

AN ANALYSIS OF SUBTITLING STRATEGIES IN CLASH-A-RAMA ANIMATION SEASON 1 EPISODE 1, 2 AND 8

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Abstract: *Subtitling strategies is technique that can help the translators to do their job in translating subtitle in the movie. The problem of this research is what subtitling strategies are used in Clash-A-Rama animation season 1 Episode 1,2 and 8? The aim of this research is to find out subtitling strategies used in Clash-A-Rama Animation Season 1 Episode 1, 2 and 8. In order to conduct the research, the researcher used qualitative research method. The researcher used 379 utterances from Clash-A-Rama Animation Season 1 Episode 1, 2 and 8 as the data. The result of the research showed that some of the utterances used more than one subtitling strategy and all of subtitling strategies are found in this research. They are paraphrase (230 data), transfer (122 data), condensation (32 data), imitation (14 data), deletion (14 data), expansion (9 data), dislocation (2 data) resignation (2 data), decimation (1 data) and transcription (1 data).*

Keywords: *Clash-A-Rama, subtitling strategies, subtitling, paraphrase.*

INTRODUCTION

In this era, translation is really needed in industry which main business are around movie. They need translators from any kind of languages to reach audience from various countries. Therefore, translation can help movie getting through international market and makes people easily receive the animation product from various countries. This can be happened because audience can understand the story line in the movie This is in line with Bell (1991, p.6) that stated that “translation is the replacement of a representation of a text in one language by a representation of an equivalent text in second language”.

Audio visual translation (AVT) is an aspect that run around subtitling and dubbing. The difference between subtitling and dubbing is subtitle keeps the original voice on the movie while dubbing changes the entire character voice in the movie and turn it into target language voice. Even though dubbing and subtitling are different, they have same goal. Their goal is to make the movie can easily be understood by the audience. Because of that, subtitling and dubbing become one of the important aspects for movie when it is about to air in different countries.

Subtitle can help audience to understand the context of the movie that air in some countries. Subtitle is a translation text that attach beneath the movie. The reason why subtitles put underneath the animation because when subtitle is put in other side of animation subtitle itself will ruin the beauty of that movie.

Besides the regular movie played by actress and actors, there is also animation movie. Animation is a method of making pictures as an inanimate object to appear as moving images in a certain story line. Animations one of the popular entertainments that enjoyed by people from various ages. There are 3 various of animation, namely traditional animation, stop motion animation and CGA (computer generator animation). Traditional animation is one of old animation. This kind of animation still use an old technique to make animation. Even though its old, this style of animation still exist and still get consume by viewer until this day. The example of traditional animation is *Tom and Jerry* and *Clash-A-Rama*. Stop motion animation is

kind of animation who get recorded by camera. This animation style moves an object of animation little by little until they feel like moving. The example of stop motion animation is *Shaun the sheep*. The last one is CGA animation, this animation is done by computer. It can be 2D or 3D. Example of CGA animation is *Toy Story* franchise, *Finding Nemo*, *Shrek*.

One of popular traditional Animation is *Clash-A-Rama*. This animation is based on *Clash of Clans* game that has been released in 2012. Actually, this animation series is made as a promotion for both game *Clash of Clans* and *Clash Royale* in 2016. This animation is made by Tolerable Entertainment at 2016 and last for 3 seasons. This animation series tell a comedy skit around character in *Clash of Clans* and *Clash Royale* universe.

THEORETICAL REVIEW

Subtitling is an activity to put translated text in the movie to make sure that movie can air in different country. According to Shuttleworth and Connie (1997, p.161) Subtitle is translated text from source language to target language that put underneath the movie. In the other side, Baker as cited in Ramadani (2017, p.15) stated that subtitle is textual and transcription version of the dialogue of the movie. Since subtitle is translating the text in the movie. It makes movie from outside country can air in other countries.

Subtitling can become trickier than translating books, because subtitling has to play around screen time. Lever in Aveline (2015, p.27), translator must ensure that subtitle will disappear before frame on the screen about to change. In other word subtitling must be fully synchronized with time frame in the screen. If subtitle appear before the scene started it will ruin most of the audience experienced, that thing also same when subtitle disappear way to late in the scene will also ruin audience experience. While Krings in Aveline (2015, p.27) conclude "translator's potentially conscious plans for solving concrete translation problems in the framework of a concrete translation task". That mean even though translator face a problem like time framing in the screen, unknown culture, difference style of language but, as a good translator they must find a way to overcome their problem to reach their goal as translator. Making good subtitle that relevant and easily understand by the audience is goal of translator, translator must know verry well about subtitling including subtitling strategy. As translation procedures, subtitling strategies are treated as the technical devices in translation world. But, subtitling main function to transfer true meaning of the context from source language into target language (Fawcett in Simanjuntak, 2013, p.17)

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

Expansion

This subtitling strategy is used when the target languages need deeper explanation.

Transfer

This subtitling strategy is used when the translator can translate all of the lines in the sentence directly and still get an accurate translation. Transfer strategies translate the line from word to word without any changes in the sentence structure.

Condensation

This subtitling strategy is used when translator want to make a subtitle become shorter by compressing the subtitle in the target language. Usually, condensation eliminated repeated word while keeping meaning of the source subtitle.

Imitation

This subtitling strategy implemented in subtitling when there is a solid word, such as the person's name or the name of the place.

Paraphrase

This subtitling strategy is used when structure from the source language cannot be put on the same line. Because of that the translator needs to changes the structure into a new form so the audience can easily receive the subtitle.

Transcription

This subtitling strategy is used when translator face an uncommon word from outside the source language and the target language.

Decimation

This subtitling strategy is used when the translator want to make subtitles shorter by removing some word because character speak to fast, so subtitle can keep up with dialogue.

Deletion

This subtitling strategy is used when translator think there are some words that are not really important in the

sentence. Translator can remove that word or clause if they think it doesn't really fit the dialogue in the target language.

Resignation

This subtitling strategy is used when the translator cannot find a proper translation in target language. When the translator can't find a way to solve the translation problem.

Dislocation

This subtitling strategy is used when the translator wants to prioritize dialogue effects on the audience over the meaning of the dialogue. Most likely it is used when translator need to translate a song from outside the country or some swearing words that appear in the movie.

RESEARCH METHOD

This research used qualitative research method. 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. This method has really good synergy with the research because all of the data is in text form not numerical data.

The source of the data is taken from *Clash-A-Rama* animation series, Season 1, episode 1, 2 and 8 in YouTube. The duration in each episode is around 9/10 minute. In episode 1 Giant VS Giant Problem has 09:57 minute of duration, in episode 2 Goblin University has 09:30 minute of duration and in episode 8 Goblin 11TH has 10:59 minute of duration. The data of the research are the English and Indonesia subtitle of *Clash-A-Rama* Season 1 episode 1, 2 and 8.

In this research, the researcher followed few steps in order to collect all of the data from the data source. First, the researcher watched *Clash-A-Rama* animation series season 1 rapidly. Second, the researcher chose episodes 1, 2 and 8 to be analysed. Third, the researcher read and compared the English and Indonesian subtitle of *Clash-A-Rama* series season 1 episode 1, 2 and 8. Fourth, the researcher presented the English and Indonesian subtitle of *Clash-A-Rama* series season 1 episode 1, 2 and 8 in the table that consist of number, episode name, source language, target language and type of subtitling strategies.

After all of the data were collected by the researcher, the data would be analysed by according to these following steps. First of all, the researcher categorized and classified subtitling strategies in all of the data based on subtitling strategies by Gottlieb. The next step, the researcher analysed the data based on Gottlieb's theory about subtitling strategies. The last step, the researcher drew the conclusion based on the data that have been analysed.

RESULT AND DISCUSSION

The researcher found 427 subtitling strategies appeared in 379 utterances in this research. From the research, the researcher found out that all of the subtitling strategies are used in translating source language into target language in *Clash-A-Rama* season 1 episodes 1, 2, and 8.

Table 1. Data Collection

NO	Subtitling Strategies	Data	Percentage
1	Expansion	9	2,11%
2	Transfer	122	28,57%
3	Condensation	32	7,49%
4	Imitation	14	3,28%
5	Paraphrase	230	53,86%
6	Transcription	1	0,23%
7	Decimation	1	0,23%
8	Deletion	14	3,28%
9	Resignation	2	0,46%
10	Dislocation	2	0,46%
Total		427	100%

Based on table 1, the result of the research showed that 427 strategies are used in *Clash-A-Rama* Season 1 Episodes 1, 2, and 8. It can be seen from the table above that paraphrase is the most used subtitling strategy, with a total of 230 data (53,86%). The second place is transfer, with a total of 122 data (28,57%). The third place is condensation with a total of 32 data (7,49%), followed by imitation and deletion in the fourth and fifth place with a total of 14 data (3,28%). followed by expansion in sixth place with total of 9 data (2,11%). Dislocation and resignation are in seventh and eighth place, both of the strategies have the same

total amount of data, with a total of 2 (0,46%). The ninth and tenth place are transcription and decimation with only 1 data (0,23%) for each of them.

Expansion

Duration	Source Language	Target Language
09:14-09:18	Floyd was a such a great bass! What we are gonna do?	Floyd suara bass nya keren! Apa yang harus kita lakukan.

Analysis:

The datum above used expansion strategy. It could be seen from the source language “**Floyd was such a great bass!**” which was translated into “**Floyd suara bass nya keren.**” In this case, the translator added more context “*suara*” to make sure the audience understands what the animation was referring to. If the source language was translated as it is, it would be “**Floyd bass nya keren**”. It would be ambiguous and could lead to misunderstandings about what bass meant, whether the bass guitar or the bass sound. So that the translator decided to add more context to make it clear and be able to understand what meant by the animation. This is in line with Gottlieb’s theory about expansion strategy that stated expansion strategy is used when the source language needs more explanation in the target language.

Transfer

Duration	Source Language	Target Language
01:42-01:45.	Yeah, definitely number four.	Ya, pastinya nomer empat.

Analysis:

The datum above used transfer strategy. Based on the data in the source language, “**Yeah, definitely number four**” was translated into “**ya, pastinya nomer empat**”. In this case, the translator translated datum as it is, without any changes. It could be seen that the final result was already good without any modification in the target language. This case matches Gottlieb's theory of transfer strategy. In this theory, he stated that transfer strategy is the process of transferring the meaning of the source language to the target language with accurate and completeness.

Condensation

Duration	Source Language	Target Language
03:53-03:56	My my . That’s beautifull village	Wah, itu desa yang indah

Analysis:

The datum above used condensation strategy. Based on the data in the source language, “**My my. That’s beautifull village**” was translated into “**Wah, itu desa yang indah**” The final result was much shorter than the source language but still kept the true meaning of the sentence. If it were translated without condensation strategy, most likely it would be like this “**wah, wah itu desa yang indah**”. That sentence 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. This is in line with Gottlieb's theory of condensation strategy. In that theory, Gottlieb stated that condensation is a strategy to make a subtitle shorter in the target language.

Imitation

Duration	Source Language	Target Language
02:57-02:59	Frag, Brap, LeRoy. You’re in charge of machinery.	inFrag, Brap, LeRoy. Kalian mengurus mesin.

Analysis:

The datum above used imitation strategy. It could be seen from the source language “**Frag, Brap, LeRoy**” which was translated into “**Frag, Brap, LeRoy**” in the target language. It didn’t need any changes because those were the names of the goblins in the Clash-A-Rama animation. This is in line with Gottlieb's

theory about imitation strategy. In that theory, he stated that imitation is a technique that keeps the form of the word that is related to the name of a person or place.

Paraphrase

Duration	Source Language	Target Language
02:22-02:24	Our Elixir Storage will be full by sun-up tomorrow.	Penyimpanan Elikzir kita bakal penuh besok pagi!

Analysis:

The datum above used paraphrase strategy. It could be seen in the source language “**Our Elixir Storage will be full by sun-up tomorrow,**” which was translated into “**Penyimpanan Elikzir kita bakal penuh besok pagi!**”. In this case, the translator changed the structure of the sentence in the subtitle. If it were translated as it is without paraphrase, it would be like this “**Penyimpanan Elikzir kita akan penuh pada matahari terbit besok.**”. That sentence was not really good in the target language, so the translator changed the structure of the sentence in the subtitle to make a proper translation. This matches Gottlieb's theory about paraphrase strategy. In that theory, he stated that paraphrase is changing the structure of the subtitle if the subtitle cannot be constructed with the same structure in the target language.

Duration	Source Language	Target Language
04:36-04:39	Guys in the shop can do a re-curl on that, no Problemo .	Orang-orang toko bisa nebgeriting ulang, bukan masalah .

Transcription

Analysis:

The datum above is an example of transcription case in subtitling strategies. The translator translated “**Problemo**” from the source language into “**masalah**” in the target language. “**Problemo**” is the third language, a Latin word from the Esperanto language. The translator translated “**problem**” into “**masalah**” because “**masalah**” is the literal meaning of “**problemo**”. This case matches Gottlieb's theory about transcription strategy. In that theory, he stated that transcription strategy is used to translate third languages or nonsense languages.

Decimation

Duration	Source Language	Target Language
06:38-06:41	What are you doing? The Town Hall is right there, its at one percent!	Apa yang kau lakukan? Balai Kotanya disini! 1%!

Analysis:

The datum above used decimation strategy. It could be seen in the source language, “**What are you doing? The Town Hall is right there, it’s at one percent**” which was translated into “**Apa yang kau lakukan? Balai Kotanya disini! 1%!**” in the target language. As we could see in the final translation, an important part of the subtitle, the phrase “**it’s at one percent!**” was translated into “**1%**” in order to match the subtitle duration. This matches Gottlieb's theory about decimation strategy. In that theory, Gottlieb stated that decimation deletes an important part of the subtitle because it has a problem with subtitle duration.

Deletion

Duration	Source Language	Target Language
01:28-01:30	You’ve got to let your throat heal for a week	Istirahatkan teggorokanmu selama seminggu.

Analysis:

The datum above used deletion strategy. Based on data in the source language, “**You’ve got to let your throat heal for a week**” was translated into “**Istirahatkan teggorokanmu selama seminggu.**” in the target language. In this case, the translator deleted a phrase “**You’ve got to**” from the subtitle. Because it took up space in the subtitle, and it didn’t have any impact on the target language subtitle. This is in line with Gottlieb’s theory in deletion strategy. In that theory, Gottlieb stated that deletion is the total elimination of part of the text in the subtitle.

Resignation

Resignation strategy is used when the translator cannot find solution for the translation. The true meaning behind that line might be lost in the process of translation. In this research, resignation is founded when characters speak in a weird language that people cannot understand. The researcher found 2 data using this strategy in source of the data, and all of them will be presented below.

Duration	Source Language	Target Language
07:18 - 07:19	(Golem speaking)	Aku bukan batu!

Analysis:

The datum above used resignation strategy. Based on the data in the source language, only Golem grunts. because in this animation, the golem can’t speak. In the final translation, the translator translated datum into “**aku bukan batu**”. The translator translated the datum like that because the translator wanted to make the subtitle match the context. In that scene, the giant moves a rock. The giant doesn’t realize that the rock that he moves is actually the golem, and then the golem grunts. That is why the translator translated that datum into “**aku bukan batu**”. This is in line with Gottlieb’s theory about resignation strategy. In that theory, Gottlieb stated that resignation is a technique for translating the source language, which is not fully true. because in that sentence, there was a mismatch in the source language that made the true meaning behind that sentence disappear.

Dislocation

Duration	Source Language	Target Language
10:20-10:28	With a bomb that goes kaha-ha-boom!	Dengan bom yang berbunyi du-uu-ar!

Analysis:

The datum above used dislocation strategy. Based on the data in the source language, “**kaha-ha-boom!**” was translated into “**du-uu-ar!**” in the target language. In this case, the translator translated that way because the word “**du-uu-ar!**” will give more effect to the target audience. Because Indonesian people are more likely to shout “**du-uu-ar!**” instead of “**kaha-ha-boom!**”. This case matches Gottlieb’s theory of dislocation strategy in subtitling. In that theory, Gottlieb stated that dislocation is a technique to translate subtitles that focus on an effect for the audience.

CONCLUSION

This research was conducted to find out the subtitling strategies that found in *Clash-A-Rama* Season 1 episodes 1, 2, and 8. Qualitative research method was used in this research. The English and Indonesian subtitle in *Clash-A-Rama* episode 1,2 and 8 are used as the data. During the research, the researcher found out that some of the utterances were translated by using more than 1 subtitling strategy. In this research, all of 10 subtitling strategies were found. Based on the research that has been done, paraphrase is the most dominant subtitling strategy, with the total of 230 data (53,86%). Followed by transfer with the total of 122 data (28,57%), condensation with the total of 32 data (7,49%), imitation with the total of 14 data (3,28%), deletion with the total of 14 data (3,28%), expansion with the total of 9 data (2,11%), dislocation with the total of 2 data (0,46%), resignation with the total of 2 data (0,46%), transcription with the total of 1 datum (0,23%), and decimation with the total of 1 datum (0,23%). Based on the result of the result it can also be seen that transcription and resignation is the least dominant subtitling strategies used in *Clash-A-Rama* season 1 episode 1,2 and 8.

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