SUBTITLING STRATEGY IN CLASH-A-RAMA ANIMATION SERIES SEASON 1 EPISODE 6: A KNIGHT TO REMEMBER

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Abstract: *Subtitling is the process of providing the equal meaning of what being said in the movie through the text written below the screen. The text written in the screen is known as subtitle. This research aims to find out the types of subtitling strategy in Clash-A-Rama Animation Series Season 1 Episode 6: A Knight to Remember. Clash-A-Rama Animation Series Season 1 Episode 6: A Knight To Remember is used as the source of the data. The data are every utterance in Clash-A-Rama Animation Series Season 1 Episode 6: A Knight to Remember. Qualitative method is applied in this research. This research used Gottlieb's theory. 6 types of subtitling strategies are found in this research. They are transfer (63 data), paraphrase (62 data), deletion (9 data), imitation (7 data), condensation (2 data), and dislocation (1 datum).*
Keywords*: subtitle, subtitling strategy, transfer.*

INTRODUCTION

Languange helds an important role as a tool of communication. Language makes everything easier and possible for people. It helps people to share their feeling, opinion and thought. Even with the rapid development of technology at this time, the difference in the language used is no longer a barrier. People from different countries can communicate using English which has long been known as an international language. By using English, it is very easy for us to carry out economic activities, do political activities, enjoy the entertainment, learn technology, study culture from different countries.

Movie is one of the source of enjoyment for people nowadays. People love to watch movie in their spare time. They may watch it in cinema, home, or even anywhere as long as they have their mobile phone and internet connection. Besides movie, animation is also loved by many people. The stories of animation these days are not only created for children, but also for people in various ages. One of the animation that people love to watch is *Class-A-Rama.*

Class-A-Rama is an animation that can be watched for free through its youtube channel named *Clash of Clans*. In essence, this is an animated sketch comedy series created to tell the stories of *Class of Clans* and *Clash Royale* characters and their everyday lives. The animations have tens of millions of views. The origininal audio of this animation is in English. Even so, the animation has many choices of subtitles in various languages. One of the preferred languages in the subtitles is Indonesian.

Subtitle is the translated text of the original audio that is put below the screen of the movie and animation. Subtitles make movies and animation from various countries possible to be watched by people who use different languages. Through subtitle, people can understand the movie story line better and understand what were being talked by the actors and actress a long the movie. This is in line with the

definition of subtitling that proposed by Cintas and Remael. Cintas and Remael (2007, p. 8) defined subtitles as a part of translation that translates dialogue, information from movie soundtracks, text written on the screen into the target language and writes it at the bottom of the screen. Sullivan and Cornu (as citied in Gonzalez & Perez, 2019, p. 18) stated that adding titles that could be read simultaneously with hearing the characters speak became known as subtitling.

Subtiling is also an important factor in the acceptance of films or series globally, so subtitling has become a job that is in great demand by many people. Even though the subtiling process has become faster and easier with this digital era, the subtitling process needs to still refer to stubtling strategies. Gottlieb mentioned that subtitling is a written, additive, immediate, synchronous, and poly-media translation (1992, p. 165). Furthermore, Shuttleworth & Cowie stated that:

> 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. Subtitling is a process of synchronizing captions on film or TV dialogue.
> (2014, p. 161)

Sutitling strategies was first proposed by Gottlieb. Based on Gottlieb in Wibowo and Suyudi (2021, p.13) there are 10 subtitling strategies. They are:

Expansion

Expansion strategy is used when the source languages need deeper explanation in target language. So that the subtitle in the target language is longer than the original utterance in the source language because the translator add more explanation to convey the right meaning.

Imitation

Imitation strategy is implemented in subtitling when there is a solid word, such as the person's name or the name of the place. Those kinds of words do not need to be translated, it just written as those are.

Transfer

Transfer strategy is used when all of the words in the sentence can be directly translated by the translator and the result is still accurate and sounds natural. In transfer strategies, the translator translates the sentence word to word without any changes in terms of meaning and sentence structure.

Paraphrase

Paraphrase strategy is used when structure from the source language cannot be maintained in the target language. In this case, the translator needs to changes the structure into a new form. Therefore, the audience can easily receive and understand the subtitle.

Condensation

Condensation strategy is applied by the translator when the translator wants to make the translation in target language as short as possible. It is usually done by omitting unnecessary words without losing the original message of the source language. In short, fewer words are used in target language by the translator.

Decimation

Decimation strategy is an extreme form of condensation strategy. Decimation is used when the translator wants to make subtitles shorter by removing some word because character speak too fast, so subtitle can keep up with dialogue and scene.

Deletion

Deletion strategy is used when translator thinks there are some words that are not really important in the sentence. Translator can remove words, phrases, clauses or even a whole sentence as long as they do not really fit the dialogue in the target language.

Dislocation

Dislocation strategy is used when the translator wants to prioritize dialogue effects on the audience over the meaning of the dialogue. Dislocation is usually used when the effect is more important than the content.

Transcription

Transcription strategy is used when translator face an uncommon word from outside the source language and the target language. It is usually called as the third language.

Resignation

Resignation strategy is used when the translator cannot find a proper translation in target language. This strategy is used when the translator cannot find a way to solve the translation problem.

RESEARCH METHOD

Since the data in this research are in the form of words, phrases, clauses and sentences, qualitative research was considered to be the best fit in this research. According to Anderson (2006, p. 1), qualitative research is analysing and collecting data by observing what people say. While according to Dornyei (2007, p.38) most of data in qualitative method are textual forms, because most qualitative data analysis done with word.

The source of the data of this research is *Clash-A-Rama* Animation Series Season 1 Episode 6. The animation can be seen in Clash of Clans official YouTube Channel. The Animation was published in YouTube on December 30, 2016. The duration of the animation is 11:13 minutes. The Animation which was entitled as *A Knight to Remember* has already been watched for more than 98 million views. The data of this research is every utterance in *Clash-A-Rama* Animation Series Season 1 Episode 6: *A Knight To Remember*.

The researcher took few steps in collecting the data. First, the researcher watched the animation many times in order to dully understand the content. Second, the researcher downloaded the English and Indonesian subtitle of *Clash-A-Rama* Animation Series Season 1 Episode 6: *A Knight To Remember*. Third, the researcher presented the English and Indonesian subtitle in table. Fourth, the researcher read and compared the English and Indonesian subtitle.

After the data were collected, the researcher followed these steps in order to analyze the data. First, the researcher categorized and classified the subtitling strategies in all of the data based on Gottlieb's translation strategies. Then, the researcher analyzed the data based on Gottlieb's theory. Finally, the researcher drew conclusion based on the data that have been analyzed.

RESULT AND DISCUSSION

The researcher found 144 subtitling strategies applied in 125 utterances. The 144 subtitling strategies belong to the 6 types of subtitling strategies. They are paraphrase, transfer, imitation, dislocation, condensation, deletion. The result can be seen in the table below:

Table 1. Data Findings

NO	Subtitling Strategies	Data
1	Paraphrase	62
2	Transfer	63
3	Imitation	7
4	Dislocation	1
5	Condensation	2
6	Deletion	9
	Total	144

Based on the table above, 6 types of subtitling strategies are applied in *Clash-A-Rama* Animation Series Season 1 Episode 6: *A Knight To Remember*. The most frequently used subtitling strategy is transfer (63 data), followed by paraphrase (62 data), deletion (9 data), imitation (7 data), condensation (2 data), and dislocation (1 datum).

Paraphrase

Paraphrase strategy is used when the structure of the source language cannot be placed on the same line. For this reason, the translator must modify the structure to create a new form so that the audience can easily receive the subtitles. In this research, 62 data that used the paraphrase strategy are found, 2 of them are:

Example 1:

Source Language	Target Language
Let's take a pass, okay?	**Kita lewati,** oke?

In the datum above, paraphrase strategy was used. The sentence **"Let's take a pass, okay?"** was translated into **"Kita lewati, oke?".** In this case, the translator changed the structure of the source language on the target language. If it was translated as it is, it would be "**Mari kita ambil lewat, oke?**". It did not sound good and natural so that the used of paraphrase strategy is the best fit in this case.

Example 2:

Source Language	Target Language
She's so broken down.	**Desa begitu rusak.**

In the datum above, paraphrase strategy was used. The sentence **"She is so broken down"** was translated into **"Desa begitu rusak".** In this case, the translator changed the structure of the source language on the target language. If it was translated as it is, it would be "**Dia sangat rusak"**. If the translation was maintained like that without paraphrase strategy, the reader will be confused since it did not clear and did not sound natural at all. So that paraphrase strategy is the best choice in this case.

Transfer

Transfer strategy is use when the translator translates the source language directly to the target language without any changes. During the research, 63 data that used the transfer strategy are found, 2 of them are:

Example 3:

Source Language	Target Language
And you. And you. And you. And you.	**Dan kamu. Dan kamu. Dan kamu. Dan kamu.**

The datum above used transfer strategy. The source language "**And you. And you. And you. And you.**" was translated into "**Dan kamu. Dan kamu. Dan kamu. Dan kamu**.". In this case, the translator translated the source language directly to the target language without any changes or modification.

Example 4:

Source Language	Target Language
Julia loves me... She loves me not...	**Julia mencintaiku... Dia mencintaiku tidak...**

The datum above used transfer strategy. The source language "**Julia loves me... She loves me not...**" was translated into "**Julia mencintaiku... Dia mencintaiku tidak...**". In this case, the translator translated the source language directly to the target language without any changes or modification.

Imitation

Imitation is used when the translator does not need to translate the word from source language to the target language. It is usually happen when the translator encounter the name of people and places. During the research, 7 data that used the paraphrase strategy are found, 2 of them are:

Example 5:

Source Language	Target Language
Since you left, **Chet** upgraded everything.	Sejak kepergianmu, **Chet** meningkatkan semuanya.

Imitation strategy was used in the datum above. It could be seen from the source language **"Chet"** which was translated onto **"Chet"** in the target language. The word **"Chet"** did not need any changed because that was the name of the character in the animation.

Example 6:

Source Language	Target Language

Sparky?!	**Sparky?!**

Imitation strategy was used in the datum above. It could be seen from the source language **"Sparky"** which was translated onto **"Sparky"** in the target language. The word **"Sparky"** did not need any changed because that was the name of the character in the animation.

Dislocation

Dislocation strategy is used when the translator needs to prioritize dialogue effects over the meaning of the dialogue. It is used when the effect is considered to be more important than the content. During the research 1 datum that used the paraphrase strategy was found the datum is:

Example 7:

Source Language	Target Language
Oh boy, oh boy...	**Astaga, astaga...**

The datum above used dislocation strategy. It can be seen that the source language "**Oh boy, oh boy...**" was translated into **"Astaga, astaga..."** in target language. In this case, the translator chose to use the words **"Astaga, astaga..."** because it is more familiar to the Indonesian people.

Condensation

Condensation strategy is applied by the translator when the translator wants to make the translation as short as possible without losing its original meaning. It is usually done by omitting unnecessary words from the source language. In other words, fewer words are used by the translator to deliver the meaning of the source language. During the research, 2 data that used the paraphrase strategy were found, 2 of them are:

Example 8:

Source Language	Target Language
Wait! Stop singing! **We're being paid attention to.**	Tunggu! Berhentilah bernyanyi! **Kita diperhatikan**

Condensation strategy is used in the datum above. The source language, **"We're being paid attention to."** was translated into **"Kita diperhatikan"** in the target language. The final translation was much shorter than the source language but meaning of the sentence was still the same. It happened because the source language was so wordy, so the translator decided to use the condensation strategy to make the subtitle shorter without changing the true meaning of the sentence.

Example 9:

Source Language	Target Language
So, uh, what are you into? - I love drawing. **Do you draw?**	So, uh, kamu suka apa? - Aku suka menggambar. **Kamu?**

Condensation strategy is used in the datum above. The source language, **"Do you draw?"** was translated into **"Kamu?"** in the target language. The final translation was much shorter than the source language but meaning of the sentence was still the same. It happened because the source language was so wordy, so the translator decided to use the condensation strategy to make the subtitle shorter without changing the true meaning of the sentence.

Deletion

Deletion strategy is used when translator think that there are some words that can be omitted because they are not really important in the sentence. Translators can remove words, phrases, clauses or even a whole sentence as long as they are not fit the dialogue in the target language. During the research, 9 data that used the paraphrase strategy were found, 2 of them are:

Example 10:

Source Language	Target Language
I believe this belongs to you, m'lady.	Ini pasti milik Anda, Putri.

Deletion strategy was used in the datum above. The source language "**I believe** this belongs to you, m'lady." was translated into "Ini pasti milik Anda, Putri.". In this data, it is clear that the phrase "**I believe**" was not translated to the target language by the translator. Even if that phrase was not translated, it did not have any impact in the target language.

Example 11:

Source Language	Target Language
And **we** have no one to fix **her**	Dan tak ada yang memperbaiki

Deletion strategy was used in the datum above. The source language "And **we** have no one to fix **her**" was translated into "Dan tak ada yang memperbaiki". In this data, it is clear that the words "**we" and "her"** were not translated to the target language by the translator. Even if that phrase was not translated, it did not have any impact in the target language.

CONCLUSION

This research was conducted in order to find out the subtitling strategies used in *Clash-A-Rama* Animation Series Season 1 Episode 6: *A Knight To Remember*. In order to obtain the objective of this research. The researcher used qualitative research method and guided by Gottlieb's theory of subtitling strategy. After the research was conducted, 6 types of subtitling strategy were used. The 6 subtitling strategies are transfer (63 data), paraphrase (62 data), deletion (9 data), imitation (7 data), condensation (2 data), and dislocation (1 datum). Expansion strategy, transcription strategy, decimation strategy, and resignation strategy are not used in *Clash-A-Rama* Animation Series Season 1 Episode 6: *A Knight To Remember*. From the result of the research, it can be concluded that transfer strategy is the most frequently used and dislocation is the least frequently used by the translator.

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