

COMPARATIVE ANALYSIS OF FILM GENRES' TRANSLATION MEANING BETWEEN TWO STREAMING VIDEO SERVICES

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Abstract: In recent years, video streaming services have received positive responses. They have language settings for their services, respectively. In video streaming services, subscribers can choose their preferred languages. Those who choose Indonesian can find the interface in Indonesian. The researcher decides to conduct a comparative analysis of the translation meaning of film genres between two streaming video services. The result is that there are similarities and a difference in the translation meaning of film genres. The similarities include six pairs of translation conveying the conceptual meaning. Meanwhile, the difference is found in one pair of translations conveying different types of meaning: one is reflective meaning, and the other is conceptual meaning. Hence, this research is expected to enrich the translation analysis.

Keywords: translation, film genre, comparative, meaning

INTRODUCTION

In recent years, video streaming services have received positive responses. During the COVID-19 pandemic, these services improved the financial situation for a number of brands. FlixPatrol, a movie analytics company, shows that the top highest streaming services by subscribers worldwide each reached hundreds of millions in 2023.

Video streaming services provide various visual entertainments such as live shows, movies, as well as serials on hand. Smartphone, laptop, PC, and smart TV are able to access this service as long as they connect to the internet. Thus, it also provides mobility for the subscribers.

Most of the videos are premium content, requiring a subscription fee for viewing or downloading to internal storage. Typically, subscriptions are available in two durations: monthly and annually. In addition, the videos are presented at their best quality, generally in HD quality.

Based on FlixPatrol, the top 2 and 3 video streaming services are Prime Video and Disney+. Both Prime Video and Disney+ are based in the US. One of the differences is that Prime Video started its services earlier than Disney+.

Reaching Asian countries, including Indonesia, Prime Video and Disney+ certainly prepare their language options. They have language settings for their services respectively. Therefore, subscribers can choose their preferred languages.

Indonesian language is available on Prime Video and Disney+. Those who choose Indonesian can find the interface in Indonesian. For instance, categories or film genres are presented in Indonesian.

Understanding that film genres are present in these two brand services, the researcher decides to analyze the translation of English film genres. The researcher gathers the same English data from both Prime Video and Disney+. Additionally, the researcher finds similarities and differences in translations between the two brand services.

Zhong (2021) conducted a study entitled 'A Comparative Analysis of Three Translation Versions of The Old Man and the Sea from the Perspective of Domestication and Foreignization.' This study shares a similarity with the current study in terms of analysis type, which is comparative analysis. The differences lie in the target language, the number of translation versions, and the data source. The previous research employs Chinese translations, three versions in total, and data retrieved from Novels. In contrast, the current study utilizes Indonesian translations, has two versions, and gathers data from streaming video services. This research states that translation strategies of classic retranslation change from domestication to foreignization with the time change.

A study entitled a Comparative Study of Indonesian Translation between “Budi Pekerti Dizigui” and “Budi Pekerti Seorang Murid” by Perdana (2019) also applies comparative analysis. However, this study use Chinese as the source language in a religious book. The result is the problems that need to be paid attention to in translation, such as word selection, word order, polysemy, related words, and cultural elements.

Azti et.al (2019) complete a research with the title The Comparative Analysis Of The Accuracy of The Translation Results: Unedited Version And Edited Version In The Novel "After You". This and current research use English as the source language. The differences is that this research discuss the accuracy and choose a novel as the source. The translator’s and editor’s technique have the positive impact on the translation accuracy.

Literature Review

Translation

Translation exists to provide the same meaning from the source language to the target language with no change of language style. Nida and Taber stated that translation is the re-expression of messages from the Source Language (SL) and in the Target Language (TL) with the closest and fair equivalent, in terms of meaning and language style. Newmark mentioned that translation is rendering the meaning of a text into another language in the way that the author intended the text.

Leech’s Seven Types of Meaning in Semantics

Conceptual Meaning

This type is also called logical or cognitive meaning. It aims to provide proper semantic representation in a sentence or a statement. Leech describes conceptual meaning as follows:

From all the seven types of meaning proposed by Leech, he assigned priority to conceptual meaning because he thought that it has complex and sophisticated organization or a kind which may be compared with, and cross related to, similiar organization on the syntatic and phonological levels of language. Particularly, he points to two basis structure principles in linguistic; they are contrastive structure and constituent structure.

The contrastive structure is based on the classification of sounds in phonology, namely the binary opposition of characteristics of sounds – positive (present) and negative (absent) features.

For instance:

the sound /b/ can be described as +bilabial, + voice, + stop, - nasal,

the word “woman” includes following elements: + human, - male, + adult

Connotative Meaning

Leech mentioned that connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. This type of meaning is indeterminate and open ended, since other additional attributes expected from the referent (age, society, even the individual etc).

For instance:

The word “woman” can have connotative meaning in terms of society: motherhood.

Social Meaning

This type includes all the social circumstances regarding the use of a piece of language.

For instance:

Steed (poetic)

Horse (general)

Nag (slag)

Gee-gee (baby language)

Domicile (very formal, official)

Residence (formal)

Abode (poetic)

Home (general)

Affective Meaning

Affective meaning can be expressed directly and indirectly, once again depending on the context.

For instance:

1) You are a horrible person and I hate you. (Direct message)

2) Boyfriend: "What's wrong?" Girlfriend (in a clearly nervous tone): "Nothing."

Reflected Meaning

In a case of reflected meaning, it can be explained as the one appearing in situations of multiple conceptual meanings, when one sense of a word influences our response to another sense, as stated by Leech.

For instance:

The Comforter and The Holy Ghost where, although both terms refer to the third element in the Holy Trinity, there are certain semantic differences between those two expressions. Thereby is The Comforter described by Leech as something "warm and comforting" while The Holy Ghost he perceives as "awesome".

Collocative Meaning

Leech stated that collocative meaning consists of the associations a word acquires on account of the meanings of words which tend to occur in its environment.

Pretty -> girl, boy, woman, flower, garden, color, village etc.

Handsome -> boy, man, car, vessel, overcoat, airliner, typewriter etc.

Thematic Meaning

This type can be considered as a part of sentence semantics.

For instance:

Mr. X donated the first prize. (Active) vs. *The first prize was donated by Mr. X.*

(Passive)

In addition, Leech mentioned that meaning is "matter of choice between alternative grammatical construction".

For instance:

in sentences *A man is here to see you.* and *There is a man here to see you.*

METHODOLOGY

Research Methodology

The current research employs a comparative method, as it involves a comparison between two objects. According to Coccia et al. (2018), the comparative method is a process of analyzing differences and/or similarities between two or more objects and/or subjects. Bryman (2008) stated that qualitative research is a research strategy that usually emphasizes words rather than quantification in the collection and analysis of data. The current research focuses on analyzing the collected data. Thus, this research applies a qualitative method.

The sources of data are two streaming video services: Prime Video and Disney+. The data were collected in December 2023. Additionally, the data are in the form of words and phrases.

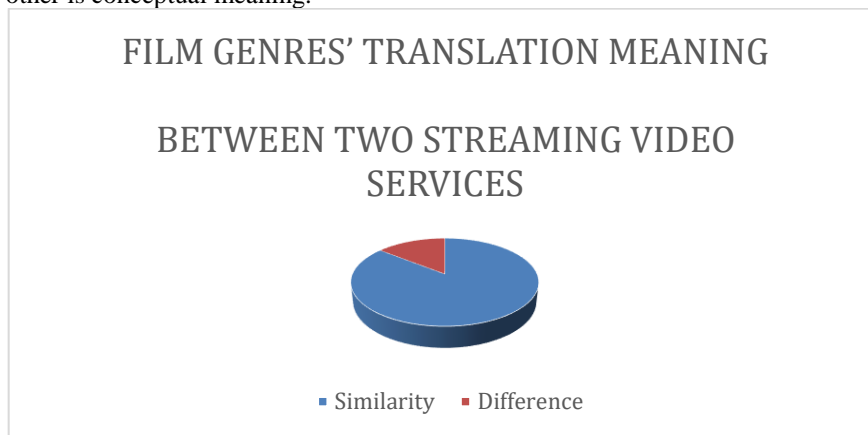
Procedure of the Research

The researcher conducts the following steps:

1. The collection of English data (source language)
2. The collection of Indonesian data (target language or translations) from the first streaming video
3. The collection of Indonesian data (target language or translations) from the second streaming video
4. The data comparison: similarity and difference
5. The data description
6. Conclusion and suggestions are provided.

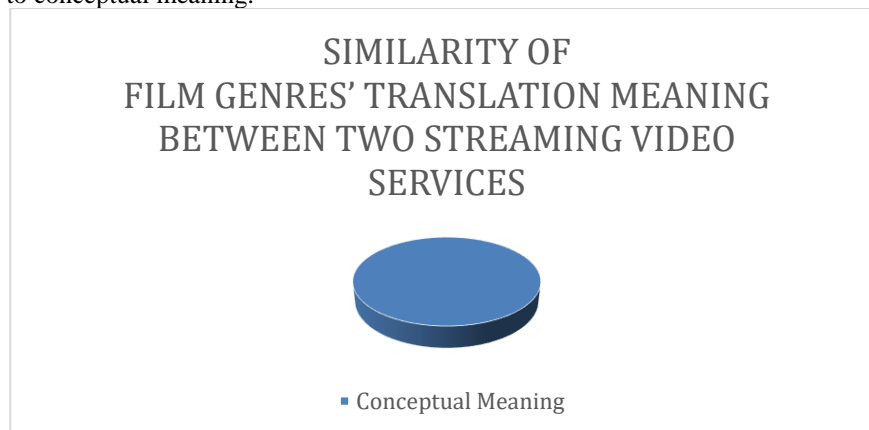
RESULT AND DISCUSSION

In the film genre's translation meaning between two streaming video services, there are similarities and a difference. The similarities involve six pairs of translation conveying the conceptual meaning. Meanwhile, the difference is found in one pair of translations conveying different meanings: one is reflective meaning, and the other is conceptual meaning.



Similarity

There is a similarity found in the film genres' translation meaning between two streaming video services, referring to conceptual meaning.



The amounts of those translations are six (6) pairs, as follows:

1. *Anime* and *Anime*

Source language : anime

Target language in 1st streaming video : *anime*

Target language in 2nd streaming video : *anime*

Both translations for the English text "anime" are *anime*. These indicate that both translations relate to cognitive meaning. They are connected to the audience's understanding about anime as animation + Japanese.

2. *Komedi* and *Komedi*

Source language : comedy

Target language in 1st streaming video : *komedi*

Target language in 2nd streaming video : *komedi*

Both translations for the English text “comedy” are *komedi*. These indicate that both translations relate to cognitive meaning. They are connected to the audience’s understanding comedy as a play + funny.

3. *Dokumenter* and *Dokumenter*

Source language : documentary

Target language in 1st streaming video : *dokumenter*

Target language in 2nd streaming video : *dokumenter*

Both translations for the English text “documentary” are *dokumenter*. These indicate that both translations relate to cognitive meaning. They are connected to the audience’s understanding about documentary as something + fact.

4. *Drama* and *Drama*

Source language : drama

Target language in 1st streaming video : *drama*

Target language in 2nd streaming video : *drama*

Both translations for the English text “drama” are *drama*. These indicate that both translations relate to cognitive meaning. They are connected to the audience’s understanding about drama as a play + sadness

5. *Horror* and *Horror*

Source language : horror

Target language in 1st streaming video : *horror*

Target language in 2nd streaming video : *horror*

Both translations for the English text “horror” are *horror*. These indicate that both translations relate to cognitive meaning. They are connected to the audience’s understanding about horror as something + fear

6. *Romansa* and *Romansa*

Source language : romance

Target language in 1st streaming video : *romansa*

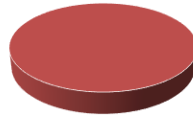
Target language in 2nd streaming video : *romansa*

Both translations for the English text “romance” are *romansa*. These indicate that both translations relate to cognitive meaning. They are connected to the audience’s understanding about romance as story + love.

Difference

There is a difference found in the translation meaning of film genres between two streaming video services: one refers to reflective meaning, while the other refers to conceptual meaning.

DIFFERENCE OF FILM GENRES' TRANSLATION MEANING BETWEEN TWO STREAMING VIDEO SERVICES



■ Reflective Meaning and Conceptual Meaning

The amount of the translation is one (1) pair, as follows:

1. *Laga dan Pertarungan* and *Laga dan Petualangan*

Source language : action and adventure

Target language in 1st streaming video : *laga dan pertarungan*

Target language in 2nd streaming video : *laga dan petualangan*

For the English text “action and adventure”, the translation in the first streaming video is *laga dan pertarungan*. Meanwhile, the translation in the second streaming video is *laga dan petualangan*.

The translation *laga dan pertarungan* in the first streaming video services reflects more unfriendly situation compared to the source text “action and adventure”. Basically, the word “adventure” refers not only to an unfriendly situation or the downs one but also unusual and exciting. Therefore, the translation meaning in the first video streaming services refers to the reflected meaning.

On the other hand, the translation *laga dan petualangan* in the second streaming video services relate to the cognitive meaning. They are connected to the audience’s understanding about “action” as physical + fighting and “adventure” as journey + ups and downs. Therefore, the translation meaning in the second video streaming services refers to the conceptual meaning.

CONCLUSION AND SUGGESTION

There are two types of meaning found in the film genres’ translations: conceptual meaning and reflective meaning. The conceptual meaning is more frequent rather than the reflective meaning. One translation (*pertarungan*) only refers to the reflected meaning and it exists after the conceptual meaning (*laga*).

This research is expected to enrich the translation analysis. It discusses film genres’ translation comparatively which provide double inputs for the readers.

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