

ENGLISH TITLE TRANSLATION ON IMDB OF INDONESIAN ROMANCE MOVIES RELEASED FROM 2020 TO 2024

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ABSTRACT

Movie titles are also accessible through the "search filters" on IMDb. Users can input the desired title(s) in the search bar, which subsequently provides details such as the release year, runtime, IMDb rating, and a brief synopsis of the film. On IMDb, titles can also have their English version (translation or target language). Given the presence of English title translation for Indonesian movies on IMDb, the researcher believes it is important to analyze them. Among the 134 English title translation on IMDb of Indonesian romance movies released from 2020 to 2024, 20 were adapted titles and 114 were original titles. In terms of adapted titles, fully changed titles (19) were far more common than partially changed titles (1). The study identified three translation methods: literal translation (13 titles), free translation (4 titles), and a combination of free and literal translation (3 titles). These findings suggest that, in translating movie titles from Indonesian to English, the translator can face the challenge of maintaining or highlighting the significance of the original title.

Keywords: *movie title, IMDb, translation methods*

1. INTRODUCTION

IMDb (Internet Movie Database) is a comprehensive online platform that offers detailed information about movies or films, TV shows, actors, directors, and other industry professionals. Created by Col Needham, a film enthusiast from the United Kingdom, the site was first launched in 1990 under the name "The IMDb" (The Internet Movie Database). In 1993, IMDb started to attract more attention, with a significant increase in user contributions.

To reach broad audience, IMDb has a number of services such as IMDb Website (Free Access), IMDbPro (Subscription Service), IMDb TV (Free Streaming Services), Showtimes and Ticketing Service, IMDb Widgets and APIs, IMDb for Creators (Profile Management), Mobile App, Box Office & Movie Date Services, Filming Locations, Content for Film Buffs & Fans, Social Features, IMDb for Educators and Students, as well as IMDb Advertising and Marketing. According to Growjo, IMDb revenue is \$216M per year.

IMDb's site offers a range of language options, including fully supported English, and partially supported languages such as French (Canada), German (Germany), Hindi, Italian (India), Portuguese (Brazil), Spanish (Spain), and Spanish (Mexico). This demonstrates IMDb's commitment to catering to diverse audiences. Additionally, this multilingual support helps attract more than 200 million monthly users.

Movie titles are also accessible through the "search filters" on IMDb. Users can input the desired title(s) in the search bar, which subsequently provides details such as the release year, runtime, IMDb rating, and a brief synopsis of the film. On IMDb, titles can also have their English version (translation or target language). For instance, the title in Indonesian (source language) is *#TemanTapiMenikah*, which is translated to *#FriendsButMarried*.

The English title translation of Indonesian movies on IMDb help make them more accessible and appealing to international audiences. This, in turn, can attract viewers from around the world to watch these films. In this way, translation serves as a promotional tool, increasing the films' recognition on a global scale.

Given the presence of English title translation for Indonesian movies on IMDb, the researcher believes it is important to analyze them. To narrow the focus, the analysis will concentrate on the romance genre, particularly those released between 2020 to 2024. Romance movies itself have continued to thrive year after year, attracting large audiences and occasionally leading to sequels. The genre itself is highly diverse, encompassing various subgenres such as historical romance, romantic comedy, romantic action, romantic drama, and romantic fantasy, among others.

Yin's (2024) study, *On the Translation of English Movie Titles*, analyzes methods of translating movie titles from English to Chinese. She identifies transliteration, literal translation, and explication as the most common methods. While both Yin's study and the current study focus on movie title translation, they differ in their target languages. The current study analyzes English translation, whereas Yin's study examines Chinese translation.

Xu's (2024) *A Brief Analysis of English Film Title Translation from the Perspective of the Strategies of Domestication and Foreignization* discusses the interrelationship between domestication and foreignization strategies. She concludes that domestication makes the title more relatable to the target language audience, making it easier for them to understand. Foreignization, on the other hand, is more faithful to the original titles, contributing to the introduction of foreign concepts from the source language to the target language. Xu's study differs from the current study in terms of target language, as Xu's data focuses on Chinese translations.

In Sun et al. (2020) study *Analysis of Principles and Techniques of English Film Titles Translation*, the significance of film title translation is discussed, and methods of translating English film titles into Chinese are examined. The authors then explore the methods commonly employed in film title translation, namely, transliteration, literal translation, free translation, a combination of literal and free translation, and adaptation.

2. LITERATURE REVIEW

Movie or Film Title

Krasina and Moctar (2020) states that a film title is actually a concise statement that is to provide insights into the subject matter of the film storyline. According to Sandra (2016), the main goal of a film title is a persuasive one which seeks to seduce the potential viewers into watching the film.

Techniques of Movie Title Translation

In general, Krasina and Moctar (2020) classify into two techniques:

- a. Adapted Title
The movie title translation has a partial or fully change for the original title.
- b. Original Title
The movie title translation is as same as the original (source) title.

Methods of Movie Title Translation

In *Analysis of Principles and Techniques of English Film Titles Translation*, Sun et al. finds the following translation methods:

1. Literal Translation
Literal translation relies on the structure and characteristics of the source language while maintaining the original form of the title as much as possible.
2. Free Translation
Free translation focuses on conveying the meaning and essence of the original title, expanding on its content. In practice, translators often employ techniques such as adding or omitting words, using transitions, and expanding the expression to ensure a deep understanding of the film's content, thereby enhancing the appeal of the title.
3. Transliteration
Transliteration is a translation method where a word or phrase from one language is converted into another language by using its equivalent characters or sounds.
4. Combination of Free Translation and Literal Translation

The combination of literal and free translation considers both the literal meaning of the title and its underlying significance.

3. METHODOLOGY

Research Methodology

This study applies the qualitative methodology since it explains linguistic phenomena Ruiz and Galera (2014: 18), particularly the translation of film titles.

Procedure of the Research

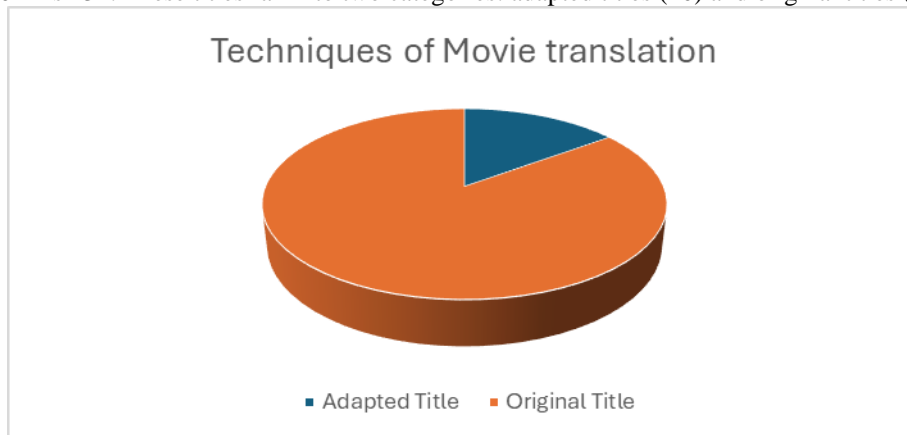
The researcher follows these steps:

1. Indonesian titles of romance movies are collected.
2. English translation titles of those Indonesian romance movies on IMDb are collected.
3. The researcher analyzes and describes the English translations.
4. The researcher provides conclusions and suggestions.

RESULT AND DISCUSSION

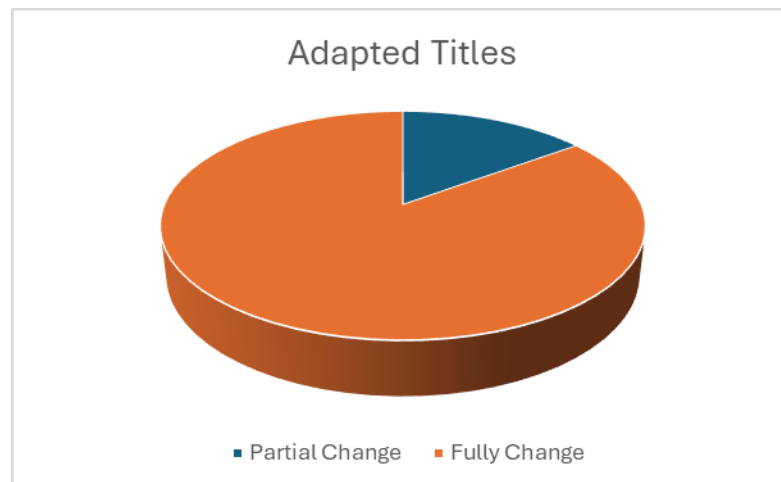
TECHNIQUES OF MOVIE TITLE TRANSLATION

The total number of English translation titles on IMDb for Indonesian romance movies released from 2020 to 2024 is 134. These titles fall into two categories: adapted titles (20) and original titles (114).



a. Adapted Title

The adapted titles include one partial change and 19 fully changed titles.



The data for partial change is as follows:

Source : *Malik & Elsa*

Target : Malik **and** Elsa

The words *Malik* and *Elsa* remain the same in the target language. Meanwhile, **&** is replaced with **and**. Therefore, the translated movie title undergoes a partial change.

One example of fully change titles is as follows:

Source : *Sayap-Sayap Patah*

Target : **Broken Wings**

The phrase *Sayap-Sayap Patah* changes to **Broken Wings** in the target language. Therefore, the translated movie title undergoes a fully changed title.

b. Original Title

There are 114 original titles.

One example of original titles is as follows:

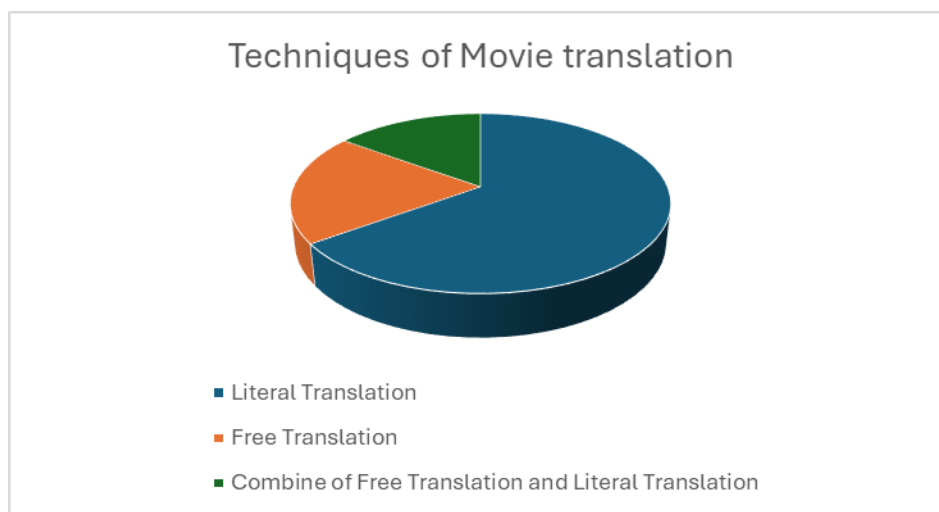
Source : *Arah Jam Tujuh*

Target : **Arah Jam Tujuh**

The source language *Arah Jam Tujuh* remains the same in the target language that is **Arah Jam Tujuh**. Therefore, the translated movie is considered an original title.

4. METHODS OF MOVIE TITLE TRANSLATION

There are three methods of movie title translation found in the English Title Translation on IMDb of Indonesian Romance Movies released from 2020 to 2024: literal translation (13 titles), free translation (4 titles), as well as combination of free translation and literal translation (3 titles).



1. Literal Translation

Several examples of literal translation in English Translation Titles on IMDb of Indonesian Romance Movies released from 2020 to 2024 are as follows:

- a. Source : *#TemanTapiMenikah2*
Target : **#FriendsButMarried2**

The source language *#TemanTapiMenikah2* is translated into **Friends But Married 2** in the target language. This translation relies on the structure and characteristics of the source language while maintaining the original form of the title as much as possible. Therefore, the translated movie title undergoes literal translation.

- b. Source : **#BerhentiDiKamu**
Target : **#StopOnYou**
The source language *#BerhentiDiKamu* is translated into **#StopOnYou** in the target language. This translation relies on the structure and characteristics of the source language while maintaining the original form of the title as much as possible. Therefore, the translated movie title undergoes literal translation.
- c. Source : **Cinta Itu Buta**
Target : **Love is Blind**
The source language *Cinta Itu Buta* is translated into **Love is Blind** in the target language. This translation relies on the structure and characteristics of the source language while maintaining the original form of the title as much as possible. Therefore, the translated movie title undergoes literal translation.
2. Free Translation
Several examples of free translation in English Translation Titles on IMDb of Indonesian Romance Movies released from 2020 to 2024 are as follows:
- a. Source : **Toko Barang Mantan**
Target : **The Ex-Lover Shop**
The source language *Toko Barang Mantan* is translated into **The Ex-Lover Shop** in the target language. The translator adds the word **Lover** after **Ex** in the target language to ensure a deeper understanding of *Mantan*. In addition, the translator omits *Barang* in the target language. Therefore, the translated movie title undergoes free translation.
- b. Source : **Sobat Ambyar**
Target : **The Heartbreak Club**
The source language *Sobat Ambyar* is translated into **The Heartbreak Club** in the target language. The translator expands the expression *Sobat Ambyar* that describes those who are extremely sad due to something that has happened. This aims to ensure a deeper understanding of *Sobat Ambyar*. Therefore, the translated movie title undergoes free translation.
- c. Source : **Bucin**
Target : **Whipped**
The source language *Bucin* is translated as **Whipped** in the target language. The translator expands the expression *Bucin*, which stands for *Budak Cinta*, describing a person in a romantic relationship who is under the control of their partner. This expansion aims to ensure a deeper understanding of *Bucin*. As a result, the translated movie title undergoes a free translation.
3. Combination of Free Translation and Literal Translation
Several examples of the combination of free translation and literal translation in English Translation Titles on IMDb of Indonesian Romance Movies released from 2020 to 2024 are as follows:
- a. Source : **Mohon Doa Restu**
Target : **Blessed You**
The source language *Mohon Doa Restu* is translated as **Blessed You** in the target language. In English, *Doa Restu* means asking God to protect somebody or something. *Doa Restu* itself can be translated as blessing. However, the translator does not translate *Mohon* as 'Request.'

Instead, the translator highlights the significance of the title *Mohon Doa Restu* through the common reply. Typically, those who hear the phrase *Mohon Doa Restu* reply with *Semoga berkah* or *Semoga diberkahi*, which translates to *Blessed You* in English. As a result, the translated movie title undergoes a combination of free translation and literal translation.

- b. Source : **Sin**
Target : **Sin: When Your Lover is a Sibling**

The source language **Sin** is translated as **Sin: When Your Lover is a Sibling** in the target language. **Sin** in the source language is an English word and remains the same in the target language. The translator highlights the significance of the title **Sin** by explaining why it is considered a sin: **When Your Lover is a Sibling**. As a result, the translated movie title undergoes a combination of free translation and literal translation.

- c. Source : *Kau & Dia*
Target : **You and Me**

The source language *Kau & Dia* is translated as *You and Me* in the target language. **You** itself can be translated as *Kau*. However, the translator does not translate *Dia*. Instead, the translator highlights the significance of the title *Kau dan Dia* through the relationship between **You and Me**: two teenage girls who are best friends and fall in love with the same boy. As a result, the translated movie title undergoes a combination of free translation and literal translation.

5. CONCLUSION AND SUGGESTION

Among the 134 English title translation on IMDb of Indonesian romance movies released from 2020 to 2024, 20 were adapted titles and 114 were original titles. In terms of adapted titles, fully changed titles (19) were far more common than partially changed titles (1).^[1] The study identified three translation methods: literal translation (13 titles), free translation (4 titles), and a combination of free and literal translation (3 titles).^[2] These findings suggest that, in translating movie titles from Indonesian to English, the translator often faces the challenge of maintaining or highlighting the significance of the original title. While literal translations retain the original meaning, free or combined translations may allow the translator to convey deeper thematic elements or make the title more marketable in the target culture. Therefore, the choice of translation method is not just about linguistic accuracy but also about capturing the essence of the title and its relevance to the audience.

The researcher hopes that future studies will explore more genres to uncover additional findings related to movie title translation.

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