

SUBTITLING STRATEGIES IN DUNE MOVIE

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ABSTRACT

Subtitling strategies are strategies used by audio-visual translators in translating an audio-visual product into the subtitle form. This research aimed to find out the subtitling strategies used and the most strategies frequently used by EveryAgent in Dune movie. This research used theory by Henrik Gottlieb (1992). This research used qualitative method. The source data of this research is Dune movie, and the data of this research are the subtitles in Dune movie. The results of this research showed that there are 29 data of condensation, 5 data of decimation, 1 datum of deletion, 6 data of dislocation, 6 data of expansion, 50 data of imitation, 35 data of paraphrase, and 176 data of transfer. Based on those results, it can be concluded that transfer strategy is the most strategy applied in Dune movie.

Keywords: Audio-visual translation, Dune, Gottlieb, subtitling strategies

1. INTRODUCTION

Language is important for our everyday life to communicate each other and also language is as vehicle for the expression or exchange of thoughts, concepts, knowledge, and information as well as the fixing and transmission of experience and knowledge. It is based on cognitive processes, subject to societal factors and subject to historical change and development (Hadumod Bussmann (1966) in Routledge Dictionary of Language and Linguistics). Language as the system of human communication by means of a structured arrangement of sound (or their written representation) not form larger units, e.g., morphemes, words, sentences (Jack et al. (1985) in Longman Dictionary of Applied Linguistics). Everyone has the ability to learn a language. They learn a language by absorbing the language knowledge in their environment (Kreidler, 2013; p.3).

In everyday life, there is language learning that we can use called figurative language. Figurative language is a style of language used to beautify a work that is usually written or pronounced differently from the meaning commonly used. Hidayat and Supriyanto (Yono&mulyani, 2017) state that the use of figurative language in a literary work can add more value and more attractive as well as pleasant to enjoy. In addition, figurative language serves human goals, whether they are everyday communicative goals in a speech environment, genre-specific goals in a genre of communication, or artistic and creative goals in poetry and fiction (Dancygier & Sweerser, 2014).

In this modern era, people are not only using language as communication, but also today people in this modern era use technology such as electronic message, television, radio, and another platform like YouTube and Instagram. People tend to use all of those to deliver their purpose such as persuasion, invitation, exclamation, and argumentation. It can be seen in electronic or printed advertisement that is used by advertisement maker to persuade the listener, the reader, and other audience as a consumer. The advertisement itself is one of the communication media to persuade in order to attract people on the good service which is offered.

Literary work is a picture of human thought that was poured into a media. They are divided into two kinds: informative literature and imaginative literature. Informative literature talks about facts, history, explanation, and great life figure, while imaginative literature are fantasy using connotative language and qualified aesthetic art. Literature includes the writing experimented result within language form to produce creative images or ideas that involve the readers' imagination deliberately and creatively (Goodman, 2001). Literature as the writing ideas by an author has aesthetic values and regarded as aesthetic art. Thus, literary works have benefits for human life because they could be entertaining, increasing knowledge and enriching the readers' insight.

The main generic of literary work is divided into three kinds, namely poetry/poem, novel, and drama/movie. Different from poetry and novel that consist of written text, movie is a more complete mass media because it uses moving pictures and sounds to tell a story. Hornby (2005) explains that movie is a

series of moving pictures recorded with the sound that tells a story shown on television or at the cinema or theatre. According to Sapp (1986), movie is a motion picture which is considered as a source of entertainment or as an art form. Movie does not only tell a story or provide entertainment but also give a unique and interesting artwork due to the ideas that are poured in the form of live images.

The translation must also evolve with the times. Therefore, translation cannot only be applied in written (translation) and spoken (interpretation) form but also in the form of audiovisual translation. Based on Supardi & Putri (2018), audiovisual translation is a branch of translation studies. This type of translation is used to translate audiovisual products. According to Bordwell & Thompson (1990), "The most two common forms form of screen translation are dubbing and subtitling". Dubbing is the process of making sound on an original movie with someone else's voice. Dubbing does not only occur from one language to another (SL into TL) but also from one person to another in the same language (SL into SL). Meanwhile, subtitling is the process of translating from a spoken language (SL) into written form (TL).

This research analysed transfer subtitling strategies from EveryAgent in *Dune* movie. EveryAgent is an audiovisual translator, especially in the field of subtitles in movies. He is a member of IDFL (Indonesia Data & File Library). IDFL is a forum that has been trusted to give birth to many subtitle translators who have ideal translation results. The researcher chose transfer subtitling strategies in *Dune* movie as the topic of this research because this research is based on Henrik Gottlieb's (1992:166) theory regarding subtitling strategy on subtitle and the researcher searched the most strategy used by EveryAgent in translating in *Dune*'s movie. The objective of the research is to find out what subtitling strategies are applied by EveryAgent in translating movies. Therefore, the researcher chose *Subtitling Strategies in Dune Movie* as the title of this research.

Furthermore, subtitling strategy is not a newly research. Among the research, there are Fitri. **English – Indonesian Subtitle Strategies in Real Steel Movie. Gunadarma University. 2021** This research is aimed to analyze the subtitling strategies for translating movie subtitles used in the *Real Steel* movie. This research used descriptive qualitative method for the research. The problem of this research is to find what kinds of subtitling strategies are found in *Real Steel* movies. The data is taken from *Real Steel* movie subtitles, and the researcher used Gottlieb (1992) theory. In the theory, Gottlieb (1992) mentioned ten strategies used in subtitling. There is transfer, expansion, imitation, paraphrase, transcription, dislocation, condensation, decimation, deletion, resignation.

Second, there is Arya Surya Pratama. **SUBTITLING STRATEGIES IN COCO MOVIE. Gunadarma University. 2021.** This research is aimed to analyze the subtitling strategies for translating movie subtitles used in the *Coco* movie. This research used descriptive qualitative method for the research. The problem of this research is to what is the subtitling strategies were used by Pein Akatsuki in translating *Coco* movie. The data is taken from *Coco* movie subtitles, and the researcher used Gottlieb (1992) theory. In the theory, Gottlieb (1992) mentioned ten strategies used in subtitling. There is transfer, expansion, imitation, paraphrase, transcription, dislocation, condensation, decimation, deletion, resignation. Based on the analysis, the researcher found 10 out of 10 strategies applied by the translator in translating subtitles in the *Coco* movie.

And afterward, there is Muhammad Agung Prasetyo. **An Analysis of Subtitling Strategies in 1917 movie. Gunadarma University. 2021** This research is aimed to analyze the subtitling strategies for translating movie subtitles used in the *1917* movie. This research used descriptive qualitative method for the research. The problem of this research is to find what kind of subtitling strategies are applied in the *1917* movie through English Subtitle into Indonesian subtitle. The data is taken from *1917* movie subtitles, and the researcher used Gottlieb (1992) theory. In the theory, Gottlieb (1992) mentioned ten strategies used in subtitling. There is transfer, expansion, imitation, paraphrase, transcription, dislocation, condensation, decimation, deletion, resignation.

The first similarity between this research and the three previous research is the theory used, namely Gottlieb's theory of 10 subtitling strategies. Another similarity is that the data source between this research and previous research is movie. The difference can be found in the topic of discussion and data between this research and the three previous research. The first research used the topic of flirting style in addition to the topic of subtitling strategies in the *Shakespeare's in Love* movie. The second research used speech acts data in the *Jumanji* movie. The third research used several randomly selected subtitles in the

Raya and the Last Dragon movie. Meanwhile, this research used the *EveryAgent* utterances in the *Dune* movie.

The result of this research will be focused on the analysis of the subtitling strategies in the *Dune*'s movie. The analyses are based on Henrik Gottlieb's theory (1992:166) about ten subtitling strategies.

This research is expected to make the researcher think critically and scientifically based on the existing theory. This research is also expected to be a reference for other researchers in developing Gottlieb's theory (1992:166).

2. METHODS

This research used qualitative research method. Based on the definition of Siyoto & Sodik (2015) cited by Hardani, et al., (2020), in qualitative research method, the researcher is the main instrument in the research. Thus, the researcher who applied qualitative methods must be armed with broad theory and insight in order to be able to conduct direct interviews, analyze and construct the object under study to make it clearer. This is in accordance with the principle in this research where the researcher examined and analyzed a translation phenomenon as an object, namely subtitling with the existing theory, namely the theory of subtitling strategies by Gottlieb (1992:166).

Research data is any information that has been collected, observed, generated or created to validate original research findings. In other words, data are all forms of information or facts that are used as objects discussed in research. While the data source is a place where data is found and collected for research purposes Arikunto (2010). In this research, the data used are the subtitles of the *Dune* movie. In addition, the data source used in this research is the *Dune* movie.

In collecting data, the researcher used several steps. They are as follows watching *Dune* movie, downloading English and Indonesian script of *Dune* movie on *subscene.com* site, and reading and collecting the subtitle of *EveryAgent*. In analyzing the data that has been collected, the researcher used several steps. They are as follows: Understanding the 10 subtitling strategies based on Gottlieb's theory (1992:166), classifying the utterances of *EveryAgent* to the types of subtitling strategies, making the results of the analyses and determining the subtitling strategy that are frequently applied by *EveryAgent* in *Dune* movie, and making conclusion.

This research discussed in detail the results and discussions of this research. This research was focused on analyzing transfer subtitling strategies on the subtitles made by *EveryAgent* on the in-*Dune* movie. There are a total of 308 subtitles in *Dune* movie. From the 308 subtitles, there are 8 subtitling strategies applied. Those are as follow:

No.	Subtitling Strategy	Amount
1.	Condensation	29 data
2.	Decimation	5 data
3.	Deletion	1 datum
4.	Dislocation	6 data
5.	Expansion	6 data
6.	Imitation	50 data
7.	Paraphrase	35 data
8.	Transfer	176 data
Total		308 data

3. RESULT AND DISCUSSION

The researcher found there are 8 strategies and 308 data in translating in *Dune* movie. The strategy frequently used is the transfer strategy. This is because transfer strategy is an ideal strategy that translates the source language word to word. The strategies that are not implemented are transcription and resignation strategies.

Transfer

According to Henrik Gottlieb (1992:166), transfer is an ideal subtitling strategy where the translator translates using the word-to-word method and the translation results are in accordance with the source language. There are 176 data of transfer strategy with the examples are as follow:

Example 1

Seconds	00:11:47,806 - 00:11:48,974
Source Language	"I saw you."
Target Language	"<i>Aku melihatmu.</i>"

Analysis:

This translation is included in the transfer strategy where the sentence "***I saw you.***" was translated into "***Aku melihatmu.***". The translator used a transfer strategy because the source language form was translated word for word to the target language. In detail, the word "***I***" was translated to "***Saya***", the word "***saw***" was translated to "***melihat***", and the word "***you***" was translated to "***mu***".

Example 2

Seconds	00:22:37,497 - 00:22:39,332
Source Language	"How does she know about my dreams?"
Target Language	"<i>Bagaimana dia tahu tentang mimpiku?</i>"

Analysis:

This translation is included in the transfer strategy where the sentence "***How does she know about my dreams?***" was translated into "***Bagaimana dia tahu tentang mimpiku?***". The translator used a transfer strategy because the source language form was translated word for word to the target language without reducing or adding any words to the translation result.

Example 3

Seconds	00:49:34,821 - 00:49:36,990
Source Language	"Thanks for the humiliation, old man."
Target Language	"<i>Terima kasih atas penghinaannya, pak tua.</i>"

Analysis:

This translation is included in the transfer strategy where the sentence "***Thanks for the humiliation, old man.***" was translated into "***Terima kasih atas penghinaannya, pak tua.***". The translator used a transfer strategy because the source language form was translated literally to the target language without reducing or adding any words to the translation result.

Example 4

Seconds	00:18:27,956 - 00:18:29,541
Source Language	"Will it be that bad?"
Target Language	"<i>Apakah akan seburuk itu?</i>"

Analysis:

This translation is included in the transfer strategy where the sentence "***Will it be that bad.***" was translated into "***Apakah akan seburuk itu?***". The translator used a transfer strategy because the source language form was translated literally to the target language without reducing or adding any words to the translation result.

Example 5

Seconds	00:24:05,877 - 00:24:11,383
Source Language	"Who are you?"
Target Language	"<i>Siapa kau?</i>"

Analysis:

This translation is included in the transfer strategy where the sentence "***Who are you?***" was translated into "***Siapa kau?***". The translator used a transfer strategy because the source language form was translated literally to the target language without reducing or adding any words to the translation result.

Example 6

Seconds	00:24:27,607 - 00:24:28,942
Source Language	“You dismiss my mother in her own house.”
Target Language	“Kau mengusir ibuku di rumahnya sendiri.”

Analysis:

This translation is included in the transfer strategy where the sentence **““You dismiss my mother in her own house”** was translated into **“Kau mengusir ibuku di rumahnya sendiri”**. The translator used a transfer strategy because the source language form was translated literally to the target language without reducing or adding any words to the translation result.

4. CONCLUSION AND SUGGESTIONS**Conclusion**

In this research, the topic studied is the subtitling strategy based on Henrik Gottlieb's theory (1992:166). This research was conducted on the subtitles made by EveryAgent in *Dune* movie. This research used a qualitative approach. The data used in this research is the subtitles made by EveryAgent and the source data used is *Dune* movie.

There are a total of 239 subtitles on the utterances of *Paul Atreides* in *Dune* movie. From the 308 data, there are 8 subtitling strategies applied. The 8 subtitling strategies as the results are 29 data of *condensation*, 5 data of *decimation*, 1 datum of *deletion*, 6 data of *dislocation*, 6 data of *expansion*, 50 data of *imitation*, 35 data of *paraphrase*, and 176 data of *transfer*. Based on those results, it can be concluded that transfer strategy is the most strategy frequently used in *Dune* movie.

Suggestion

The researcher suggests that research on subtitling strategy can be a topic that other researchers continue to develop. This can be done by replacing the object not only using a movie but also using other audiovisual products.

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