



**SUBTITLING STRATEGIES USED IN
THE CROODS MOVIE**

JOURNAL ARTICLE

**Submitted in partial fulfillment of the requirements for the
Degree of Sarjana Sastra (S.S.)**

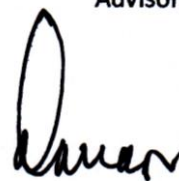
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DIAN NUSWANTORO UNIVERSITY
SEMARANG
2016**

PAGE OF APPROVAL

This journal has been approved by Board of Advisors, English Study Program, Faculty of Humanities, Dian Nuswantoro University on 5 August 2016.

Advisor,

A handwritten signature in black ink, appearing to read 'Achmad Basari', written in a cursive style.

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SUBTITLING STRATEGIES USED IN *THE CROODS* MOVIE

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The Subtitling Strategies in *The Croods* movie is the title of this research. It is aimed at finding out the subtitling strategies used to translate the utterances in the movie. The unit of analysis of this research is every utterance in the movie which has one subtitling strategy. This research used a descriptive qualitative method to explain the analysis of *The Croods* movie. This research used a theory about subtitling strategy from Gottlieb (1992:166). The results show that there are as much as 212 utterances found by the researcher. There are 6 of 10 subtitling strategies which are found in *The Croods* movie. There are 30 utterances (14.15%) for expansion strategy, 71 utterances (33.50%) for paraphrase strategy, 84 utterances (39.62%) for transfer strategy, 11 utterances (5.19%) for imitation strategy, 14 utterances (6.60%) for deletion strategy, and 2 utterances (0.94%) for resignation strategy. The researcher already found the mostly used subtitling strategy, which is transfer strategy. The translator realized that the target viewers or audiences of the movie are mostly children for the movie is an animation movie which is intended for all ages. Besides, transfer is the easiest strategy to be easily comprehended for children in understanding the translated text. This strategy is used to translate correctly and completely the source language text into the target language.

Keywords: *Subtitling Strategies, The Croods, Translation, Utterances*

INTRODUCTION

Human beings can communicate with each other very well. People may exchange knowledge, opinions, beliefs, wishes, even feelings and many more. Moreover, People are able to express our excitement, pleasure, happiness by laughing. People are able to express anger, fear by crying out, and so on, but it all happens because of language which stands before communication. Language is a system of communication consisting of sounds, words, and grammar, or the system of communication used by the people in a particular country or type of work. Language definitely has such a major role in human life. Without language, people are impossible to communicate with each other.

Furthermore, language gives many aspects for the continuity of this research. One of the most important aspects is that language relates with translation as a basis to conduct this research. It can be stated that language is a great-grandfather of translation since translation denotes the communication of the meaning of a source-language text by means of an equivalent target-language text. Translation is studying the lexicon, grammatical structure, communication situation, and cultural context of the source-

language text, analyzing it in order to determine its meaning, and then reconstructing this same meaning using lexicon and grammatical structure which are appropriate in the receptor language and its cultural context (Larson, 1984: 3). Translation typically has been used to transfer written or spoken source-language texts to equivalent written or spoken target-language texts. In general, the purpose of translation is to reproduce various kinds of texts including religious, literary, scientific, and Philosophical texts in another language and thus making them available to wider readers.

In the study of translation, there are some methods that exist to be learned and one of them is translation strategies. According to Lörscher, translation strategy is “a potentially conscious procedure for the solution of a problem which an individual is faced with when translating a text segment from one language to another” (Lörscher, 1991, p. 76). However, the definition offered by each author or theorist represents his/her own point of view and their views differ from each other. Most theorists agree that strategies are used by translators when they encounter a problem and literal translation does not work. Therefore, different researchers have investigated and described various translation strategies from their own perspectives.

Translation strategies appear in many media, such as in short story, advertisement, poetry/poem, novel, social network and still many more. However, the translation strategies are more interesting to be appeared in movies. Besides, this research only focuses the translation strategies in a movie. Movie is a type of visual communication which used moving pictures and sound to tell stories or inform people in every part of the world who watch movies as a type of entertainment, a way to have fun. Movies also become the communication tools because movies are transferring ideas and might be one of the information sources which has extended influence. In this era, the film industry not only produces movies which has a good quality, but also faces a translation problem. When faced a translation problem, a translator is an important thing to solve translation problems. The translator is someone who conveys material communicated in one language such as English into another language like Indonesian without losing the literal meaning or nuances of the original work.

The researcher interests to analyze a movie entitled *The Croods*. It is a 2013 American 3D computer-animated adventure comedy film produced by DreamWorks Animation and distributed by 20th Century Fox. It features the voices of Nicolas Cage, Emma Stone, Ryan Reynolds, Catherine Keener, Clark Duke, and Cloris Leachman. The film is set in a fictional prehistoric Pliocene era known as The Croodaceous (a prehistoric period which contains fictional prehistoric creatures) when a caveman’s position as a “Leader of the Hut” is threatened by the arrival of a prehistoric genius who comes up with revolutionary new inventions as they trek through a dangerous but exotic land in search of a new home.

The Croods was written and directed by Kirk DeMicco and Chris Sanders, and produced by Kristine Belson and Jane Hartwell. The film premiered at the 63rd Berlin International Film Festival on February 15, 2013, and was released in the United States on March 22, 2013. As part of the distribution deal, the film is the first from DreamWorks Animation to be distributed by 20th Century Fox, since the end of their distribution deal with Paramount Pictures.

The Croods received generally positive reviews, and proved to be a box office success, earning more than \$587 million on a budget of \$135 million, and launching a new franchise, with a sequel set for December 22, 2017, and a TV series in development. Since there is a globalization in a movie industries era, a lot of producers compete to make a unique story which can be consumed both of adults and children. *The Croods* is one of the movies which fits both to adults and children. The study of translation strategies a focus

at this matter. The researcher wants to know if there are types of subtitling strategies used in *The Croods*.

RESEARCH METHOD

Data and Subject

The data of this study were Subtitling Strategies Used in the Croods Movie.

Unit of Analysis

The unit of the analysis of this research focused on the utterance the croods of *The Croods* movie its translation by Erickjiwono. The researcher analyzed the subtitling strategies source language to target language. The source of this data is in English and the target of this data in Bahasa Indonesia as data to be analyzed.

Techniques of Data Collection

Before analysing the data, the researcher searching and downloading *The Croods* movie on the internet. After that, downloading the script of the source language of the movie to compare with the target language from the movie. The researcher identifying the subtitles that contain the subtitling strategies based on Gottlieb. And the last, classifying and grouping the target and the source languages of the movie containing subtitling strategies as the data.

FINDING AND DISCUSSION

Finding

Table 4.1 Subtitling Strategies in Subtitle Text of The Croods movie

No.	Subtitling Strategies	Data	Percentage
1.	Transfer	84	39.62%
2.	Paraphrase	71	33.50%
3.	Expansion	30	14.15%
4.	Imitation	11	5.19%
5.	Deletion	14	6.60%
6.	Resignation	2	0.94%
Total		212	100%

Table 4.1 indicates that the subtitling strategies used in the subtitle text of *The Croods* movie are expansion, paraphrase, transfer, imitation, deletion, and resignation. Moreover, it can be concluded that there are six of ten types of subtitling strategies which are found in the subtitle text of *The Croods* movie.

Table 4.1 reveals that transfer is a type of subtitling strategies mostly found which has 82 numbers of data and the total percentage of 39.62%. It can be said that most of utterances of SL in *The Croods* movie are translated completely and correctly into TL. Here, the researcher also found other types of subtitling strategies in the movie, they are: paraphrase which consists of as much as 71 numbers of data and the total

percentage of 33.50%; then expansion which has 30 numbers of data and the total percentage of 14.15%; deletion with the total numbers of 14 and the total percentage of 6.60%; 11 numbers of data with 5.19% which are included into imitation; and the last is resignation which consist of 2 numbers of data and the percentage of 0.94%.

Discussion of the Findings

As explained in the findings, the researcher identifies and describes the types of subtitling strategies, and the analyzed data are presented based on the data of *The Croods* movie. The data presented are only some data to be analyzed.

Expansion

Expansion is used when the dialog in the SL need an explanation to gain the audience comprehension because they cannot retrieve the culture nuance of the SL.

Excerpt 1

(Appendix 44)

SL : I'm waiting for signal, dad!

TL : Aku menunggu tandamu, yah!

In the excerpt above, the utterance *I'm waiting for signal, dad!* uttered in the source language is translated into the utterance *Aku menunggu tandamu, yah!* in the target language. It is classified into the subtitling strategy of expansion. The strategy is used by the translator since the translator adds a term in the target language that does not exist in the source language. It is a possessive pronoun *mu* or *your* in English. The situation goes when Thunk is in the cave and he will get out of the cave if his father, Grug, gives him a signal to get out. Here, Thunk is waiting for his dad's signal. Thus, the possessive pronoun *mu* is applied in the target language to gain the audiences comprehension.

Excerpt 2

(Appendix 155)

SL : She saw something new and died!

TL : ***Setelah sampai***, dia melihat sesuatu yang baru dan mati.

From the excerpt above, the source language *she saw something new and died* is translated into the target language *setelah sampai, dia melihat sesuatu yang baru dan mati*. The situation shows when Grug tells a story about a girl who is filled with curiosity. The story begins when she saw a tree and tried to climb it, then she saw something new and died. Moreover, the translator adds the phrase *setelah sampai* applied in the target language, but those words do not exist in the source language. The

phrase *setelah sampai* is added to explain that after she climbed on the top of the tree, she saw something new and died. Here, the use of subtitling strategy of expansion is still acceptable and to gain the audiences comprehension.

Paraphrase

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

Excerpt 3

(Appendix 29)

SL : Because what we didn't know was that ***our world was about to come to an end.***

TL : Karena yang kami tak ketahui adalah ***saat dunia berakhir.***

Because what we didn't know was that our world was about to come to an end is a clause in the source language translated into *Karena yang kami tak ketahui adalah saat dunia berakhir* in the target language. Based on the context, the utterance is expressed when Eep as a narrator talks during the prologue. Then, she utters that her world is going to come to an end. Her world here refers to a home where she lives. In addition, the strategy used is paraphrase. It is used to translate the source language *our world was about to come to an end* into the target language "*saat dunia berakhir*" to make the audiences as the target more understand about the utterance.

Transfer

Transfer refers to the strategy of translating the SL completely and correctly into the TL.

Excerpt 4

(Appendix 13)

SL : ***And I struggled to survive my family.***

TL : ***Dan aku berjuang menyelamatkan keluargaku.***

As seen above, it can be known that the strategy used to translate the utterance above is transfer. It is the source language *And I struggled to survive my family* translated into the target language *Dan aku berjuang menyelamatkan keluargaku*. Transfer strategy is used to translate completely and correctly from the source language to the target one. Besides, there will be no addition or deletion in translating the utterance since the structure of the text is similar. Here, the utterance above is

expressed in a prologue by a character namely Eep. She tells that she has to struggle to survive her family from “the end of the world”.

Excerpt 5

(Appendix 41)

SL : ***Remember the signal, Good girls wait for the signal.***

TL : ***Ingat tandanya, Gadis baik menunggu tandanya.***

The utterance is translated by using transfer strategy. This strategy is used to transfer the meaning of the source language into the target language without adding or deleting the utterance, and this strategy does not change the meaning in both source language and target language. It can be seen from the utterance *Remember the signal, Good girls wait for the signal* in the source language which is translated into the target language *Ingat tandanya, Gadis baik menunggu tandanya*. There is no change of the meaning from both of the languages. It is uttered when Sandy is going out the cave without waiting the signal from her dad then Grug says that good girls wait for the signal. Thus, the meaning of the subtitle and the context of this scene is suitable.

Imitation

Imitation is used to translate the proper noun like names, places, country, and product brand.

Excerpt 6

(Appendix 4)

SL : My name is ***Eep***.

TL : Namaku ***Eep***.

The excerpt above indicates that the utterance in the source language is translated by using imitation strategy to translate the word *Eep* in the source language *My name is Eep* into the target language *Namaku Eep*. The translator used imitation strategy to translate the word *Eep* into the target language. The translator does not translate it with another word since it is the name of the character in the movie, and it is also usually used in the target language.

Excerpt 7

(Appendix 129)

SL : ***Grug. Grug!***

TL : ***Grug. Grug!***

The imitation strategy is used to translate person name or name of place in the source language. Here, it is used to translate the utterance *Grug. Grug!* to be applied in

the target language. Meanwhile, it is uttered by Ugga who asks Grug to stay away from Eep because she needs her time alone. Here, *Grug* is the name of a father who is struggling to survive his family. Therefore, it is not translated in the target language since it is the name of the character in the movie.

Deletion

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

Excerpt 8

(Appendix 22)

SL : He was strong, and **he** followed the rules.

TL : Dia kuat, dan mengikuti aturan.

To make the utterance above simpler, the translator used deletion strategy by deleting some words without changing the meaning. The translator deleted the pronoun *he* in the second sentence of the source language *He was strong, and he followed the rules* because there is already pronoun *he* in the previous sentence. The meaning will be *Dia kuat, dan dia mengikuti aturan* if the pronoun *he* or *dia* is not deleted. Nonetheless, to get a good and simple subtitle in the target language, the translator did not display pronoun *he* in the second sentence, and the target language *dia kuat, dan mengikuti aturan* is applied.

Resignation

Resignation is applied when the translator does not find the solution in translating the SL subtitle and that the meaning is inevitably lost.

Excerpt 9

(Appendix 198)

SL : Now you got them right.

TL : **NO TRANSLATION**

The utterance *Now you got them right* in the source language is not translated into the target language. In the scene, it is talked by Thunk when his dad is on a fight with a group of monkeys. The translation of the utterance does not appear in the subtitle of the movie. The utterance is not translated for the translator does not find the solution in translating the source language subtitle and that the meaning is inevitably lost. Thus, resignation strategy is used.

CONCLUSION

The conclusion is based on the data analysis in the previous chapter. From the analysis, it can be concluded that there are 406 utterances in *The Croods* movie that have been analyzed based on subtitling strategies proposed by Gottlieb.

There are 6 of 10 subtitling strategies which are found in *The Croods movie*. There are 30 utterances (14.15%) for expansion strategy, 71 utterances (33.50%) for paraphrase strategy, 84 utterances (39.62%) for transfer strategy, 11 utterances (5.19%) for imitation strategy, 14 utterances (6.60%) for deletion strategy, and 2 utterances (0.94%) for resignation strategy.

The researcher already found the mostly used subtitling strategy, which is transfer strategy. The translator realized that the target viewers or audiences of the movie are mostly children, since the movie is an animation movie which is intended to all ages. Besides, transfer is the easiest strategy to be easily comprehended for children in understanding the translated text. This strategy is used to translate correctly and completely the source language

Therefore, the usage of the subtitling strategies can help the translator in facing the translation problems. Subtitling strategies can also help the translator to make the utterances in the movie becoming understandable and meaningful to the audiences.

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