for example; there is a third language or nonsenses language used. Example: SL: This is our rule, amigo.

TL : *Ini adalah aturan kita, teman.*

6) Dislocation

Dislocation is adopted when the dialog of source language employs some sort of special effects, such as a cartoon film which contains a silly song in it, where the translation of the effect is more important than the content. Example:

SL: Spider-pig, spider-pig, can he swing from a web ? No, he can't he is a pig!

TL : *Babi labalaba, babi labalaba, dapatkah dia berayun dari jaringnya? Tidak bisa, dia seekor babi.*

(The Simpsons Movie, 2007)

7) Condensation

Condensation is used when there is a problem of limitation in subtitle lines, the strategy is used to solve the problem. The result of it creates efficiency by eliminating redundancies. For example:

Source Language	Target Language
Where mankind would finally destroy themselves	Dimana manusia saling bunuh.

(Kusumawardani, D, 2017)

8) Decimation

Decimation is applied when there is an extreme form, it omits an important element which makes the audience confused and some taboo words such as when there is quarreling scene; the characters are talking too fast.

Source Language	Target Language
I want to tell her!	*Aku saja!*

(Aveline, R.G.Z, 2015)

9) Deletion

Deletion is also defined as the total elimination of the parts of a text, e.g., repetition, question tags, and filler word. For example:

Source Language	Target Language
Hang on, **hang on**	Tunggu sebentar, ayolah

(Simanjuntak, N. V. N, 2013)

10) Resignation

Resignation is used when there is no translation solution found by the translator and the meaning is inevitably lost.

Source Language	Target Language
Now you got them right	NO TRANSLATION

(Fahrizal, A. and Basari, A., 2016)

2.2.5 Translation Quality Assessment

Because of the difficulty to find subtitling quality assessment, the researcher will use translation quality assessment. Translation quality assessment (TQA) is also defined as a type of text evaluation. Newmark (1988:184) stated that translation quality assessment is very important because it comes to a significant link between translation theory and its practice. It means that the quality of translation is needed in order to know how the product of translation can be understood well by the audience.

There are many types of translation assessment. However, the researcher only describe four translation assessments by some experts as the examples, they are:

2.2.5.1 Translation Quality Assessment by Nababan

Nababan (2012, pp. 44-45) stated that there should be three aspects to have a good quality of translation. It must be fulfilled by accuracy, acceptability, and readability. Those three aspects are defined below:

1. Accuracy

   Accuracy is a term used in an evaluation of translation. It refers to extent to which a translation fits with the original text. It is also defined as the information content's preservation of the source text in the target text. There is an accurate translation which being generally literal than free, the actual meaning in the content of a given translation must depend on the type of equivalence. Thus, accuracy is also described as an evaluation of translation's accuracy which intended to find the content of the source language is accurately translated in the target language or not. These are three classifications of accuracy; accurate, less accurate and inaccurate.

2. Acceptability

   Acceptability refers to associated with the naturalness of a translated text or dialogue. It means that the product of the translation or the text itself should feel natural for the target readers and it is acceptable based on the culture in the target language. There are three classifications of acceptability; acceptable, less acceptability and unacceptability.

3. Readability

   Readability refers to the sum total of all those elements which in a given a piece of printed material that influences the success a group of readers has

with it. Readability aspect is also described as to bear with how written translation easily can be read and understood by the readers. There are three classifications of readability; high readability level, moderate readability level, and low readability level.

2.2.5.2 Translation Quality Assessment by Larson

Larson (1991) as cited in Hartono (2017, pp. 48-49) expressed that there are three reasons to assess a translation text; (1) accuracy; (2) readability or clarity; and (3) naturalness. Thus, there are three ways to find that the translation text has a good quality based on Larson theory.

1) Accuracy Test

   The first one is the translator wants to find or makes sure that the product of translation is accurate. It means that the translation text already conveyed the same meaning as the source text's meaning. Additionally, it is to make sure whether the meaning caught by the source text reader is similar to the meaning caught by the target language reader.

2) Readability Test

   Second, the translator wants to make sure if his/her translation is clear enough or not. Larson (1984) as cited in Hartono (2017, p.50) added that the readability test is intended to determine the easiness level of a text translation whether it is easy to get or understand the meaning or it is difficult to get or understand the meaning. It means that the target text readers can understand the translation text well. In the second reason, it

focuses on clarity or other words it is called readability. A translator should ensure that there is no part of the text which is difficult to be understood. If it happens, the translator doesn't reach yet the expected level of readability.

3) Naturalness Test

The last is the translator would like to know that the product of translation is natural or not. Larson (1984) s cited in Hartono (2017, p.50) stated that the purpose of translation is to produce an idiomatic translation. By idiomatic translation means that the translation whose the meaning is the same as the source language which expressed in the natural form in the target language. The purpose of naturalness test itself is to find whether the form of translation is already natural and appropriate with the target language style or not. The test of natural language used in the translation is needed, if the translation was not reached the expected level of naturalness, then the revision should be done.

2.2.5.3 Translation Quality Assessment in Intralingual Live Subtitling

There are many theories related to quality assessment in this translation field. Romero-Fresco (2017, p.150) explained some requirements that should be meet in these models of assessment, they are: (1) they have to be functional and easy to apply, (2) they can take into account both in the subtitles' linguistic and accuracy and the comparison of original speech, (3) they should account in order to the possibility of reduced and yet accurate subtitles depending on the different national editing conventions, (4) the models of assessment should provide information about the accuracy of the subtitles and other aspects of quality such as

position, delay, character identification, speed etc., (5) the models of assessment also should for the fact that there are not all errors have the exact same origin or impact on the viewers' comprehension and the last (6) they should provide both the quality in terms of accuracy and something that must be improved.

WER (word error rate) usually be the basic principle used for most models of assessment for intralingual live subtitling, they have traditionally been applied to the accuracy analysis in speech recognition (Dumouchel, Boulianne, & Brousseau, 2011. These are called product-oriented, which is error based models that identify three types of errors as follow: deletion (D), substitution (S) and insertatution (I), the following is the formula:

$$\text{Accuracy rate} \frac{N - \text{Errors} (D + S + I)}{N} \times 100 = \%$$

2.2.6 Translation Readability Test

Readability is defined as the degree of easiness of a text to be understood (Sakri, 1993, as cited in Nababan, 1999, p.62). There is also another definition, readability refers to how easily written materials can be read and understood (Richard et al, 1985, as cited in Nababan, 1999, p.62);. From those two definitions above, the researcher can say that readability is the degree of easiness of a written text to be read and got the content in it by the readers.

The text readability is actually determined by some factors. Richard (1983) as cited in Nababan (1999:63) stated that the readability depends on the average

length of the sentence, a new word's number. Moreover, Sakri (1993) as cited in Nababan (1999, p.63) suggest the same factor as stated below:

> Readability depends on the vocabulary and sentence structure chosen by the author. The writing which contains many uncommon words in it is difficult to be understood that using everyday vocabulary, which is known by the readers generally. Likewise, long multiple sentence structure will make the readers hardly to understand. The difficulty is related to the content which is difficult to understand. The hard understandable content in certain limits can be shown in a simple language so that the description will have high readability.

There are also other factors in readability such as the use of foreign word or sentence, ambiguous word and sentence, traditional proverb and the sentence which is incomplete will also cause a low readability level. Nababan (1991, p.64) said that there are other factors which influence the readability level such as diction and sentence forms. Diction is also defined as a choice and use of words, style, or manner of speaking and writing (Nababan 1999, p.64). In other words, diction is used to emphasize the writing's manner on the text; such as the use of new words, the use of foreign words and traditional proverbs, and ambiguous words which are related the readability factors. While sentence forms are related to the readability's factor such as length of sentence, ambiguous sentences, and complex sentence.

Additionally, Larson (1984) as cited in Hartono (2017, p.50) stated that the readability test is intended to determine the easiness level of a text translation whether it is easy to get or understand the meaning or it is difficult to get or understand the meaning. When a text has high readability, it means that the text is easier to be understood by the readers. Otherwise, when a text has low readability,

the readers will have difficulty to understand the text. This kind of readability consists of diction, sentence construction, grammatical elements, paragraph organization, size of type, punctuation, spelling, spaces between lines and the size of the margin. As we know that there are many theories about the readability test. However, the researcher only describes four of them as examples.

2.2.6.1 Translation Readability Test by Nababan

Simatuang (2000) as cited in Eveline (2015, p.35) expressed that readability test is done by having such an evaluator who masters both languages; source language and target language well. Thus, the translator does not only master the target language well but also understand the source language. In doing translation readability test, there are classification or scales; very readable, readable enough and unreadable. The following are table 2.1 which contains the detailed of readability scale with modification by Nababan (2012).

Table 2.1 Readability Scale with Modification by Nababan

Scale	Criteria	Indicator
3	Very Readable	The readers can understand easily the meaning. The sentence forms in the subtitle are well known.
2	Readable Enough	The readers can understand the meaning of the text, but there are at least one or two terms in the sentence form which difficult to be understood by the readers.
1	Unreadable	The translator work is quite difficult to understand by the readers because there are some terms which cannot or difficult to be understood by the reader. The readers or evaluator still need to read again the sentence

		and take more time to understand the meaning of the sentence form.

The scale table above will be the standard to assess the subtitle. Each criterion has a different indicator. Firstly, very readable is also defined as the meaning of translation can be understood easily. The sentence forms that used in the subtitle are familiar or well known to the readers. Next, readable enough refers to when the readers can understand the text of subtitle, but they need some times to understand the point of the subtitle text. Lastly, unreadable is described as the understanding level of the informants who have some difficulties in understanding the sentence form, it is the situation when the informants do the repeating many times to get the point of the text.

2.2.6.2 Readability Assessment by the Gunning Fog

Biddinika & Takashi (2016, p.1351) stated that the Gunning Fog index is defined as a measure of text readability based on a length of a certain sentence and there are words which hard to be understood in that sentence. When a text has an index of 7-8 is considered an easy to understand the text, while when a text has an index of 12 above is belonging too hard to read for most people who read the text.

There are some steps to assess translation readability by Fog Index based on *www.readabilityformulas.com;*

1) We need to take at least 100 words as a sample passage, and count the number of words and sentences.

2) After that, divide the words' total number of sentences in order to find the Average Sentence Length (ASL).

3) Counting the number of words of three or even more syllables which are not proper nouns, easy words' combination or hyphenated words, or if there are two syllables made into three with –es and –ed endings.

4) Next is dividing this number by the number or words in the sample passage. For example, 40 long words divided by 100 words gives you 40 Percent Hard Words (PHW).

5) Add the Average Sentence Length from step 2 and the Percent Hard Words from step 4.

6) Multiply the result by 0.4.

The mathematic formula is:

0.4 x (average sentence length + percentage of complex words)

2.2.6.3 Readability Test by the SMOG (Simple Measure of Gobbledygook)

McLaughlin (1969, p.1) stated that the SMOG Readability formula is such a simple technique that everyone can use in order to determine the reading level of written materials. People can be called that they read at or even above a grade level if they get or understand 90%-100% of the whole information. Additionally, Biddinika and et. al (2016, p.1351) stated that the SMOG (Simple Measure of

Gobbledygook) index refers to the readability formula which assesses the education's level need to be understood a piece of writing. Usually, this kind of readability test is mostly used for checking consumer-oriented healthcare materials. The formula will be shown down below:

3 + square root of polysyllable counts per 30 sentences

Here are the steps to use the SMOG formula:

1) At the beginning of the material, you need to count 10 sentences in a row. Next, count 10 sentences in the middle and last count 10 sentences near at the end of the material. Thus, there are totally 30 sentences.

2) In each group of sentences, you need to count every word with three more syllables, even though if you find the same words shows more than once.

3) Lastly, add the total number of words counted.

2.2.6.4 Readability Test by the Flesch-Kincaid

In a paper, Biddinikan et.al (2016, p.1351) stated that the Flesch-Kincaid Grade level test is done by words lengths and sentence length. It means that the result is defined as a number which corresponds to a school grade level, meaning that to understand the text, it needs a higher corresponds to a school grade level of education. This kind of index is usually used by the United State Army in order to assess technical manuals. Here is the formula of the Flesch-Kincaid Grade level test as from *www.readabilityformulas.com*;

1) First, calculate the average number of words used per sentence.

2) After that, calculate the average number of syllables per word.

3) Next, multiply the average words number by 0.39 and add it to the average number of syllables per word multiplied by 11.8.

4) Lastly, subtract 15.59 from the result.

The mathematical formula is:

(0.39 x average number of words per sentence) + (11.8 x average number of syllables per word) – 15.59

2.3 Theoretical Framework

This study will focus on three points. Those are the subtitling strategies, the readability of the subtitle, and the relation between subtitling strategies and readability. This research belongs to translation types, especially the subtitling strategies. These subtitling strategies that will use are proposed by Gottlieb (1992). There are ten strategies that can be used in subtitling, they are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

Translating subtitles in a movie is not always easy. Sometimes, the audience feels difficult to understand the plot or storyline because of the subtitles. It will happen if the movie subtitles are not good. Regarding those situations, this study focuses on the subtitling strategies, readability and the relation between subtitling strategies and readability of *Moana (2016)* movie. In the purpose of the study, the researcher will make a questionnaire about readability rating instrument and ask 15 informants to answer it. The researcher will give a score in each dialogue. The 15

informants are UNNES students with the age range from 19-22. After that, the researcher will compare the frequency of each score to analyze the readability level. Last but not least, the researcher will describe the result of the relation between subtitling strategies and readability. The following figure is the procedure of research:
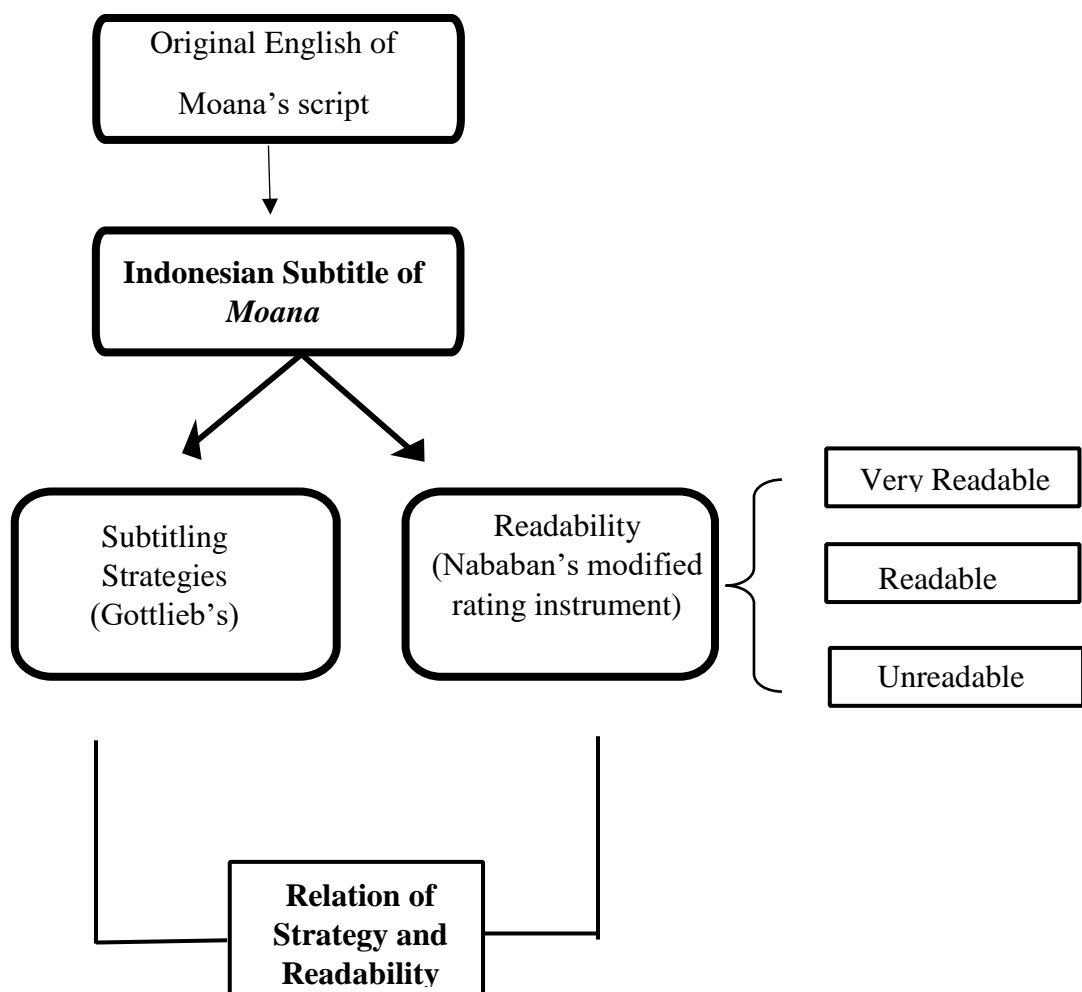
```
          ┌─────────────────────┐
          │  Original English of │
          │    Moana's script    │
          └─────────────────────┘
                     │
                     ▼
          ┌─────────────────────┐
          │ Indonesian Subtitle of│
          │        Moana         │
          └─────────────────────┘
              ↙           ↘
  ┌──────────────┐   ┌──────────────────┐      ┌──────────────────┐
  │  Subtitling  │   │   Readability    │  ┌   │  Very Readable   │
  │  Strategies  │   │ (Nababan's modified│ │   └──────────────────┘
  │  (Gottlieb's)│   │ rating instrument)│ ┤   ┌──────────────────┐
  └──────────────┘   └──────────────────┘  │   │     Readable     │
         │                    │            │   └──────────────────┘
         │                    │            └   ┌──────────────────┐
         │                    │                │    Unreadable    │
         │                    │                └──────────────────┘
         └───────┐    ┌───────┘
            ┌──────────────┐
            │  Relation of  │
            │  Strategy and │
            │  Readability  │
            └──────────────┘
```

Figure 2.2 Theoretical Framework of Analysis

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents conclusions based on the findings and discussions in the previous chapter. Furthermore, some suggestions are also provided.

5.1 Conclusion

Based on the analysis and discussion of the utterances in *Moana* (2016) as presented in chapter IV, there are some conclusion that can be drawn as follows:

The analysis of Moana's utterances in *Moana* (2016) showed that there were only six subtitling strategies used to translate the utterances from English into Indonesian. They are transfer, paraphrase, condensation, expansion, imitation and decimation. From the movie subtitles, the total number of data was 294, with the following details: transfer was used 123 times (83%), paraphrase was used 91 times (30.95%), condensation was used 52 times (17.70%), expansion was used 15 times (5.10%), imitation was used 11 times (3.74%), and decimation was used 2 times (0.68%). Based on the analysis result of each strategy, the researcher can conclude that the most prominent subtitling strategy used in the movie is transfer, followed by paraphrase, condensation, expansion, imitation and decimation.

With such use of subtitling strategies, the readability score is generally high. It can be seen from the result of the readability rating by 15 respondents. The 294 data rated by 15 respondents (which means that there are a total of 4,410 data scoring) showed that (93.47%) were rated 3, (6.44%) were rated 2, (0.09%) were

rated 1. The relation showed that transfer strategy was contributing most to very readable subtitle with percentage 95.12%, while expansion strategy was contributing most to readable enough subtitle with percentage 12% and the last was condensation strategy that contribute most to unreadable subtitle with percentage 0.25%. From the result, it can be concluded that the Indonesian subtitles of *Moana* movie were mostly readable.

5.2 Suggestion

This study mainly focused on the readability of movie subtitles. In order to analyze the quality of movie subtitles, future researchers are recommended to do a study about the relation between the subtitling strategies and other aspects of translation quality especially such as acceptability and accuracy.

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