

# Subtitling Strategy of Interrogative Sentences in Vivo Movie

*by Dewi Wulan Sari*

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### Subtitling Strategy of Interrogative Sentences in Vivo Movie

Dewi Wulan Sari

Program Studi DIII Perhotelan, Gunadarma University

12

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#### Corresponding author\*:

Dewi Wulan Sari

#### No. Contact:

Dewi\_wulansari@staff.gunadarma.ac.id

**Abstract:** Subtitling is the process of transferring the equal meaning of what is being said in the movie as a source language into the target language. The product of its process is called as subtitle. The aims of this research are to find out the types of subtitling strategy applied in the interrogative sentence in Vivo movie and to found out the most frequent subtitling strategy applied in the interrogative sentence in Vivo movie. The source of the data in this research is Vivo movie while the data are the interrogative sentence in Vivo movie. The researcher uses descriptive qualitative research method. Gottlieb's theory is applied in this research. The result shows that out of 92 found, 7 subtitling strategies are applied in Vivo movie, they are expansions (2), paraphrases (14), transfers (51), imitations (8), condensations (7), decimations (5), and deletions (5). The most frequent subtitling strategy used is transfer.

**Keywords:** subtitling strategy, subtitle, movie.

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#### INTRODUCTION

Literature has become one of the entertainments favored by many people. One of the products of literature is movie. Now we can enjoy movies produced by other countries wherever and whenever. Currently, animation movies are very popular, not only by children but also by adults. Many animation movies produced by other countries can be watched easily without having to master the language of that country. This is because there are subtitles on every movie that can be watched on various platforms. Subtitle itself is the result of the process of translating every word spoken in the movie.

There are various kinds of definitions about translation based on many experts. Newmark (2001, p. 5) stated that "translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language". According to Baker (2001, p. 3), "translation is here conceived primarily as a process of intercultural communication whose end product is a text which is capable of functioning appropriately in specific situations and contexts of use". According to Jacobson as stated in Hatim and Munday (2004, p. 7) "translation centres around certain key questions of linguistics, including equivalence between items in SL and TL and the notion of translatability." Based on the definitions it can be concluded that translation is the process of transferring the equal meaning from the source language to the target language.

Nowadays, the translation is not only applied to the written products. According to Hatim and Munday (2004, p. 4), the definition of translation, which include not only typically written products such as literary and technical translations, but also translation forms that have been created in recent decades, such as audio-visual translation, a written product which is read in conjunction with an image on screen (cinema, television, DVD or computer game). Based on Gonzales (2009, as cited in Burliani and Winiharti, 2016, p. 57), "audio visual translation concerns with transferring the multimedia texts into another language and/or culture". Hatim and Munday (2004, p. 46) also stated that "research into audio-visual translation now encompasses sign language, intralingual subtitles, lip synchronization for dubbing as well as interlingual subtitles; the image-word relationship is crucial in both film and advertising, and there has been closer investigation of the links between translation, music and dance". Based on what has been stated by Hatim and Munday, one of the audio-visual translations is subtitling.

According to Hatim and Munday (2004, p. 360), "subtitling is a method of language transfer used in translating types of mass audio-visual communication such as film and television." Another definition of subtitling is proposed by Shuttleworth & Cowie (2014, p. 161). According to them subtitling is a term used to refer to one of two main methods of language transfer used in translating types of mass audio-visual communication such as

film and television. They also added that subtitling is a process of synchronizing captions on film or TV dialogue. Based on those definitions, it can be concluded that subtitling the process of translating what are being spoken in the movie as a source language into another target language. The result is usually called as subtitle. Subtitle is usually written in the bottom of the screen during the movie is being played.

Based on Gottlieb (1992, as cited in Putri, 106, p. 9) "there are ten strategies of subtitling strategy. Those are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation". The detail of subtitling strategies proposed by Gottlieb are as follows:

#### 1. Expansion

This strategy is used when more words are added in the target language because the source language needs explanation or more information since the original words cannot be rendered in the target language. In this strategy the target text becomes longer than the source text.

Table 1. Example of Expansion

Source Language	Target Language
"I must see you," the caller insisted. "This is not a matter we can discuss on the phone. My lab is only an hour's flight from Boston."	"Aku harus bertemu denganmu," desak lelaki yang meneleponnya itu. "ini bukan masalah yang dapat dibicarakan lewat telepon. Labku hanya satu jam penerbangan dari Boston."

Sources: *Angels and Demonds* by Dan Brown (2000, p. 27) and *Malaikat dan Iblis* by Isma B Koesalamwardi (2005, p. 19)

#### 2. Paraphrase

This strategy is used when the original expression in source language cannot be reconstructed with the same syntactic way in the target language. It is usually used in translating the long dialogue, so few unnecessary words are omitted in the target language.

Table 2. Example of Paraphrase

Source Language	Target Language
My mother has a wounded sound in her voice, as if I had put the list up to hurt her.	da nada tersinggung dalam suara ibunya, seolah-olah aku telah memasang daftar itu untuk menyakiti hatinya.

Sources: *The Joy Luck Club* by Amy Tan (1990, p. 176) and *Perkumpulan Kebahagiaan dan Keberuntungan* by Jocye K Isa (1994, p. 266)

#### 3. Transfer

This strategy is used to transfer the whole of form and message from the source language into the target language without changing the pattern and the structure form. The subtitler maintains the same form and structure completely and accurately.

Table 3. Example of Transfer

Source Language	Target Language
No! They mean to kill me.	Tidak. Mereka mau membunuhku

Source: Ineke Hartanto Putri (2016, p. 12)

#### 4. Imitation

Imitation is used when the subtitler maintains the same form with the original text (source language) such as name of people, places, and greeting. The subtitler just re-writes the word of the source language to the target language.

Table 4. Example of Imitation

Source Language	Target Language
"Five kilometres to the lab," the pilot said. "I'll have you there in two minutes."	"Lima kilometer lagi kita akan tiba di laboratorium," kata si pilot. "Saya akan mengantarkan Anda ke sana dalam waktu dua menit."

Sources: *Angels and Demons* by Dan Brown (2000, p. 27) and *Malaikat dan Iblis* by Isma B Koesalamwardi (2005, p. 19)

## 2

### 5. Transcription

Transcription is used when there are unusual elements in the source language. This strategy is used in a case unusual terms are found in the source language, for example the use of a third language or nonsense language

Table 5. Example of Transcription

Source Language	Target Language
No, <b>divorziata</b> .	Tidak, <b>bercerai</b> .

Source: Ineke Hartanto Putri (2016, p. 12)

## 6. Dislocation

Dislocation is used to change a particular source language message into acceptable target language expression so that the translation will produce the same effect on the target audience. This strategies adopted when the original text employs some sort of special effect, e.g. a silly song in a cartoon film, where the translation of the effect is more important than the content.

Table 6. Example of Dislocation

Source Language	Target Language
Spider-Pig, Spider-Pig, does whatever a Spider-Pig does, can he swing, from a web? No he can't, he's a pig, Look out! He is Spider-Pig.	Babi Labalaba, Babi Labalaba. Melakukan apapun yang dilakukan Babi Labalaba. Dapatkah ia berayun dari jaringnya? Tidak bisa, dia seekor babi. Lihatlah. Dia seekor Babi Labalaba.

Source: Ineke Hartanto Putri (2016, p. 12)

## 7. Condensation

Condensation is applied by the subtitler when the subtitler makes the translation as short as possible by omitting unnecessary words without losing the message of the source language. The subtitler uses the exact meaning but with fewer words.

Table 7. Example of Condensation

Source Language	Target Language
No, the day <b>after her birthday</b> .	Tidak, sehari <b>setelahnya</b> .

Source: Ineke Hartanto Putri (2016, p. 12)

## 8. Decimation

Decimation is an extreme form of condensation strategy. This strategy is used to reduce the words of the source language by omitting the words which might cause a degree of a semantic loss in the target language, it usually occurs when actors talk too fast. The subtitler omits the important elements which are confusing the audience and also some taboo words.

Table 8. Example of Decimation

Source Language	Target Language
<b>Oh, you have done well</b> , my son	<b>Bagus</b> , nak.

Source: Ineke Hartanto Putri (2016, p. 12)

## 9. Deletion

Deletion refers to total elimination of the parts of a text in the source language to be translated into the target language, such as repetition, filler words, and question tags.

Table 9. Example of Deletion

Source: Ineke Hartanto Putri (2016, p. 12)

11	Source Language	Target Language
	And they needed neither king nor queen.	Mereka tak membutuhkan raja maupun ratu.

## 10. Resignation

Resignation refers to zero translation, it occurs when the subtitle does not find the solution to translate source language into target language with the same effect and the meaning is unavoidably lost.

Table 10. Example of Resignation

Source Language	Target Language
It begins when the object of your affection...	NO TRANSLATION

Source: Ineke Hartanto Putri (2016, p. 12)

9

## RESEARCH METHOD

This research is conducted by using descriptive qualitative research. According to Khotari (2004, p. 2) "descriptive research includes surveys and fact-finding enquiries of different kinds, and the main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening." Khotari (2004, p. 3) stated that "quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity." The descriptive qualitative research method is applied in this research because the data in this research are in the form of sentences and those data need to be explained by using the researcher's interpretation.

The source of the data in this research is Vivo movie. Vivo is a 2021 American animation musical movie which was produced by Sony Pictures Animation. Vivo is 99 minutes movie which was released on July 30, 2021 in selected theatres only, and digitally on Netflix on August 6, 2021. The data in this research are every interrogative sentence that were spoken by every character in the movie.

3

The researcher collects the data of this research systematically. First, the researcher watched Vivo movie. Second, the researcher collected the interrogative sentences in Vivo movie script both in English and Indonesian subtitle. Third, the researcher arranged the data collected in the table by comparing both English and Indonesian subtitle.

9

After all of the data have been collected, the researcher analyzed the data based on these following steps. First, the researcher analyzed the data based on Gottlieb's theory. Second, the researcher classified the data based on the ten subtitling strategies proposed by Gottlieb's. Third, the researcher arranged the data according to their subtitling strategies in order to find the most dominant subtitling strategy used. Fourth, the researcher drew conclusions based on the research conducted.

## RESULT AND DISCUSSION

There are 92 data found in this research. Among the 10 subtitling strategies proposed by Gottlieb, 7 subtitling strategies are found in this research. The subtitling strategies are expansion, paraphrase, transfer imitation, condensation, decimation, and deletion. The number of data collected will be explain further in this table below:

Table 11. Subtitling Strategies

No	Subtitling Strategy	Number of Data
1	Expansion	2
2	Paraphrase	14
3	Transfer	51
4	Imitation	8
5	Condensation	7
6	Decimation	5
7	Deletion	5
Total		92

Source: Vivo Movie, 2021



Based on the table above, it can be seen that out of 92 data found 2 data are categorized into expansion, 14 data are categorized into paraphrase, 51 data are categorized into transfer, 8 data are categorized into imitation, 7 data are categorized into condensation, 5 data are categorized into decimation, and 5 data are categorized into deletion. According to the data found, the most dominant subtitling strategy used in translating this movie subtitle is transfer.

Below are the analysis of the data found in the *Vivo* movie:

### Expansion

Expansion adds more information about the word translated from source language to target language. So that the target language translation becomes longer than the source language.

Table 12. Expansion Data 1 (00:07:09,720 --> 00:07:15,268)

Source Language	Target Language
"What words can I write in a letter after being separated for so many years?"	"Kata-kata apa yang bisa kutulis di surat setelah bertahun-tahun <b>kita</b> berpisah?"

Source: *Vivo* Movie (2021)

The data above is categorized into expansion because the translator added the word "**kita**" in the target language. The word "**kita**" is added in order to make clear about who are being talked by the speaker.

Table 13. Expansion Data 2 (01:17:30,062 --> 01:17:33,065)

Source Language	Target Language
Do you hear yourself?	Kau dengar <b>ucapanmu</b> sendiri?

Source: *Vivo* Movie (2021)

The data above is categorized into expansion because the translator added the word "**ucapan**" in the target language. The word "**ucapan**" is added in order to make clear about was heard.

### Paraphrase

Paraphrase is used when the phrase in the source language cannot be reconstructed in target language. In other words, the translation in the target language is different from the source language but the meaning still remains the same.

Table 14. Paraphrase Data 1 (00:37:13,648 --> 00:37:17,318)

Source Language	Target Language
Oh, Mr. Henshaw. <b>Can I interest you in some Manatee Minties?</b>	Pak Henshaw. <b>Maukah kau membeli permen lembu laut?</b>

Source: *Vivo* Movie (2021)

The data above is categorized into paraphrase strategy. The translator translates the sentence "**Can I interest you in some Manatee Minties?**" into "**Maukah kau membeli permen lembu laut?**" because if the source language is translated as it is, the target language will not convey the original intention and may confuse the reader.

Table 15. Paraphrase Data 2 (01:05:39,060 --> 01:05:41,896)

Source Language	Target Language
<b>Can we have the song back?</b>	<b>Bisa kembalikan lagunya?</b>

Source: *Vivo* Movie (2021)

The data above is categorized into paraphrase strategy. The translator translates the sentence "**Can we have the song back?**" into "**Bisa kembalikan lagunya?**" because if the source language is translated as it is, the translation will be very confusing for the reader.

### Transfer

Transfer refers to the strategy of translating the source language into target language completely and accurately without changing the message, pattern, and structure.

Table 16. Transfer Data 1 (00:07:00,378 --&gt; 00:07:02,380)

Source Language	Target Language
Marta? <b>Who's Marta?</b>	Marta? <b>Siapa Marta?</b>
Source: <i>Vivo</i> Movie (2021)	

The data above is categorized into transfer strategy. The translator translates the source language “**Who's Marta?**” into “**Siapa Marta?**” in target language. In the translation, there is nothing added or deleted. The meaning between the source language and target language are equal.

Table 17. Transfer Data 2 (00:14:41,547 --&gt; 00:14:44,383)

Source Language	Target Language
<b>What is he thinking?</b>	<b>Apa yang dia pikirkan?</b>
Source: <i>Vivo</i> Movie (2021)	

The data above is categorized into transfer strategy. The translator translates the source language “**What is he thinking?**” into “**Apa yang dia pikirkan?**” in target language. In the translation, there is nothing added or deleted. The meaning between the source language and target language are equal.

### Imitation

Imitation is <sup>1</sup> used to translate the same exact forms, typically with names of people and places.

Table 18. Imitation Data 1 (00:01:37,430 --&gt; 00:01:39,057)

Source Language	Target Language
Are you ready, <b>Vivo</b> ?	Kau siap, <b>Vivo</b> ?
Source: <i>Vivo</i> Movie (2021)	

The data above is categorized into imitation strategy. The word “**Vivo**” is translated into “**Vivo**”. <sup>11</sup> Vivo is the name of the main character in the movie, so the translator does not change the utterance.

Table 19. Imitation Data 2 (00:02:44,122 --&gt; 00:02:45,122)

Source Language	Target Language
What's a <b>kinkajou</b> ?	Apa itu <b>kinkajou</b> ?
Source: <i>Vivo</i> Movie (2021)	

The data above is categorized into imitation strategy. The word “**kinkajou**” is translated into “**kinkajou**”. Kinkajou is the type of animal, so the translator does not change the utterance.

### Condensation

Condensation is used when the translator reduces the source language in target language without reducing their meaningful content.

Table 20. Condensation Data 1 (00:38:44,530 --&gt; 00:38:45,990)

Source Language	Target Language
Has <b>he</b> seen a veterinarian?	Sudah ke dokter hewan?
Source: <i>Vivo</i> Movie (2021)	

The data above is categorized into condensation strategy because <sup>2</sup> the translator does not translate the word “**he**” in the sentence “Has **he** seen a veterinarian?”. It is done because the word “**he**” is unnecessary since that word has already mentioned before, so it is clear about what they are talking about.

Table 21. Condensation Data 2 (00:29:34,063 --&gt; 00:29:37,859)

Source Language	Target Language
How many times have I told <b>you</b> ?	Berapa kali Ibu bilang?
Source: <i>Vivo</i> Movie (2021)	

The data above is categorized into condensation strategy because <sup>2</sup> the translator does not translate the word “**you**” in the sentence “How many times have I told **you**?”. It is done because the word “**you**” is unnecessary

since that word has already mentioned many times before. Besides, it is conversation between two people, a mother and her daughter. So, it is clear about who is being talked by the mother.

#### Decimation

Decimation is used to reduce the important expression or part of <sup>5</sup>the source language into target language. The expression or part <sup>5</sup>that reduced are <sup>5</sup>the one that may cause confusion to the audience.

Table 22. Decimation Data 1 (01:03:02,695 --> 01:03:06,365)

Source Language	Target Language
What else do you have <b>in there</b> ?	Apa lagi yang kau punya?
Source: <i>Vivo</i> Movie (2021)	

The data above is categorized into decimation strategy. The phrase <sup>2</sup>“in there” is not translated in the target language. The translator removes <sup>2</sup>the important part “in there” so it may not lead into any confusion.

Table 23. Decimation Data 2 (01:07:30,671 --> 01:07:33,966)

Source Language	Target Language
So, um, what are you gonna do <b>now</b> ?	Jadi, apa yang akan kau lakukan?
Source: <i>Vivo</i> Movie (2021)	

The data above is categorized into decimation strategy. The word <sup>2</sup>“now” is not translated in the target language. The translator removes <sup>2</sup>the important part “now” that show their conversation time.

#### Deletion

Deletion is used to remove some <sup>5</sup>of the parts of a text, such as repetition, filler words and question tags.

Table 24. Deletion Data 1 (00:25:21,061 --> 00:25:24,689)

Source Language	Target Language
Where am I? What time is it?	Di mana aku? Pukul berapa ini?
<b>What time is it? What time is it?</b>	
Source: <i>Vivo</i> Movie (2021)	

The data above is categorized into deletion strategy. The translator deletes (removes) the sentences **“What time is it? What time is it?”** because those sentences are repetitions so it is not really important to be retranslated for the audience.

Table 25. Deletion Data 2 (00:55:50,388 --> 00:55:53,600)

Source Language	Target Language
Oh no, where is it?	Tidak, di mana? Di mana lagunya?
<b>Where is it? Where's the song?</b>	
Source: <i>Vivo</i> Movie (2021)	

The data above is categorized into deletion strategy. The translator deletes (removes) the sentence **“Where is it?”** because that sentence is repetition so it is not really important to be retranslated for the audience.

#### 8 ONCLUSION AND SUGGESTION

Based on the research that has been conducted, it can be concluded that there are 7 subtitling strategies applied in the *Vivo* movie. The 7 subtitling strategies are expansion, paraphrase, transfer, imitation, condensation, decimation, and deletion. From this research, 92 data are found. The 92 data consist of 2 expansions, 14 paraphrases, 51 transfers, 8 imitations, 7 condensations, 5 decimations, and 5 deletions. The most frequently subtitling strategy applied in *Vivo* movie is transfer.

<sup>3</sup>Based on the result of this research, the researcher suggests the other researcher to more research about subtitling strategy by using different data source. So, it can deepen and enrich the understanding about subtitling strategy and give more example in research that related to subtitling strategy.



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