

SUBTITLING STRATEGIES IN TAKEN MOVIE BASED ON GOTTLIEB'S THEORY

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Abstract: *The analysis of this research is the subtitling strategies in Taken movie by using Gottlieb's subtitling strategies theory. The researcher only analyzed in early 30 minutes out of 93 minutes randomly. The problem of this research is what the subtitle strategies used in the Taken movie are. The objective of this research is to find out the subtitling strategies contained in Taken movie using Gottlieb's theory. This research used a descriptive qualitative method. The researcher found 7 strategies that have a relation with Gottlieb's theory, namely transfer, paraphrase, condensation, decimation, imitation, resignation, and expansion.*

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INTRODUCTION

Humans are social creatures who cannot live individually. Therefore, humans need to understand language to communicate and understand each other. Language is a communication tool that can be used by everyone. Language according to Chaer Lyons (1995) language is a form, not a substance. Chaer (1995) mentioned the characteristics that constitute the essence of language as a symbol of the sound system, are arbitrary, productive, dynamic, diverse, and human. Sometimes, a bit difficult for someone to have a conversation with people from other territories because the language was created from agreements between humans who live in each group, ethnicity, and territory. Nowadays, most countries in the world have agreed to use English as a unified language. Therefore, all countries agree to use English as an international language. English is not only used as a communication tool but also as entertainment such as in movies, books, music, etc.

Movies are the most likable in the world because nowadays, people more enjoyable to entertaining themselves with watching movies. Movies have a lot of genres, such as action, adventure, romantic, horror, fantasy, etc. Everyone can enjoy movies anytime and anywhere because movies are designed to be enjoyed by all ages. Through movies, people can enjoy a story with an experience that is different way from reading a book which gives the reader more time to understand the story. It does not mean there is not a sentence attached to a movie, because there is a text right at the bottom of the screen, a translation text that aims to make the conversation easier to understand in the film.

Translation is a language change process from a source language (SL) to a specified target language (TL) so that there are no limitations during a conversation. According to Munday (2001), translation conquers two senses, either translation as a product in which a translator must focus on the concrete product of translation, or as a process in which translation studies center on the role of a translator in taking the source text (ST) and turning it into the target text in another different language (TT). This is in line with the description of Holmes in his seminar paper, which is mapped by Toury, and cited by Munday (2001).

Meanwhile, according to Barzegar (2008), translation is an act through which the content of a text is transferred from the source language into the target language. In the process of translating books from the SL into the TL, some obstacles will always be found by translators, such as language and cultural differences. Therefore, a good translator must be able to master the source language and the target language to understand the cultural and linguistic backgrounds so that translators can overcome the obstacles of language and cultural differences in translating certain texts. Translation is divided into several types, one of them is Audio Visual Translation (AVT).

Audio Visual Translation known as subtitling is screen translating, or audiovisual translation (AVT), and is conventionally taxonomized into subtitling, dubbing, and voice-over. The translation of verbal and non-verbal from semiotic elements in the form of channels or modes contained in poly-semiotic text (writing, images, sound effects, and speech) into elements in the mode or channel. Another definition Audio Visual Translation is a translation method that correlates with sound and image to fully express the content conveyed. According to Gottlieb (1992), the translation of transient poly-semiotic texts is presented on screen to mass audiences. Audio Visual Translation is useful because it can help people to understand the movie. In this research, the researcher focused on the subtitling strategies in *Taken* movie. It was released on July 2, 2008. The director of this movie is Pierre Morel. This movie is about the way a retired CIA agent travels across Europe and relies on his old skills to save his estranged daughter, who was kidnapped while on a trip to Paris. This movie is recorded to have an IMDb rating of 7.8/10 and a TMDb of 7.4/10. *Taken* is a good movie and it has good messages and moral values for efficiently solving big problems, has well-rounded characters, and is enjoyable.

The researcher chose the subtitling strategy as a topic to be analyzed because the subtitle is useful. Without subtitles, many people cannot enjoy and have no interest in the movie because most of them do not know what is the movie about. By using Gottlieb's strategy, a subtitle will be structured. A subtitle is needed for the importance of the movie. The researcher wants people to realize that subtitles are one of the communication tools because they can help them understand the context of a movie. Perhaps some people who do not use subtitles will be confused if there is a word that they do not know. Therefore, in this research, the researcher wants to find out what subtitling strategy that used in *Taken* movie by using Gottlieb's theory.

THEORETICAL REVIEW

Definition of Translation

Translation is a human activity that correlates converting meaning from the source language to the target language. Meanwhile, Nida and Taber (1982) said that translating is a process of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. In other words, translation is a transfer of meaning, message, and style from one source language to the target language. In the order of priority, style is put the last. Here the things to reproduce (transfer) are stated, the message.

Newmark (1991) defined the act of translating very briefly. It is the act of transferring the meaning of a stretch or a unit of language, the whole or a part, from one language to another. According to Brislin (1976) translation is a general term referring to the transfer of thoughts and ideas from one language to another, whether the language is in written or oral form, whether the languages have established orthographies or not; or whether one or both languages is based on signs, as with signs of the deaf. Another expert, Wilss (1982), stated that translation is a transfer process that aims at the transformation of a written source language (SL) into an optimally equivalent target language (TL), and which requires the syntactic, semantic, and pragmatic understanding and analytical processing of the source text. Syntactic understanding is related to style and meaning. Understanding semantics is meaning related activity. Finally, pragmatic understanding is related to the message or implication of a sentence. This definition does not state what is transferred. Rather, it states the requirements of the process.

Based on expert ideas, the researcher can conclude that translation is a thing that is related to human activity to convert language from the source language to the target language it can run with text and oral translation.

Definition of Movie

A movie is an entertainment that is enjoyable by people in the world because it shows images and sounds which is more interesting than other literary work. Kridalaksana (1984) stated that a movie is a mass media that is audio-visual and can attract many people. According to Hornby (2005), a film is a series of moving pictures recorded with a sound that tells a story, shown on television or at the cinema/film theater. The movie is not always as an entertainment but also recognized as an art form. Michael Rabiger (2009) explained that a movie is a work that aims to keep people interested and entertained. Message films on mass

communication can be anything depending on the mission of the movie. However, in general, a movie has a variety of messages, both messages of education, entertainment, and information. The movie is also regarded as a powerful communication medium for the masses to be targeted, because of its audio-visual, image, and sound live. With images and sound, the movie can tell a lot in a short time.

Based on the definitions above, a movie is a literary work that is quite diverse. Just like novels and other storybooks, movies have quite a lot of genres. However, what distinguishes movies from novels is that movies are easier to understand because they use images that are quite interesting and not boring. It Compared to novels which almost 100% use writing. A movie is an audio-visual communication to convey to a group of people who particular place.

The people who translate a film and make subtitles are called subtitles. As stated by the experts above, subtitles are needed to know the storyline of a movie. Henrik Gottlieb (1992) is a person who plays a role in the world of subtitles. Gottlieb created a subtitling strategy to make a subtitle easier. There are 10 strategies according to Gottlieb, they are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

Definition of Subtitling Strategy

Subtitling strategy is a technique used by the translator in translating words, phrases, or speaker's utterances. Essentially, subtitles are a written abridgment of the spoken audio. According to Gonzales (2009), a subtitle is a translated text that is embedded in an audiovisual such as a video, film, or television show which is usually located at the bottom of the screen. They allow people to read and understand what is being said, even if they do not understand the language of the speakers. Subtitle is an audiovisual translation product in the form of text that is superimposed on visual footage which is usually near the bottom of the frame when the audiovisual text is projected, played, or broadcast. In produced subtitles, guidance is also needed in terms of subtitle layout which aims to provide maximum appreciation and understanding of the target film as a whole by maximizing the readability and legibility of the inserted subtitle text (Karamitoglou, 1997).

Therefore, subtitling strategies can easier to know the content in a movie, video games, and others. Making a good and relevant subtitle is a difficult matter and the translator must understand well the guidelines about subtitling. Another rule to translate the subtitle uses subtitling strategies. As translation procedures, subtitling strategies are also the technical devices in the translation world. The subtitling strategies used by the researcher for this research are from Gottlieb (1992). Gottlieb in Ghaemi and Benyamin (2010) proposed ten subtitling strategies: transfer, paraphrase, imitation, transcription, dislocation, condensation, expansion, decimation, deletion, and resignation.

Subtitling Strategies by Gottlieb

Henrik Gottlieb is an expert in subtitling strategies. Based on his experience as a translator, he formulated several fundamental classifications of subtitling strategies. There are ten strategies included under these classifications (Gottlieb, 1992). A well-known set of subtitling strategies proposed by Gottlieb (1992) are:

Transfer

Transfer strategy is a full transmission of the whole form and also a message from SL (source language) into an acceptable TL (target language) equivalent. Every single piece of the source language aspects both form and message transmitted to and emanated by the target language accurately.

Paraphrase

Paraphrase strategy is used when the phrase in the source language (SL) cannot be reconstructed in the same syntactic way in the target language (TL), in other words, the translation in the target language is syntactically different from the source language but the meaning is still maintained to be comprehended by the audience.

Imitation

Imitation is used to translate the proper nouns like names, places, countries, and product brands.

Transcription

Transcription is used when there exist unusual terms, the third language, and nonsense language in the source language.

Dislocation

Dislocation is adopted when the source language employs some sort of special effect.

Condensation

Condensation is the strategy that shortens of source text message in the least obtrusive way possible without reducing it is meaningful content. The original message content is not lost.

Expansion

Expansion is used when the original text requires an explanation because of some cultural differences and is not retrievable in the target language.

Decimation

Decimation is omitting important elements that are confusing the audience and some taboo words.

Deletion

Deletion refers to deals with the total elimination of the parts of a text, such as repetition, filler words, and question tags.

Resignation

Resignation strategy is a zero translation as a result of the inability to translate the message at all.

RESEARCH METHOD

In this research, the researcher uses a descriptive qualitative method. Qualitative researchers approach the world from a very different perspective. Qualitative research does not seek to measure anything; therefore, the assumption that there is an objective way to study a particular phenomenon does not apply.

Bryman stated that qualitative research is an established tradition within management studies, and many authors have argued for its potential to provide richly detailed insights and contextual explanations for many of the challenges currently faced in modern management practice (Bryman, 2004). It can be concluded that qualitative descriptive is often used as a research method. In scientific writing, research is needed to raise and explore a problem. The research is then described in an analysis to obtain conclusions according to the initial objectives.

The source data that the researcher uses for this research is *Taken* movie, the English subtitle of the movie, and the Indonesian subtitle of the movie. *Taken* movie was released on February 27, 2008, in France. The total duration of this movie is 93 minutes. However, the researcher only takes the early 30 minutes to make time efficiently and analyzes it randomly. The data of this research is the dialogue script of the whole of the characters in the early 30 minutes. The data for this research is from an application named Netflix. The application has already provided the English-Indonesia subtitles for *Taken* movie. Therefore, both English and Indonesian subtitles are original translations from the movie.

DISCUSSION

Based on the analysis, the researcher found 7 out of 10 subtitling strategies in the *Taken* movie. There are transfer, paraphrase, condensation, decimation, imitation, resignation, and expansion. Below is the analysis of the strategy:

Transfer

Transfer is a full transmission of the whole form and also a message from SL (source language) into an acceptable TL (target language) equivalent. According to Gottlieb (2014), a strategy that can be fully and accurately translated into the target language. Every single piece of the original SL aspects both form and message transmitted to and emanated by the TL accurately. Some of the data have been used as examples by the researcher to explain Gottlieb's transfer strategy. These are some of the data that the researcher uses to clarify the use of Gottlieb's transfer strategy, the data are as follows:

Datum 1

Time	Source Language	Target Language
00:04:20-00:04:20	No, thanks	Tidak, terima kasih

Analysis:

Transfer is the easiest way according to Gottlieb's subtitling strategy because the subtitles only need to transfer the source language (SL) to the target language (TL) word by word without any changes. The table above indicates the transfer strategy because "**No, thanks**" translates to "**Tidak, terima kasih**" which does not change a single form. It can be concluded that the datum above is using Gottlieb's transfer strategy.

Datum 2

Time	Source Language	Target Language
00:05:59-00:06:00	And the husband?	Dan si suami?

Analysis:

The datum above can also be included in Gottlieb's subtitling strategy because there are no changes from a source language (SL) "**And the husband?**" to the target language (TL) "**Dan si suami?**". It is classified as Gottlieb's transfer strategy.

Datum 3

Time	Source Language	Target Language
00:09:15-00:09:16	I got one	Aku dapat satu

Analysis:

The datum above shows that there are no changes in the structure of the sentences, punctuation, and grammatical. Therefore, it can be concluded that Gottlieb's transfer strategy.

Datum 4

Time	Source Language	Target Language
00:11:28-00:11:29	She's going to college next year, right?	Dia akan kuliah tahun selanjutnya, kan?

Analysis:

The sentences above indicate there are no changes from the source language (SL) "**She's going to college next year, right?**" to the target language (TL) "**Dia akan kuliah tahun depan, kan?**". It is translated word by word and without any punctuation or grammatical changes. It is included in Gottlieb's transfer strategy.

Datum 5

Time	Source Language	Target Language
00:11:29-00:11:30	You're gonna lose her.	Kau akan kehilangan dia.

Analysis:

The datum above shows there are no changes from the source language (SL) to the target language (TL). It is translated word by word as well as data 1 until data 4. It means that it is included in Gottlieb's transfer strategy.

Paraphrase

A sentence that has substitution in the structure of its sentence. Gottlieb's point of view the strategy of paraphrasing allows users to change the word class of a sentence so that it becomes a perfect sentence and suitable to use. According to Gottlieb (2014), paraphrasing is used when the target language cannot be interpreted or structured exactly as the source language. These are some of the data that the researcher uses to clarify the use of Gottlieb's paraphrase strategy, the data are as follows:

Datum 1

Time	Source Language	Target Language
00:05:34-00:05:37	What do the retiree do these days anyways?	Apa yang dilakukan pensiunan belakangan?

Analysis:

The datum above shows that the sentence is a paraphrase because the word “**anyways**” in the source language (SL) is translated to “**belakangan**”. The original meaning of “**anyways**” is “**ngomong-ngomong**” but translated to “**belakangan**” which is less accurate. It is classified as Gottlieb’s paraphrase strategy.

Datum 2

Time	Source Language	Target Language
00:02:00-00:02:03	You know , if I charged you a dollar for every time you came to examine the machine.	Jika aku menagihmu sedolar setiap kali kau memeriksa mesinnya.

Analysis:

The phrase “**you know**” in a source language (SL) is deleted in the target language (TL). It can be concluded that Gottlieb’s paraphrase strategy.

Datum 3

Time	Source Language	Target Language
00:12:52-00:12:53	Oh, I asked Mom to come.	Aku yang minta ibu ikut.

Analysis:

The sentence above shows that there are changes in the structure of the sentence, word changes, and punctuation. In source language (SL) “**Oh, I asked Mom to come**” translated to “**Aku yang minta ibu ikut**”. In source language (SL) has the word “**Oh**”, meanwhile in target language (TL) there is no “**Oh**” inside. In the source language (SL) any comma (,) between “**Oh**” and “**I**” but it is not translated to the target language (TL). Lastly, there is a translation change between “**come**” in the source language (SL) translated to “**ikut**” in target language (TL) which is less accurate than the original meaning of come, which has the original translation as “**datang**”. It is included in Gottlieb’s paraphrase strategy.

Datum 4

Time	Source Language	Target Language
00:28:57-00:28:58	I do.	Benar.

Analysis:

Just like the cases before which have no literal translation in the target language. The sentences above show that “**I do**” translated to “**Benar**”. It has different translations between them. The sentence “**I do**” in the source language (SL) has a literal translation as “**Saya lakukan**” but is translated to “**benar**”. It is classified as a paraphrase.

Datum 5

Time	Source Language	Target Language
00:30:04-00:30:04	Keep going.	Lanjutkan.

Analysis:

The datum above shows any changes in the way of translating. In source language (SL) “**Keep going**” translated to “**Lanjutkan**” in target language (TL). Meanwhile, the literal translation of “**Keep going**” is “**Tetap pergi**”. It is classified as Gottlieb’s paraphrase strategy.

Condensation

The dialogue of the source language is shortened because the pronunciation is too fast but the meaning of the source language is still the same in the target language. According to Gottlieb (2014), condensation’s job is to shorten text by compressing content. The point is that there may be dialogues that are deliberately skipped because they are too fast but focus on the core of the dialogue. These are some of the data that the researcher uses to clarify the use of Gottlieb’s condensation strategy, the data are as follows:

Datum 1

Time	Source Language	Target Language
00:01:52-00:01:53	I’m fine.	Baik

Analysis:

The way subtitling in this strategy is the dialogue of the source language is shortened because the pronunciation is too fast but the meaning of the source language is still the same in the target language. The source language (SL) on datum above has shortened of dialogue. The word **"I'm"** is not translated into the target language (TL), but still has the same meaning in the target language. It can be concluded as a condensation strategy by Gottlieb.

Datum 2

Time	Source Language	Target Language
00:02:58-00:02:59	You can put it right there with the others.	Taruh di sana bersama yang lain.

Analysis:

The sentence in the source language (SL) has a different way of translation to the target language (TL). The sentence **"You can"** is deleted but still in the same meaning in the target language (TL). It is classified as a condensation strategy by Gottlieb.

Datum 3

Time	Source Language	Target Language
00:03:23-00:03:24	A karaoke machines?	Mesin karaoke?

Analysis:

The word **"A"** in the source language (SL) is not translated to the target language (TL) because it is not too important so without **"A"** the meaning in the target language (TL) is still the same. It can be concluded as a condensation strategy by Gottlieb.

Datum 4

Time	Source Language	Target Language
00:06:03-00:06:04	Yeah, we can dig if you want us to dig	Ya, kita bisa menggali jika kau mau.

Analysis:

The sentence above in the source language (SL) is not fully translated into the target language (TL). The sentence **"us to dig"** is not translated because it is included in a complex sentence, so it is not important to translate. It can be concluded as a condensation strategy by Gottlieb.

Datum 5

Time	Source Language	Target Language
00:01:04-00:01:06	Happy birthday to you!	Selamat ulang tahun!

Analysis:

The sentence **"to you"** in source language (SL) is not translated into target language (TL) because it is not important and the meaning is still the same. It can be concluded as a condensation strategy by Gottlieb.

Decimation

Decimation is a little bit similar to condensation that shortens the source language. The difference between them is decimation cuts off an important part of the conversation while condensation cuts off a not-too-important part of the source language. The data are as follows:

Datum 1

Time	Source Language	Target Language
00:28:22-00:28:23	Why would I have any enemies?	Kenapa?

Analysis:

The sentence above has significant differences because this strategy is essentially to the point meaning. In the source language (SL) there are sentence **"Why would I have any enemies?"** translated to

“*Kenapa?*”. In the target language (TL) is only any word “*Kenapa*” but it does not change the meaning. It can be concluded as a decimation strategy by Gottlieb.

Datum 2

Time	Source Language	Target Language
00:15:31-00:15:31	Call me when you land.	Hubungi

Analysis:

The datum above shows that the target language (TL) is only translating the important word “*Hubungi*” by deleting the other sentence “*me when you land*” in the source language (SL). It is classified as Gottlieb’s decimation strategy.

Datum 3

Time	Source Language	Target Language
00:14:01-00:14:02	I’m not gonna be alone.	Tidak

Analysis:

The datum above shows that the sentence in the source language (SL) “*I’m not gonna be alone*” translated to “*Tidak*” in the target language (TL). It is deleting the sentences significantly with no deleting the point of translation. It is included in Gottlieb’s decimation strategy.

Imitation

This strategy is used when the source language and target language have the same word form without any substitute meaning, such as a person’s name or the name of the place. According to Gottlieb (2014), “Imitation is used to maintain the similarity of form, especially for personal names or place names”. The data below are the examples used by the researcher to understand the imitation strategy.

Datum 1

Time	Source Language	Target Language
00:02:09-00:02:10	Really? Who’s Beyonce?	Sungguh? Siapa Beyonce?

Analysis:

This strategy is used when the source language (SL) and target language (TL) have the same word form without any substitute meaning, such as a person’s name or the name of a place. The sentences above show that the name of person “*Beyonce*” is translated to “*Beyonce*”. It is classified as Gottlieb’s imitation strategy.

Datum 2

Time	Source Language	Target Language
00:02:07-00:02:09	Mariah Carey. Beyonce. Gwen Stefani.	Mariah Carey. Beyonce. Gwen Stefani.

Analysis:

The datum above shows that the name of people in the source language (SL) “*Mariah Carey. Beyonce. Gwen Stefani*” translated to “*Mariah Carey. Beyonce. Gwen Stefani*” in the target language (TL). It can be concluded as Gottlieb’s imitation strategy.

Datum 3

Time	Source Language	Target Language
00:02:49-00:02:49	Hello, Bryan.	Halo, Bryan.

Analysis:

The sentence in the source language (SL) above shows that the name of the main character “*Bryan*” translated to “*Bryan*” in the target language. It is classified as Gottlieb’s imitation strategy.

Datum 4

Time	Source Language	Target Language
00:03:25-00:03:26	When she was 12, Bryan.	Saat dia 12 tahun, Bryan.

Analysis:

Just like datum 3, datum 4 above has the sentence “When she was 12, **Bryan**” in the source language (SL) translated to “Saat dia 12 tahun, **Bryan**”. It is included as an imitation strategy by Gottlieb.

Datum 5

Time	Source Language	Target Language
00:13:17-00:13:20	The Louvre, the Impresionist museum, the Picasso Museum.	Louvre, museum Impressionist, Museum Picasso.

Analysis:

The datum above shows that the name of place in the source language (SL) “**The Louvre, the Impresionist museum, the Picasso Museum**” translated to “**Louvre, museum Impressionist, Museum Picasso**”. It is classified as Gottlieb’s imitation strategy.

Resignation

This strategy has a little bit of a unique case because the target language has a very different meaning from the source language. It’s caused by the source language cannot be translated into the target language. According to Gottlieb (2014), the strategy chosen if the source language cannot be solved so that the original meaning is removed. The following is the only data that the researcher chose to clarify the strategy.

Datum 1

Time	Source Language	Target Language
00:01:57-00:01:57	If you don’t mind.	Jika boleh.

Analysis:

This strategy has a little bit of a unique case because the target language (TL) has a very different meaning from the source language (SL). It’s caused by the source language (SL) cannot be translated into the target language. The datum above shows that the source language (SL) has the sentence “**If you don’t mind**” translated to “**Jika boleh**”. Certainly, both of them have very different meanings. The sentence “If you don’t mind” has the original meaning of “*Jika kamu tidak memikirkan*”. It is classified as Gottlieb’s resignation strategy.

Datum 2

Time	Source Language	Target Language
00:03:34-00:03:34	You got it	Baik

Analysis:

The source language “**You got it**” translated into “**Baik**” which can be concluded that the target language cannot be interpreted correctly. Because the literal meaning of “**You got it**” is “*Kamu dapat itu*”. It is classified as Gottlieb’s resignation strategy.

Datum 3

Time	Source Language	Target Language
00:03:35-00:03:36	Here. One for the book	Ini. Ayo ambil foto

Analysis:

Just the same case in the data before, which has very different meanings between source language (SL) and target language (TL). The sentence in the source language “**One for the book**” translated to “**Ayo ambil foto**” which can be concluded that the target language cannot be interpreted correctly. Because the origin meaning in the source language (SL) should be “*Satu untuk buku nya*”. It is considered by the researcher as Gottlieb’s resignation strategy.

Datum 4

Time	Source Language	Target Language
00:22:01-00:22:05	Are you kidding me? It’s great. I just wish you would’ve told me they weren’t gonna be here.	Kau bercanda? Luar biasa. Kenapa tak bilang mereka tak di sini?

Analysis:

The datum above shows that the source language (SL) has a different meaning with the target language (TL). The source language (SL) “**I just wish you would’ve told me they weren’t gonna be here**” translated into “**Kenapa tak bilang mereka tak di sini?**” which can be concluded that the target language (TL) cannot be translated word by word. Because the origin meaning in the source language (SL) should be “**Saya hanya berharap kamu akan memberi tahu ku mereka tidak akan di sini**”. It is classified as Gottlieb’s resignation strategy.

Expansion

Expansion is a strategy that has more meaning or addition in the target language to provide a clearer description. According to Gottlieb (2014), this strategy is used when an addition to the source language is needed. The following are the data that the researcher chose to clarify the strategy:

Datum 1

Time	Source Language	Target Language
00:02:03-00:02:04	You’d probably own it.	Pasti sudah menjadi milikmu.

Analysis:

The datum above shows that any addition in the target language (TL). The words “**Pasti**” and “**Menjadi**” are not available in the source language (SL). So, it can be concluded as Gottlieb’s expansion strategy.

Datum 2

Time	Source Language	Target Language
00:03:40-00:03:41	That’s my girl.	Itu baru putriku.

Analysis:

The datum above shows that any addition in translation which is the word “**baru**” in the target language (TL) is not available in the source language (SL). It is classified as Gottlieb’s expansion strategy.

CONCLUSION AND SUGGESTION

This research aims to find out subtitling strategies that are used in *Taken* movie. The researcher used Gottlieb’s theory of subtitling strategies which has 10 types. In this research, the researcher has found 7 out of 10 subtitling strategies in *Taken* movie. There are transfer, paraphrase, condensation, decimation, imitation, expansion, and resignation.

This research focuses on translating the dialogue from source language (SL) to target language (TL) and knowing the subtitling strategies that are used by subtitles based on Gottlieb’s theory. Subtitles are useful in this era because people like to watch a movie without judging wherever the movie comes from. Besides that, the audience needs subtitles on the movie to gain more understanding. Therefore, the researcher recommends other researchers to take a look at other’s research as well to make it more complete. It is important to translate a subtitle correctly and understanding the audiovisual translation is needed to become a good subtitle maker.

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