



**THE ACHIEVEMENT OF NATURALNESS USING  
SUBTITLING STRATEGIES ON INDONESIAN FANSUB OF  
PEWDIEPIE'S YOUTUBE VIDEOS**

Final Project

submitted in partial fulfillment of the requirements for the degree  
of *Sarjana Pendidikan* in English Language Education

by

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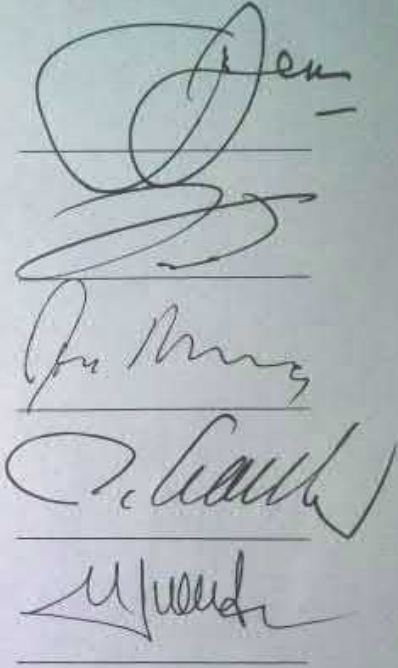
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## APPROVAL

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## DECLARATION OF ORIGINALITY

I hereby declare that this final project with the title:

**“Analysis of Subtitling Strategies and Naturalness of Indonesian Fansub on Pewdiepie’s Youtube Videos”**

which I wrote in order to get a bachelor degree is the result of my own original work through research, guidance, discussion, and examinations. All quotes stated in this final project, either directly or indirectly from any source, have been accompanied by the information about the identity of the source in the manner commonly practiced in writing scientific papers. Thus, I am fully responsible of all of this scientific work.

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*"Even if mazes that have no answer are laughing at you and me,  
we'll go beyond this moment, because the story that's being played out  
will lead the way."*

*(Miku Hatsune)*

*This final project is dedicated to  
my beloved parents who always support me,  
my siblings who genuinely care about me,  
and my friends whom I can always count on.*

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Finally, I hope this thesis can be useful for all. And also, I am very open to criticism and input from readers.

Semarang, September 2019

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## ABSTRACT

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**Keywords:** Subtitling Strategies, Naturalness, Youtube, Pewdiepie

Subtitling is important to make an audiovisual media understandable in the target language. In order to produce natural subtitles, subtitling strategies are necessary. The purpose of this study is to find out the subtitling strategies and naturalness of Pewdiepie's youtube fansub. This study belongs to the descriptive qualitative study. The source of data in this study was three of Pewdiepie's youtube videos. A total of 473 data in the form of sentences were analyzed using the subtitling strategies classification by Gottlieb (1992). The data were also analyzed by 15 Indonesian raters to find out the naturalness of the fansub using translation naturalness assessment by Nababan and Nuraeni (2012).

The findings of the research revealed that out of ten subtitling strategies, only nine strategies were used in the subtitle. Those nine strategies were transfer, paraphrase, deletion, imitation, decimation, expansion, condensation, transcription, and resignation. From the result of the naturalness assessment, it can be seen that the total translation naturalness score of very natural was 4511 of 7095 data, less natural was 1738 of 7095 data, and unnatural was 846 of 7095 data. The low subtitle naturalness score in Pewdiepie's youtube videos is probably caused by the fact that the subtitles can be freely uploaded by anyone. The study also revealed that each strategy used has different produced natural subtitles one to another. The subtitling strategy produced the most natural subtitles is decimation, followed by paraphrase, deletion, transfer, condensation, imitation, expansion, resignation and finally transcription.

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# **CHAPTER I**

## **INTRODUCTION**

This chapter presents the introduction of the study which covers the background of the research, reasons for choosing the study, problem statements, research objective, significance of the research, the limitation of the study, and the outline of the study.

### **1.1 Background of the Research**

Today, there are roughly 6500 languages spoken all over the world, with their own unique linguistic rules for each of them. Among these languages, a ‘bridge’ to deliver meaning is needed. This ‘bridge’ is a translation. Basically, the concept of translation is to render the meaning of a text into another language in the way that the author intended the text (Newmark, 1988). The goal of translation is to deliver a message from Source Language (SL) into Target Language (TL) without changing its meaning.

The globalization has made English spread over wide. Most of the information is provided in English. This happens because of the dominance of English as International language which may facilitate the process of globalization as Kayman (2004) stated; “The communication revolution – computers, the Internet, satellite communications – has been strategically developed in many accounts as central to the process of globalization, bracketed outside the terrains of power as simply the vehicle that facilitates the flows of power and value. And English is, clearly, the dominant language of this technology.” The fact above is the best reason why English translation is vital. Since every

development in any form of technologies nowadays requires English, then it is unfavorable to avoid English. As a result, the demand for English translation keeps increasing since the difference between language as a barrier to important information needs to be erased. As Bielsa (2005) stated, “globalization has caused an exponential increase of translation. The global dominance of English has been accompanied by a growing demand for translation, as people’s language continues to be preferred language for access into informational good.”

Not only the globalization facilitates the spread of development of technology, but also it has brought the development of the culture. Through mass communication nowadays, it is pretty easy to watch or even learn about the culture even from the other side of the globe. Internet is the most extreme example of this matter. With the internet, people may publish things and spread it to the world with only one click. This also causes the spread of culture, whether directly or indirectly. Delabasita (1989) stated that “the translation in mass communication may be assumed to play a crucial role in the linguistic, artistic, ideological, etc. organization of our modern societies.”

Internet eases access to worldwide entertainment such as music, videos, or any other form of entertainment. For example, Youtube, a well-known worldwide video-sharing platform. It is the platform where people can share their videos and let it be watched by any other Youtube users. It has been proved that some celebrities gained their popularity through Youtube. One of them is Justin Bieber, who started his career only by uploading his singing videos to Youtube. The other successful Youtuber is Pewdiepie, the most subscribed non-company

Youtuber who has more than 80.000.000 subscribers. Successful youtubers can also gain money by having ads on their videos or selling their merch. Even nowadays, many people consider being a Youtube content creator as a profession. Peer & Ksiazek (2011) find that the relaxed content production on youtube has a greater audience compared to the videos with traditional video production format which mainstreamly done by television media.

One of the most popular ways to translate an audiovisual media is subtitling. Gottlieb (2001) stated that subtitling is not the same as literary translation or interpreting. The difference is in the language mode shifting from spoken to written, which is done in subtitling but not in literary translation. As a worldwide video sharing platform, Youtube provides a chance for video owners to add subtitles on their videos. An owner of a Youtube video can either add subtitles to his videos by himself or let his subscribers add the subtitles for him. Being a translator is surely not an easy thing. A translator should make sure that the result of his translation is supposed to help people to understand the object meaning, and not to mislead them. This makes a translator have a great burden to be responsible for his translation. Bielsa (2005) stated that “the asymmetries of globalization and the current inequalities in the production of knowledge and information are directly mirrored in translation.” The quality of a translation is essential to the capability to retrieve information. Therefore, analyzing the quality of a translation is important. One of those quality parameters is naturalness.

Sometimes, a translated text seems not natural to the native speaker of TL since whether it does not suit linguistic rules or there is a cultural gap. This



means that the translation lacks naturalness. A natural translation would easily be understood by native speakers of TL as if it were an original text in TL, not a translation.

This research will find out the subtitling strategies in the Indonesian fansub of Pewdiepie's videos and its naturalness. The strategy analysis will reveal the strategies used mostly by the translator. The naturalness analysis will reveal whether the translation sounds natural to its native language speaker or not.

## **1.2 Reasons for Choosing the Study**

The translation is essential for an entertainment media which originally comes from another language to be fully accepted. Moreover, in Youtube, all of the videos are spread worldwide, means that the success of youtubers also depends on their subtitle, for people would surely not watch the videos which language they could not understand. It has been proven that some non-English speaking youtubers can be accepted worldwide because they have good subtitles in their videos, i.e. Kizuna Ai, a Japanese virtual Youtuber who speaks Japanese in all her videos but has a lot of English-speaking subscribers since she always provides English subtitles in her videos.

The demand of the society of a good and acceptable translation is quite high. In the Youtube page, millions of people wait for every day to watch their favorite youtubers update. Surely, a failure in subtitling is not an option. Proper subtitling is needed to provide the best result.

Subtitling should also consider the context. Sometimes, a subtitle translation feels strange even though the meaning is correct. In Youtube videos,

this would be seriously disturbing, especially for non-native youtubers, since most of Youtube videos use spoken language. In this kind of translation, naturalness is essential. Without a good naturalness in the translation, the youtubers would not be able to fully catch the message given in the video. Thus, the reader will lose the enjoying experience of watching the video.

From the things above, I think it is really important to dig more into the subtitling strategies and naturalness in Indonesian fansubs on Youtube videos. The Indonesian fansub of Pewdiepie's videos will be a representative for any other Youtube videos translated into Indonesian.

### **1.3 Problem Statements**

The research is conducted to discover the answer to these following questions:

- (1) How is the use of subtitling strategies used the Indonesian fansub of Pewdiepie's Youtube videos?
- (2) How is the naturalness of the Indonesian fansub of Pewdiepie's Youtube videos?

### **1.4 Research Objective**

Based on the problem statements, the objectives of this study are as follows:

- (1) To analyze the use of subtitling strategies in the Indonesian fansub of Pewdiepie's Youtube videos.
- (2) To identify the naturalness of Indonesian fansub of Pewdiepie's Youtube videos.

### **1.5 Significance of the Research**

The writer hopes that this research will give some certain benefits, as follows:

#### **Academical Benefit**

- (1) This research may contribute to the development of translation study as it provides a lot of base theories about subtitling strategies and naturalness.
- (2) This research may be a reference to the next further research about a similar topic, especially about subtitling strategies and naturalness.

#### **Practical Benefit**

- (1) This research can be useful for English – Indonesian translators, especially Youtube subtitle translators to mind about the subtitling strategies they use and the naturalness of their subtitle.
- (2) This research can help future studies in a similar field, which is translation, especially when the researcher would like to research a similar topic.

### **1.6 Limitation of the Study**

In this study, the researcher focuses on analyzing the subtitling strategy and the naturalness of three Indonesian fansubbed Youtube videos by Pewdiepie, the most subscribed non-company Youtuber. The subtitling strategy will be analyzed using the subtitling strategy classification by Gottlieb (1992), while the naturalness of the subtitle will be analyzed using the naturalness assessment by Nababan and Nuraeni (2012).

## **1.7 Outline of the Report**

The final project is divided into five chapters. The first chapter presents the introduction of the study which covers the background of the research, reasons for choosing the study, problem statements, research objective, significance of the research, the limitation of the study, and the outline of the study. Chapter two is the literature review of the study. This chapter consists of the review of previous researches and the review of the theoretical studies. The third chapter of the study discusses the method of research. The chapter consists of a research design, object of the study, procedures of data collection, and also procedures of data analysis.

Chapter four is the result of the study and the discussion of the findings based on the analysis done by the researcher. The last, chapter five presents the conclusion of the study and suggestion based on the result of the research.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter is divided into three main parts. The first part is the review of the previous study, the second part is the theoretical review, and the third part is the theoretical framework. The theoretical review consists of the theories related to the study. It explains about the definition of translation, subtitling, subtitling strategies, youtube, youtube subtitle, translation quality assessment, naturalness, and naturalness test.

#### **2.1 Review of Previous Studies**

Translation is an important process to deliver a message from source language (SL) to target language (TL). Translating a message to the target language is not an easy task. Several previous pieces of research had been conducted about English-Indonesian translations. Those researches are good bases to this study since the purpose of the study is the same; to analyze the translation process and output of a translation object.

Irma Aulia Nur Rohma from the University of Muhammadiyah Malang had researched in 2018. She analyzed the translation strategies and the translation quality in terms of accuracy and acceptability of three Disney movies soundtracks, they are ‘How Far I’ll Go’, ‘Try Everything’, and ‘For the First Time in Forever’. The result has revealed that there are six strategies applied in translating three selected Disney soundtracks. The strategies are phonemic translation, literal translation, metrical translation, rhymed translation, blank verse translation, and

interpretation. Out of the six strategies, literal translation was found as the most frequent strategies used in translating the soundtracks. As for the translation quality based on the assessment that was taken from the questionnaire distributed to the three raters, it was found that the translation of the soundtracks is accurate and acceptable. There are some more researchers who researched translation strategy like Pertamidian (2015), Aji (2016), Winarto & Tanjung (2015), and also Simanjuntak (2015).

Andra Sukmalahi Sarasmara from Universitas Negeri Semarang did research related to translation technique in 2018. His study was intended to describe the translation techniques used in subtitling “Spongebob the Movie 1” into Indonesian based on the theory by Molina and Albir (2002). The result of the study shows that the most prominent technique used was the literal translation technique, followed by generalization, linguistic compression, compensation, linguistic amplification, borrowing, and modulation. In 2016, Issy Yuliasri from Universitas Negeri Semarang conducted research which analyzed the translation techniques and pragmatic equivalence in Indonesian translation of humorous utterances in “Donald Duck” comics. The result of the study shows that 647 uses of translation techniques are made to translate the 480 utterances since there are some utterances which use more than one translation technique. These translation techniques chosen by the translator resulted in 96,87% of the translated humorous utterances are pragmatically equivalent compared to the original utterances. There are some more researchers who have done a research in term of translation techniques in the past such as Putri (2017), Rahmawati (2015), Akhiroh (2013),

Cromico (2015), Astuti (2010), Hartono (2018), Yuliasri (2014), Yuliasri (2016) Luman (2015), Fitria (2015) and also Agusman (2011).

Hartati (2013) researched to analyze the translation method of a tourism brochure to see the problems emerge in the translation product of a tourism brochure. From the result of the analysis, it was shown that literal translation, faithful translation, free translation, and communicative translation were used to translate the text. However, the methods which more stressed on source language were mostly used in translating this product since the influence of Indonesian language still existed on them. Therefore, the product of the translation sometimes was not as natural as English as the native-like. Another research about translation method had also been done by Rosyid (2011).

In the matter of translation quality, Roswani Siregar from Universitas Al-Azhar Medan researched in 2016 which investigated the Indonesian translation quality of “The 8th Habit: from Effectiveness to Greatness” by Stephen R. Covey. The result indicates that the translation has 86.51% accuracy, 94.19% acceptability, and 95.58% readability. There are some more researchers analyzed the translation quality of books or movie subtitle such as Irnawati (2018), Kamil (2014), Nugroho (2011), Isfahani (2011), Agustino (2011), Putri (2015), Savitri (2018), and Prasmawati (2016). Meanwhile, some other researchers are focused on one of the three aspects of the translation quality aspects. Aveline (2015), Ensefalani (2018), Prasetyo (2017) and Pakasi (2015) conducted a research to analyze the readability of a translation, Darissuraya (2015) and Kurniawan (2009)

analyzed the accuracy of a translation, while Rahmawati (2013) researched about the acceptability or naturalness of a translation.

## **2.2 Theoretical Review**

### ***2.2.1 Definition of Translation***

Translation has been studied for a long time ago. There are a lot of theories about the definition of translation. Each of them is different from another.

Catford (1965), defines translation as the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Catford emphasizes the meaning equivalence in the translation process from SL to TL, means that it is possible to change the grammar to the equivalent one in TL. He believes that the central problem of translation practice is to find the TL translation equivalents. A central task of translation theory is to define the nature and conditions of translation equivalence.

Larson (1984) stated that translation is transferring the meaning of the source language into the receptor language. This is done by going to from the form of the first language to the form of a second language by way of semantic structure. It is meaning which is being transferred and must be held constant.

According to Nida & Taber (1982), translation consists of reproducing in the receptor language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style. Nida believes that translating must aim primarily at reproducing message and make good grammatical and lexical adjustments



Based to Baker (2011), for some professional translators, translation is an art, which requires aptitude practice and general knowledge – nothing more. But basically, translation is an act of transforming from one form into another.

Nugroho (2007) believe that translation is an effort of finding the equivalent meaning of a text into the second language. Nugroho emphasized meaning equivalence since in translation meaning is the object to be rendered from the source language text into the target language text.

The theories above are different. Yet, we can draw a line based on those theories. Basically, from the theories above, we learn that translation deals with converting a message from the source language (SL) to target language (TL). Then, we also see that the main priority of translation is the meaning equivalence. Thus, we can conclude that translation is an effort to transfer a message from the source language (SL) into the target language (TL) by converting its grammatical features to achieve the equivalent meaning.

### ***2.2.2 Audiovisual Translation***

The development of the media is highly increased in this era, resulting in many different forms of media which can be enjoyed by people. The media can be spread globally in many forms like texts, music, comics, and even videos. In order to catch the meaning of the media, translation is crucially needed.

Audiovisual programs use two codes, image and sound, which are synchronized and supporting one to another. The interest of audiovisual from society becomes high, thus creates a high demand for audiovisual translation. As stated by Diaz-Cintas and Remael (2014), audiovisual translation has been

gaining ground in recent years and is fast becoming standard referent. This is due to the importance of translation practices used in audiovisual media such as cinema and television where there is a transfer from a source to a target language, which involves some form of interaction with sound and images.

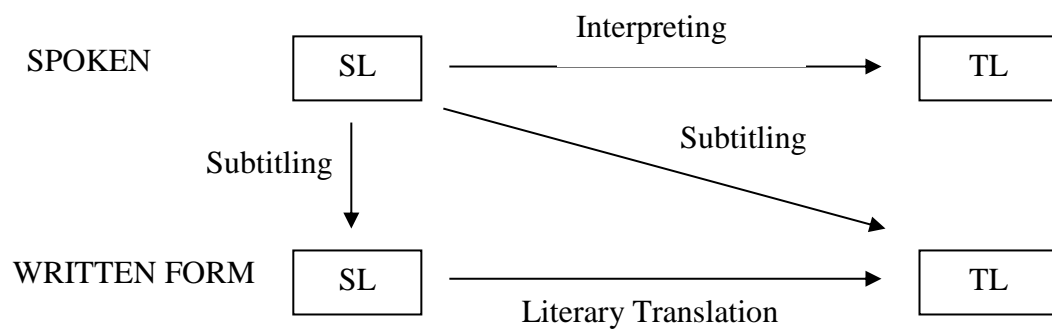
The audiovisual translation may come in many products such as dubbing, subtitling, voice-over, partial-dubbing, narration, and interpreting. However, the most popular audiovisual translations in the profession are dubbing and subtitle, since they are best known by audiences.

### ***2.2.3 Subtitling***

One of the ways to translate audiovisual item is by subtitling. Subtitling can be defined as a translation practice that consist of presenting a written text, generally in the lower part of the screen, that endeavours to recount the original dialogue of the speakers, as well as the discursive elements that appear in the image and the information that is contained in the soundtrack (Diaz-Cintaz & Remael, 2014).

According to Jakobson (1959), translation can be divided into 3 types. It is interlingual (translates text from the source language into target language), intralingual (involves rewording or explaining the text in the same language but different words) and intersemiotic (transforms oral words in the source language into written text in target language). Based on this theory, it can be concluded that subtitling is a form of translation which can be whether interlingual or intersemiotic typed.

There is another theory which believes that subtitling is a different thing compared to literary translation and interpreting. Gottlieb (2001) stated that subtitling is different than literary translation and interpreting. While literary translation and interpreting are moving in a straight line from one language to another without shifting the language mode, subtitling can be intralingual that it taking speech down in writing, or it can also be interlingual that it crosses over from SL speech to TL writing.



*Figure 2.2.3 Gottlieb's vertical, horizontal, and diagonal types.*

From the figure above, it is clear that there is a huge difference between subtitling and the other translation processes. Both interpreting and literary translation focus on converting the meaning from source language to target language without shifting the language form. Meanwhile, subtitling focuses on changing the form of the language. Whether the subtitle will be kept as source language (intralingual) or transformed into the target language (interlingual), it would depend on the purpose of the subtitle itself.

De Linde & Kay (2016) explained that subtitles are a mixture of speech and writing in the sense that they represent oral utterances in discrete written captions with the transitoriness of speech. The transformation of dialogue into subtitles is influenced by three main factors:

- (1) Captions must integrate with the existing material and semiotic structure of a film.
- (2) Speech has to be presented in an altered written mode.
- (3) Subtitles must be designed to take account of viewers' reading capacities.

Subtitles may have their own types regarding the purpose of the subtitle.

Diaz-Cintas & Remael (2014) also stated three types of subtitles as below:

- (1) Intralingual subtitles
- (2) Bilingual subtitles
- (3) Interlingual subtitles

Intralingual subtitles are subtitles written in the same language as the source language. Intralingual subtitles are usually used for the deaf and hard-of-hearing people, language learning purposes, karaoke effect, dialects of the same language, and notices and announcements.

Bilingual subtitles are the subtitle with two different languages at once. Usually, bilingual subtitles consist of only two subtitle lines even though sometimes it may consist of 4 lines. Bilingual subtitles are produced in geographical areas where two languages are spoken.

Interlingual subtitles imply the translation from the source language to the target language. The subtitle is meant to make people understand the content of the audiovisual. This type of subtitle is the most common subtitle people see on television or cinema. The target of the subtitle can be a hearer or deaf. This study will focus only on this type of subtitle.

#### ***2.2.4 Subtitling Strategies***

The objective of interlingual subtitling is to achieve something approaching translation equivalence (De Linde & Kay, 2016). However, subtitling an audiovisual media is not as easy as it seems. Since the two different languages have their own unique linguistic rules and different culture, there must be problems occur in the process of subtitling. The correct subtitling strategies are needed to solve these problems.

There is a common confusion among strategies, methods, and techniques in the term of translation. Therefore, it is important to distinguish them in order to get a clear view of what strategies are. Molina & Albir (2002) explained that translation method refers to the way a particular translation process is carried out in terms of the translator's objective. The method used in a translation is highly related to the purpose of translation and might affect the whole text. The translation method used will also affect the translation technique, the way micro-units of the text are translated. However, no matter what method used in a translation, there must be problems found by the translator, whether it is caused by the difficult translation particular unit or even the translator's gap of knowledge. Translation strategies are meant to solve these problems. Strategies in

the term of translation can be defined as the procedures (conscious or unconscious, verbal or nonverbal) used by the translator to solve problems that emerge when carrying out the translation process with a particular objective in mind.

In interlingual subtitling, strategies are also needed since the subber needs to convert the meaning from the spoken source language into the written target language. To deal with the problems in subtitling an audiovisual media, Gottlieb (1992) proposed a set of subtitling strategies as follows:

#### 1) Expansion

Expansion is used when the original text requires an explanation because of some cultural nuance not retrievable in the target language.

Example :

SL : She had prepared her husband a super-delicious meat sandwich for a brunch.

TL : *Dia telah menyiapkan sandwich daging yang super lezat untuk suaminya sebagai makanan sebelum tengah hari.*

In the example, the phrase “brunch” is translated into “*makanan sebelum tengah hari*”. There is no equal word in Indonesian for the word “brunch” since Indonesians don’t have a particular word to describe eating food between breakfast and lunch. Therefore, the word “brunch” needs to be explained.

#### 2) Paraphrase

Paraphrase is used when the translator needs to change the structure of the subtitle so that it could be easily understood by the reader.

Example :

SL : How can I defeat the natural-born fighter? It's impossible!

TL : *Bagaimana aku bisa mengalahkan petarung berbakat itu? Itu tidak mungkin!*

In the example, the phrase “natural born fighter” is translated into “*petarung berbakat*”. It is impossible to translate “natural born fighter” directly into “*petarung yang terlahir alami*” since it makes no sense. Therefore, it needs to be translated into “*petarung berbakat*” that means “talented fighter” which has a close meaning to “natural born fighter”.

### 3) Transfer

Transfer is used when the translator translates the text directly and accurately, without changing the structure of the original text.

Example :

SL : Leave me alone!

TL : *Tinggalkan aku sendiri!*

In the example, the sentence “leave me alone” is translated directly and accurately into “*Tinggalkan aku sendiri!*”. There is no change at all in the structure between the source language and the target language.

### 4) Imitation

Imitation is used when the translator needs to maintain the original form, usually for names of people or places.

Example :

SL : Esmeralda, you are good at math, aren't you?

TL : *Esmeralda, bukankah kau pintar matematika?*

In the example, “Esmeralda” is the name of a person. Therefore, the word “Esmeralda” is maintained the way it is.

#### 5) Transcription

Transcription, used when there is an unusual case in the text when it uses third language or nonsense language.

Example :

SL : This is the end of our journey. Sayonara.

TL : *Inilah akhir dari petualangan kita. Sampai jumpa.*

In the example, the word “sayonara” comes from the third language. It is a Japanese word which means “goodbye”. Therefore, it can be translated into Indonesian phrase “*sampai jumpa*”.

#### 6) Dislocation

Dislocation is used when the original text contains a special effect e.g. songs so that it is more important to maintain the effect than the content of the text.

Example :

SL : Ding-dong. I know you can hear me. Open up the door, I only wanna play a little.

TL : *Ding-dong. Ku datang padamu. Bukalah pintu. Tak mungkin sembunyi dariku.*

In the example, it seems that the translation in target language does not have the exact meaning as the source language. It is because the special effect in



the song, which in this case is the rhyme of the lyrics, is more important than the content of the text.

#### 7) Condensation

Condensation is used when the translator needs to miss some unnecessary utterances to make the translated text briefer, without losing its message.

Example :

SL : I beg your pardon, are you accusing me to steal from my own son, Mr. Detective?

TL : *Maaf, apa anda menuduh saya mencuri dari putra saya sendiri, Tuan Detektif?*

In the example, the phrase “I beg your pardon” is translated into “*Maaf*” which means “Sorry” in English. Even though the phrase is simplified to make it briefer, the message contained in the translation is still the same.

#### 8) Decimation

Decimation is used when the characters speak fastly in the dialogue so that the translator needs to condense and simplify the unstructured written text.

Example :

SL : What should I do to the tomato? Should I cut it? Or what?

TL : *Harus kuapakan tomatnya? Potong?*

In the example, some part of the text has to be deleted due to the fast spoken dialogue. The strategy is to simplify and shorten the expression by deleting some parts of the utterances even though it is possible for losing some content.

### 9) Deletion

Deletion is used when some parts of the text need to be completely deleted without losing any information from the source text.

Example :

SL : Come on! Come on! You can do it!

TL : *Ayo! Kamu bisa!*

In the example above, the sentence “Come on!” is said repetitively. Therefore, it is okay to erase one of them, since the repetitive sentences carry the same meaning and by completely deleting one of the repetitive sentences does not eliminate the information from the source language.

### 10) Resignation

Resignation is used when there is no translation solution can be found and the meaning is inevitably lost.

Example :

SL : Bruh...

TL : -

In the example, the sentence “Bruh...” is a slang expression. Since it is difficult to look for the exact equivalent meaning in the target language, then the meaning of the expression is lost in the target language

### **2.2.5 Youtube**

Youtube is a free video-sharing website where someone can share videos with everyone else all over the world. The videos there are free to watch, but the users need to sign up to use more features like posting their comments about the

video or making a video playlist. Youtube was officially launched in December 2005, and it has now been the greatest video sharing website on the internet. The content of Youtube videos itself is wide-ranged and unlimited. You can find a lot of entertainment and information on the site.

One of the things that attract the interest of people to keep uploading to Youtube is the adsense system where the content creators of Youtube may get earnings by putting ads on their videos. This makes more and more creative youtubers create their own contents which attract people to watch them. There are a lot of people who become famous because of the site, and it is even possible for someone to be a celebrity or a millionaire started by uploading a video to Youtube. Even, nowadays, a lot of TV celebrities or media companies create a youtube account to increase their popularity among internet users.

#### ***2.2.6 Youtube Subtitle***

Youtube provides the possibility to add subtitles in videos. The subtitles of the videos can be added in two ways. The first, subtitles are uploaded by the uploader of the video. It means that the subtitle is originally from the owner of the video. Mostly, youtubers will add English subtitles, since it can make their content understandable thus can be enjoyed by more people all over the world since English is the most spoken language in the world.

The second way is through fansub or fan subtitle. Diaz-Cintas & Remael (2014) stated that fansubbing was originated at the 1980s as an attempt to popularize Japanese comics or manga. The fans from America and Europe was not able to enjoy the media because of the language barrier back then. That was

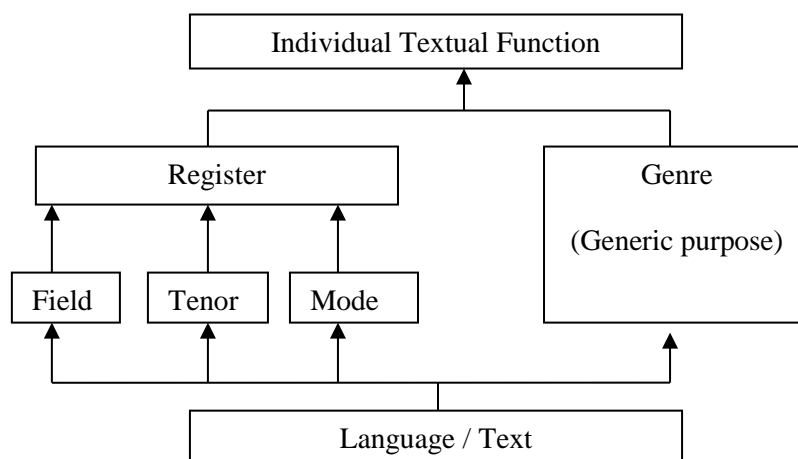
why the fans created their own translated version since there was no legal English translation for the media. In Youtube, the feature where the video audiences can add subtitles in their own language is provided. This feature allows everyone to be a subtitling volunteer for the video. The feature is administrated by the author of the video, so the author may choose whether to activate or deactivate it. Generally, the more popular the Youtuber is, the more fansub language will be added by the Youtuber's fans.

### ***2.2.7 Translation Quality Assessment***

Translation is a communication tool between languages, and its goal is to transfer messages from SL to TL as communicative as possible. Sang and Zhang (2008) believe that communication across languages and cultures is a markedly complex issue, and translation is more than just a careful linguistic transfer: it is a purposeful action designed to achieve the most effective result in a target group.

In order to be able to establish a good communicative language transfer, a translation should have a good translation quality. To measure the quality of a translation, a kind of assessment is necessary. Moorkens et al. (2018) stated that TQA is most commonly carried out looking at adequacy and fluency, although secondary measures can also be employed to assess the readability, comprehensibility, usability and acceptability of translations, especially MT output (see also Way, this volume), including with comparative approaches based on ranking of multiple renditions of the same input (not necessarily an entire text, as it is quite customary to evaluate individual segments or sentences in this way).

There are a lot of translation quality assessment tools proposed by linguists, for example, the translation quality assessment by House (2014). The originally constructed model for situational-functional text analysis and assessment translation was based on the dimensions of language user and the dimensions of language use. However, it was then revised so the translation assessment is applied into register and genre. Register consists of field, tenor, and mode, while genre is basically the generic purpose of the translation.



*Figure 2.2.8 House's translation text analysing and comparing scheme.*

As we can see above, the register of a text consists of field, tenor, and mode. Field captures the topic, the content of the text or its subject matter. Tenor refers to the nature of the participants, the addresser and the addressees, and the relationship between them in terms of social power and social distance, as well as the degree of 'emotional charge'. Mode refers to both the language channel, spoken or written. The quality assessment of the translation is by analyzing the

register and the genre of both translated and source text and then comparing them.

In order to decide whether a translation can be decided as ‘good’ or ‘bad’ a clear parameter is necessary. Nida & Taber (1982) believe that translation test should be based on 3 factors :

- (1) The correctness with which the receptors understand the messages of the original.
- (2) The ease of comprehension
- (3) The involvement a person experiences as the result of the adequacy of the form of translation.

The three factors theory is in line with the translation assessment instruments proposed by Nababan and Nuraeni (2012), who mentioned 3 measurable aspects of translation quality. Those aspects are accuracy, acceptability, and naturalness. A translation with good quality should be well done in all of those three aspects.

### **2.2.8 Accuracy**

Accuracy of the translation is related to the meaning equivalence between SL and TL. A good quality translation should have good accuracy. Nababan & Nuraeni (2012) stated that efforts to reduce or add the content or message from SL to TL should be avoided since it means the translator tries to betray the original writer and lie to the readers. Nida & Taber (1982) stated that a conscientious translator will want the closest natural equivalent.

The lack of accuracy in translation can be fatal when it comes to high-risk translation texts such as law, religion, or medical texts. In these kinds of text, a

non-equivalent meaning will be dangerous for the readers.

Assessing the accuracy of the translation can only be done by experienced people. This is because someone needs to truly have translation knowledge and competency in order to be able to assess the accuracy of a translation. According to Catford (1965), the discovery of textual equivalents is based on the authority of a competent bilingual informant or translator.

### ***2.2.9 Readability***

Readability of a translation deals with whether the translated text is easily understandable or not. A translation with good readability will easily be understood by target readers, while a translation with a bad readability is completely not understandable for target readers. Moorkens et al. (2018) stated that broadly, readability relates to the ease with which a given text can be read by one or more person(s).

Nababan and Nuraeni (2012) stated that the term readability is used in the field of translation since every translation activity can not be separated from reading activity. The readability is important for both SL and TL text because a translation process always includes both languages.

Unlike accuracy, measuring the readability of a translation does not need to be done by a competent translator. The criteria of a good translation readability rater are the ability to read and understand the translation text in the target language, and also the ideal target reader of the assessed text.

### ***2.2.10 Naturalness***

Naturalness or acceptability of a translation is related to the cultural

difference between SL and TL. When a translator tries to convert a text to its target language, it is important to mind about the culture of the target language. Since every society has their own culture, it means that there are different parameters between societies about what is appropriate and what is not. Moorkens et al. (2018) stated that in the context of TQA, it refers to the degree to which the target or output text meets the needs and expectations of its reader(s) or user(s).

A translation can be considered has a good naturalness when it is seen as appropriate content to its target language. As stated in Nida & Taber (1982), the best translation does not sound like a translation. Nababan and Nuraeni (2012) stated that the acceptability concept is important because even if the translation has already been accurate, it would still be rejected by its target reader when it does not meet the principle, norm, and the culture of its target language.

Producing a translation text with a good naturalness is not a simple thing to be done. Suharto & Subroto (2014) stated that in order to make the translation product seems natural and acceptable to the target language audiences, the translators need to maintain the aesthetical meaning of the original.

### ***2.2.11 Naturalness Test***

The measure assessment of naturalness has been proposed by some researchers. Grimes (1963) gives a procedure to determine rapidly whether a translation is reasonably similar in certain aspects to an original composition in the receptor language consist of:

- (1) Counting the number of times selected features occur in a sample of the translation



- (2) Counting the number of times the same features occur in a matching sample of text material in the receptor language
- (3) Evaluating whatever discrepancies there are between the two, using a simplified statistical table supplied for the purpose.

Basically, the idea of the assessment is to compare the translated text to another original text from the target language. A sample taken from a translation is compared with a matching sample of original text material in the receptor language. The most useful text material for comparison consists of compositions written by persons who are recognized masters of good usage in the receptor language-native speakers, but not just any native speaker. In preliterate communities, transcriptions of magnetically recorded utterances of recognized storytellers or public opinion leaders are usable.

In this research, the researcher will measure the naturalness of a translation using the naturalness assessment instrument by Nababan and Nuraeni (2012). There are 3 scores used to measure the naturalness, stated below:

- Score 3 : Translation feels natural; the used technical terms are commonly used and familiar to the readers; phrase, clauses, and sentences used are proper according to Indonesian linguistic rules.
- Score 2 : Generally, the translation feels natural; yet there still are some problems in the use of technical terms or there are some grammatical mistakes.
- Score 1 : Translation is not natural or feels like a translation; the used

technical terms are not commonly used and unfamiliar to the readers; phrase, clauses, and sentences used are proper according to Indonesian linguistic rules.

The instrument above is used to assess the naturalness of the translation. The higher the score, the better the naturalness of a translation.

Not only an instrument but also qualified raters are important for measuring the naturalness of a text. In order to be considered as a qualified rater, someone should:

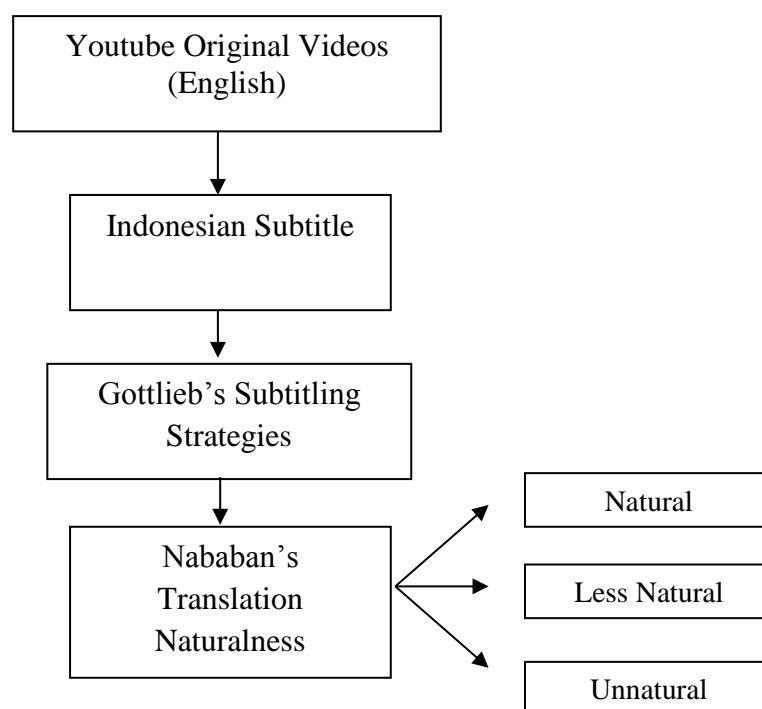
- (1) Understand about the linguistic features and grammatical rules.
- (2) Understand the knowledge field of the translated text.
- (3) Familiar with the technical terms of the assessed translation text.

### ***2.3 Theoretical Framework***

This study focuses on two points. The first point is the subtitling strategies used and the other one is the naturalness of the subtitle. In subtitling a video, it is common for a translator to have some difficulties. Proper subtitling strategies is needed to solve these difficulties. Gottlieb proposed ten subtitling strategies to overcome problems in subtitling. These strategies are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. The Indonesian subtitling strategies of Pewdiepie's Youtube videos will be analyzed by separating the subtitle per sentence and analyzing the subtitling strategy for each of them. From the data, the most used subtitling strategy will then be possible to be known.

Sometimes, a translated script or media seems not familiar to the target

language of the translation. It is because the translation is lack of naturalness. A translation will not be able to be accepted unless they have a good naturalness. Therefore, the subtitle naturalness is also an important focus of this study. In order to assess the naturalness of the subtitle, the researcher asked 15 raters to rate the naturalness score for each sentence of the subtitle. The naturalness assessment will be based on the frequency of the score. Finally, the researcher will conclude the relation between the subtitling strategy used and the naturalness score of the subtitle.



*Figure 2.3 Framework of Analysis*

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

This chapter is the last chapter which presents the conclusions of the study which is drawn from the results presented in the previous chapter, and also suggestions from the researcher

#### 5.1 Conclusions

The first objective of the study is to find out the subtitling strategies used in the fansub of Pewdiepie's youtube videos. The classification of subtitling strategies is based on Gottlieb's ten subtitling strategies. Out of ten subtitling strategies, only nine strategies were used in the subtitles. Those nine strategies were transfer, paraphrase, deletion, imitation, decimation, expansion, condensation, transcription, and resignation. The total number of data were 473 sentences with the detail : transfer was 208, paraphrase was 97, deletion was 91, imitation was 22, decimation was 17, expansion was 15, condensation was 11, transcription was 7, and resignation was 5. From the study, it could be concluded that the most prominently used subtitling strategy was transfer, while the least used strategy was resignation.

The next objective of the study is to analyze the translation naturalness of the Indonesian subtitles of Pewdiepie's youtube videos. The researcher asked 15 Indonesian raters to measure the naturalness of the Indonesian subtitle based on the Nababan's translation quality assessment. The naturalness of the data was classified into three categories which are natural, less natural, and unnatural. From the result of the study, it can be seen that the total translation naturalness score of

natural was 4511 of 7095 data, less natural was 1738 of 7095 data, and unnatural was 846 of 7095 data.

Based on the result of the study, it can be seen that each subtitle strategy produces different naturalness in the subtitles. The best subtitling strategy in producing natural sentences in Pewdiepie's youtube videos was decimation, while the worst subtitling strategy in producing natural sentences in Pewdiepie's youtube videos was transcription. These low scores of naturalness are probably because the fansub of Pewdiepie's youtube videos can be uploaded by everyone without any qualification.

## **5.2 Suggestions**

The suggestions from the researcher that are hopefully useful are that the fans of Pewdiepie should produce subtitles which are natural to the native speakers of the target language. Then, for the next researchers, it is suggested to examine the other quality variables in the fansub of Pewdiepie's youtube videos such as readability or accuracy, since the naturalness of the fansub is less than 70%, to find out whether this low score is related to its other quality variables or not.

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