

## SUBTITLE STRATEGIES IN A MOVIE ENTITLED ENCANTO

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### ABSTRACT

*This research aims to analyze translation strategies in Indonesian subtitles of a movie entitled Encanto. The research method of this study was a qualitative method and used Gottlieb (1992)'s theory of subtitling strategies. Data for the study were collected from dialogues and Indonesian subtitles in a movie entitled Encanto, such as: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. Based on the analysis, the researcher found 8 out of 10 subtitling strategies from 216 data, with transfer as the most used strategy in the movie entitled Encanto.*

**Keywords:** subtitle, subtitling strategies, movie

### 1. INTRODUCTION

Movie is one of the literary and artistic works that presents performances through sound and audiovisual. Besides local movies, there are a lot of movies from foreign countries in Indonesia. To understand the plot of foreign movie, the production put the subtitles in the movie after it was translated. One type of movie translation is subtitling. Subtitling is the process of translating from the source language to the target language which is written at the bottom of the film. The translated texts that are written on the bottom of the film are called as subtitles.

The reason why researcher chose subtitling strategies in this research because subtitles can represent both target language and source language in the same time. While the character in the movie speaks with their source language, the subtitle will show the translation in the target language. This statement is relevant with Gambier (1993, p.276 cited in Hastuti, 2015, p.59) that states subtitling is one of two possible methods for providing the translation of a movie dialogue, where the original dialogue soundtrack is left in place, and the translation is printed along the bottom of the film. It means that through subtitling the audience of the foreign movie can enjoy the movie by reading the translating text on the bottom of the screen without ambiguous thinking.

Research about subtitling strategy has been done before. Putrilestari (2020) conducted research about subtitling strategy in Percy Jackson & the Olympians: Lightning Thief Movie, Kusumawardani (2018) analyzed Wonder Woman movie, and Nurhayati (2018) analyzed Finding Dory. Different from previous research, in this research, researcher chose the movie entitled Encanto as the source of data. Encanto is a film produced by Walt Disney. According to [jakartautara.pikiran-rakyat.com](http://jakartautara.pikiran-rakyat.com), Encanto has been watched over 2 billion minutes on streaming application, Disney+. Also according to [kompas.com](http://kompas.com), Encanto got awards as Best Animated Feature on Oscar 2022 and Best Picture Animated on Golden Globe Awards 2022.

### 2. LITERATURE REVIEW

#### 2.1. The Definition of Movie

According to Prakoso (1977: 22), etymologically, movie is a moving image, while according to some opinions, movie is an arrangement of images contained in celluloid and then played using projector technology that offers breath and can be enjoyed in various meanings. While, Ardianto (2004: 3) defines movie as mass communication event. Another expert, Hall (2003) states that movie is a representation that shows a process in which meaning is produced using language and is exchanged between group members in a culture. Representation connects concepts in our minds by using language that allows us to interpret objects, people, real events (real), and the imaginary world of objects, people, objects, and events that are not real (fictional).

Based on the definition of the experts, movie is a mass communication event and representation that shows a process in which meaning is produced using language and is exchanged between group members in a culture. Representation connects concepts in our minds by using language that allows us to interpret objects, people, real events (real), and the imaginary world of objects, people, objects, and events that are not real (fictional). Then movie can be played using projector technology that offers beautiful picture and can be enjoyed in various meanings.

## **2.2. The Definition of Translation**

Catford (1965: 26) states that translation is the replacement of textual material in one language (source language) by equivalent textual material in another language (target language). Nida and Taber (1982: 12) see translating as the 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. Another expert, Youseff (2000: 13) defines translation is only to transfer the idea.

Based on explanations above, translation is a process of transferring the idea from one language (source language) to another (target language), in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style.

## **2.3. The Definition of Subtitle**

Gambier in Hastuti (2015:59) explains that subtitles are a translation of film dialogue that is written at the bottom of the film. While, Shutteleworth and Cowie in Widiani (2012:31) states that subtitling is the process of giving a caption (writing below the screen) that is synchronized to the dialogue in film and other television shows. Another expert, Arbogast (2008:7) states that subtitling is the mostly condensed rendering (written translation) of a film dialog which as written text appears synchronously with the corresponding spoken dialog on the screen.

Based on explanations above, subtitle is the translation and the process of giving a caption (writing below the screen) that is synchronized to the dialogue in film that is synchronized and shown in the bottom of the screen of the film.

## **2.4. Subtitling Strategies**

Gottlieb (1992) states there are 10 strategies that can be used by translators in translating film subtitles. These strategies are as follows:

1. Expansion.  
Namely the addition, has the meaning of adding an explanation in the translation. This is due to differences in cultural nuances or grammatical features or to remove ambiguity.
2. Paraphrase.  
In this strategy, the translator explains part of the sentence according to its own understanding, when the sentence structure in source language cannot be rearranged in target language.
3. Transfer.  
In this strategy, the translator translates the sentence in source language accurately and completely into target language, without additional information.
4. Imitation.  
Which is a strategy in which the translator rewrites the words in the original text as they are for maintain the same structure, usually for the names of people or places.
5. Transcription.  
This strategy is used when there are terms that are not common in the source language, in other words, this strategy is to rewrite certain usages to fulfill the textual function of how the language will be used. For example, the way a sentence is pronounced in the source language can be reflected in the subtitling.
6. Dislocation.  
This strategy is used when translation effects are more important than dialogue content, dislocation uses the alternative words to translate a word because it is more meaningful in target language.
7. Condensation.  
This strategy aims to compress the content so that the simplicity and effectiveness of the subtitles are maintained, and the meaning is conveyed.
8. Decimation.  
Namely extreme compression. This strategy tends to eliminate meaning so that subtitles can still be read on frames that run too fast.
9. Deletion.

This is a strategy that eliminates part or all of the text. This is done when the dialogue is considered to be less efficient, and the meaning contained in it can be obtained from other audiovisual channels such as images and sound.

10. Resignation.

Resignation is used when no solution for the translation is found, and the meaning is lost or cannot be obtained from other audiovisual channels or in other words: 'not translated'.

**3. RESEARCH METHODOLOGY**

In this research, the researcher used a qualitative method to analyze subtitling strategies in the movie entitled *Encanto* (2021). Qualitative research according to Koentjaraningrat (1993: 89), is a research design that has three formats. The three formats include descriptive research, verification and grounded research formats. Another expert, Bogdan and Taylor (1975), state that qualitative research also includes the methodology used for research procedures that produce descriptive data. Meanwhile Sugiyono (2007: 1) states that qualitative research is a research that used to examine the object which is natural where the researcher is as a key instrument, technique data collection is carried out combined, data analysis is inductive, and qualitative research results more than meaning than generalization. This study aims to gain a general understanding of social reality from the participant's point of view. Based on those explanations from those experts, qualitative research is a method with descriptive explanation.

The source of the data of this research is the dialogue which is shown from the subtitle and the movie entitled *Encanto* (2021). The movie was released in theaters on November 24<sup>th</sup>, 2021, with the duration of the movie is 109 minutes. *Encanto* tells the story of the Madrigals family, who live hidden in the mountains of Colombia, called *Encanto*. Each Madrigals family members has a magic, but only Mirabel who has not a magic in their family.

Before drawing the conclusion of the research, the researcher collected the data. The researcher chose to use the qualitative method in this research. The researcher went through 6 steps:

1. Watching the movie entitled *Encanto* (2021).
2. Re-watching the movie on Disney+ application, so that the researcher would not miss any data for the subtitling research in the movie.
3. Writing down the dialogues and subtitles in the movie.
4. Making the table of classification of subtitling strategies which was found in the movie.

This research used 4 steps to analyze the data after the data have been obtained from the source. They were:

1. Classifying subtitling strategies by using Gottlieb (1992)'s theory in his book entitled *Subtitling – A New University Discipline*.
2. Analyzing the dialogues and the subtitles in the movie.
3. Giving explanations about subtitling strategies, supported by relevant reference theories.

Drawing conclusions about the subtitling strategies that were displayed through dialogues and subtitles as the result of the research.

**4. RESULTS AND DISCUSSION**

**4.1 Findings**

From 216 data, the researcher found 8 out of 10 subtitling strategies. More detail can be seen in Table

1.

Table 1. Data Findings

No	SUBTITLING STRATEGY	DATA
1	Transfer	76
2	Paraphrase	50
3	Expansion	9
4	Imitation	16
5	Condensation	31
6	Resignation	12
7	Deletion	14
8	Decimation	7
	Total	216

Based on the Table 1, transfer is the most used subtitling strategy with total 76 Data. The second is paraphrase with total 150 Data, followed by condensation with 31 Data, imitation with 16 Data, deletion with 14 Data, resignation with 12 Data, expansion with 9 Data, decimation with 7 Data.

#### 4.2 DISCUSSION

Based on the analysis the researcher found 8 out of 10 subtitling strategies in the movie entitled Encanto. They are transfer, paraphrase, expansion, imitation, condensation, resignation, deletion, decimation. The following explanation contains some data that represents the data findings in this research.

##### 1. Transfer

Table 2. Transfer

Duration	Source Language	Target Language
01:41;18 – 01:41;19	<b>Open your eyes.</b>	<b>Buka matamu.</b>

The data above shows that Grandma told Mirabel to open her eyes. The sentence in source language is “**open your eyes**” and the translator translated it as “**buka matamu**” in target language without adding another information. For that reason, data 1 is categorized as transfer. It is line with Gottlieb (1992) that states transfer is the strategy when the translator translates the sentence in source language accurately and completely into target language, without additional information.

##### 2. Paraphrase

Table 3. Transfer

Duration	Source Language	Target Language
01:41;01 – 01:41;04	This candle <b>holds</b> the miracle given to our family.	Lilin ini <b>menyimpan</b> keajaiban yang diberikan kepada keluarga kita.

The literary translation of the sentence “**this candle holds the miracle given to our family**” is “**lilin ini memegang keajaiban yang diberikan kepada keluarga kita**”. This scene happened when Grandma told about the candle to Mirabel. The translator changed the word *holds* (*memegang*) into *menyimpan*, therefore Data 1 is paraphrase. Gottlieb (1992) states that paraphrase is the strategy when the translator explains part of the sentence according to its own understanding. The sentence structure in source language cannot be rearranged in target language.

##### 3. Expansion

Table 4. Expansion

Duration	Source Language	Target Language
01:40;16 - 01:40;11	<b>The candle</b> became a magic flame that could never go out.	Lilin <b>ini</b> menjadi api ajaib yang tak akan pernah padam.

The literal translation of “**the candle became a magic flame that could never go out**” in Data 1 is “**lilin menjadi api ajaib yang tak akan pernah padam**”, but the translator translated it as “**lilin ini menjadi api ajaib yang tak akan pernah padam**”, the translator added the word *ini* in the subtitle to remove ambiguity. This scene is when Grandma explained about the candles that holds their family magic. Based on this explanation, Data 1 is expansion. Gottlieb (1992) defines expansion strategy as the addition. This strategy has the meaning of adding an explanation in the translation. This is due to differences in cultural nuances or grammatical features or to remove ambiguity.

4. **Imitation**

Table 5. Imitation

Duration	Source Language	Target Language
01:40;51 – 01:40;47	Your abuelo, <b>Pedro</b> and I were forced to flee our home.	Kakekmu, <b>Pedro</b> , dan aku terpaksa meninggalkan rumah kami.

The sentence “**your abuelo, Pedro and I were forced to flee our home**” has been translated as “**kakekmu, Pedro, dan aku terpaksa meninggalkan rumah kami**”. The translator rewrites the words in the original text which is Pedro as Pedro and also Pedro is the person’s name. The scene in Data 1 happens when Grandma tells Mirabel the story about her and Mirabel’s grandfather who has name Pedro to flee their home. Therefore, Data 1 used imitation strategy. As stated by Gottlieb (1992), imitation is a strategy in which the translator rewrites the words in the original text as they are for maintaining the same structure, usually for the names of people or places.

5. **Condensation**

Table 6. Condensation

Duration	Source Language	Target Language
01:39;20 - 01:39;19	<b>That's right.</b>	Benar.

In Data 1, the translator compressed the simplicity in the subtitles where the word “**that’s right**” is translated into “**benar**”. The literal translation is “**itu benar**”. The translator reduced the word but the meaning still conveyed. This scene happens when Grandma and Mirabel talks about Madrigal’s children who get magic. Based on this explanation, Data 1 is condensation. Gottlieb (1992) states condensation is the strategy that aims to compress the content so that the simplicity and effectiveness of the subtitles are maintained, and the meaning is conveyed.

6. **Resignation**

Table 7. Resignation

Duration	Source Language	Target Language
01:32:59 - 01:32;59	Um ...	( <b>Mirabel mengangkat satu tangan dan bahu, berusaha menjelaskan</b> )

The scene in Data 1 happens when Mirabel was asked by the children in the village about Mirabel who isn’t get a miracle. Mirabel answers it with “**um**”, but the translator didn’t translate it. Therefore, Data 1 is resignation. According to Gottlieb (1992), resignation is used when no solution for the translation is found and the meaning is lost or cannot be obtained from other audiovisual channels or in other words: 'not translated'.

7. **Deletion**

Table 8. Deletion

Duration	Source Language	Target Language
01:39;19 - 01:39;11	<b>And</b> together, our family's Gifts have made our new home a paradise.	Bersama-sama, Karunia keluarga kita mengubah rumah baru kita menjadi firdaus.

The scene in Data shows Grandma tells a story about Madrigal Family’s home to Mirabel. The translator did not translate the word “**and**” (*dan*) and eliminated it in subtitle. Based on the explanation, Data 1 used deletion as strategy. Gottlieb (1992) states that deletion is a strategy that eliminates part or all of the text. This is done when the dialogue is considered less efficient.

8. **Decimation**

Table 9. Decimation

Duration	Source Language	Target Language
01:37;39 - 01:37;38	Hey! When is the magic Gift <b>happen?</b>	Hei, kapan karunia sihir diberikan?

Data 1 show when the children ask about magic gift happen, the duration is only one second and the word “**happen**” (*terjadi*) is not being translated. Therefore, the translator eliminated the meaning so that subtitle still appears on frames. Considered from this, Data 1 is decimation. Gottlieb (1992) defines decimation as extreme compression. This strategy tends to eliminate meaning so that subtitles can still be read on frames that run too fast.

5. **CONCLUSION AND SUGGESTIONS**

Based on the analysis, Encanto used subtitling strategies based on Gottlieb’s theory. The result shows that from 216 data, the researcher found 8 out of 10 subtitling strategies. There are transfer with total 76 Data (35%). The second is paraphrase with total 50 Data (23%), followed by condensation with 31 Data (14%), imitation with 16 Data (7%), deletion with 14 Data (6%), resignation with 12 Data (6%), expansion with 9 Data (4%), decimation with 7 Data (3%).

The researcher found out transfer with total 76 Data (35%) as the most used strategy in the movie entitled Encanto. It means that most dialogues in this movie can be translated correctly and accurately into the target language.

The researcher expects that this research can be the guidance for another research in the future. Other researchers can use this research as their reference and example if they want to conduct a similar study. The other researchers can use the same theory of subtitling strategy in this research.

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