TRANSLATION STRATEGIES APPLIED IN THE ENGLISH SUBTITLE OF PEREMPUAN TANAH JAHANAM MOVIE

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ABSTRACT

This study aims to determine the translation strategies applied in the English subtitles and the translation equivalence in Perempuan Tanah Jahanam movies. The data study was collected from English subtitles and transcribed Indonesian utterances were utilized for data analysis. The documentation method is used in collecting the data, while the descriptive qualitative method is used in analyzing the collected data. The result of the study was that 6 out of 8 strategies were used by the translator in the translation strategies proposed by Baker (1992). They are, translations by a more general word, translations by a more neutral/less expressive word, translations by paraphrasing using a related word, translations using a loan word, translations by paraphrasing using an unrelated word, and translation by illustration. Then analysis of the translation equivalence using Nida's theory (2003) shows that some words or phrases are categorized into formal equivalence and dynamic equivalence. The most dominant type is the dynamic equivalence. This shows that the translator used many natural expressions in the target language that were equal to the expectation of the target audiences, so the quality of translation in which the message of the source language has been transported into the target language. By knowing the conceivable meaning of a word, the translator will be able to transfer the meanings proportionally and appropriately, and the audience will understand the meaning and information in the target language.

Keywords*: Equivalence, Movie, Subtitle, Translation, Translation Strategy.*

INTRODUCTION

The translation is one of the accommodations to provide readers with an understanding of something from the source language (SL) to the target language (TL). Translating is challenging as it requires a good understanding of the cultural aspects of the translated language. Source Language (SL) and Target Language (TL) are included in those languages. Taber and Nida (in Suryawawinata, 2003) stated that translation involves creating the closest natural equivalent of the original message in the target language, prioritizing style and meaning. This standpoint involves a fundamental examination of conveying the significance, communication, and details from the source language to the target language, serving as the cultural connection between the two regions. Therefore, there is no denying that cross-cultural transfer occurs during translation.

The translation process requires appropriate strategies to create more equivalence messages between the source and the target language. Baker (1992) stated there are eight strategies in translation. Translation strategy is very important in the process of translating such as a movie because Translation is the process of changing what was originally written into the target language through modifying the wording to fit the target language's or context's needs. The translator finds it challenging to illustrate the concept of the original language. Therefore, the translator needs to accurately transform the idea of the original work from the original language to a translated one with an equivalent concept in the target language. The translator must possess a thorough familiarity and comprehension with the original work's idea, encompassing the source language, filmmaker, and culture.

The objectives of research are to examine the translation strategies applied in the English subtitle of Perempuan Tanah Jahanam movie and how the translation equivalence of the strategies. The reason for choosing the topic is because some non-equivalence word occurs when Indonesian movies are translated into English. Some words in the original language have no direct equivalent in the target language and confuse the audience when it does not convert the concept of the source language. There may be translations that feel unnatural in the target language because the translators aim to keep the same message while using different words, confusing the audience.

Thus, following the background of the research above, this study discussed the translation strategies applied in the English subtitle of Perempuan Tanah Jahanam movie.

Related to this study, one of the studies that also researched the same topic is the study entitled his thesis entitled "Exploring Students' Translation Strategy on the Glimpse of Us Song By Joji" that has been done by Fadli, Baharudin, and Wardana (2023). The problem of the research is to explore the translation strategies analyze the methods used by ten IT students to translate Joji's Glimpse of Us lyrics, and evaluate if their translations meet the standards of quality translation. The theory of this research used Baker's (1992) theory. The data were analyzed using a qualitative-descriptive research design. The data are taken from the song lyrics by Joji entitled Glimpse of Us. The result of this study is there are six out of eight strategies to translate Joji's Glimpse

of Us song lyrics. These strategies included translation by more general words was the most common strategy, translation by paraphrasing using unrelated words, translation by paraphrasing with related words, translation by addition, translation by omission, translation by loan word or loan word plus explanation.

Nida and Taber (in Suryawawinata, 2003), translation can be defined as the process of transferring a message from the source language to the receptor language in the closest natural equivalent. It indicates that the process of transferring a language's form from its original source into its target language without losing any of its meaning is called translation. Catford (in Suryawawinata, 2003) defines Translation as the substitution of written content in one language (SL) with equivalent written content in different languages (TL). According to Loescher (1991) defines translation strategy as a potentially conscious procedure for solving problems encountered in translating a text, or any segment thereof. As stated in this definition, the concept of awareness is critical in distinguishing the learner's or translator's strategies.

Baker (1992) exemplified that there are eight translation strategies, such as translation by a more general meaning, a translation using cultural substitution, translation by more neutral or less expressive words, translation by omission, a translation using loan words, a translation by paraphrasing using related words, translation by using illustrations, translation by paraphrasing using unrelated words, and a translation using loan words. Nida (2003) divided two fundamental types of equivalence which are called formal equivalence and dynamic equivalence.

The data source of this study was taken from a movie entitled Perempuan Tanah Jahanam available on Netflix. The main data of this study is the subtitles of all the character's utterances in the movies. So, the subtitles in English and the utterances spoken by all characters in Indonesian are transcribed and used as data. The data of this study were collected through the documentation method and observing method. Documentation method used since the data source from movie subtitle. Also, the observing method is used since the researcher needs to watch the movie and take note of the utterances. There were several steps in collecting the data, as follows: First, download offline the movie from the Netflix application, concern was obtained by directly emailing the management. Second, transcribe the utterances that are spoken by the character and copy the subtitle to analyze strategies used by the translator and the translation equivalence in the process of translating. Last, match the transcription that was done with the copied subtitles and then categorize them. The analysis result was presented in the informal method. The data was presented by adding the utterances of the characters were compared with the subtitle from the source language into the target language. Finding the translation strategies suggested by Baker (1992) is the first step. The explanation of types of translation equivalence by Nida (2003) is explained in the second stage.

RESULT AND DISCUSSION
1. Translation Strategies Applied
The following is the analysis of translation strategies applied by the translator from the comparison of the utterance in the source language (Indonesian) and the

subtitle in the target language (English) found in Perempuan Tanah Jahanam Movie is presented below.

Translation by a More General Word

In translating, a more general word can be used to cover the meaning of a missing hyponym in the target language by moving up a level in the semantic field. Here are examples of strategy by a more general word being applied.

[Data 1] SL : "Din, pokoknya lo harus bantuin gue cari kosan baru."

TL: "You got to help me to look for a new place."

Minutes: 00.00.50

Kosan (Data 1) is translated as place. The word kos is an abbreviation form of the word indekos, which means in the Indonesian Dictionary (KBBI) living in someone else's house with or without food (by paying every month). Kos in the sentence is added by the Indonesian suffix –an so it becomes kosan and the word class is a noun. When translated into English using the word 'place', the translation equivalence becomes more wide or general. The word 'place' according to Oxford Learner's Dictionary means a particular position, point, or area. In general, means a portion of space or a surface available or designated for or being used by someone. The word 'place' here has a broad and general meaning. It can refer to any place, whether general or specific. While the word kos has a specific meaning and is immediately known. But because the word place can also be used to refer to the word kos in Indonesian, and in English doesn't have a specific word the word 'place' still can deliver the meaning in English to get the equivalency in the source languages. Therefore, it is translated generally. The translation equivalence here is based on the data above categorized as dynamic equivalence. It conveys the general concept or idea for representing the word kos in the target language, while kosan has a more specific meaning.

[Data 2] SL : "Ki Donowongso ngedalang semalam suntuk"

TL: "he would perform with his puppets all night long"

Minutes: 01.06.27

Ngedalang (Data 2) is translated as perform. Ngedalang means the act of performing a puppet show. In the Indonesian dictionary (KBBI), the origin of the word ngedalang is dalang, which means a versatile person who has dual abilities and also a manager or even a leader in the puppets' performance stage. The Indonesian prefix –Ng is added to the word ngedalang which then makes the word class a verb. In English, it translated into perform, which means to entertain an audience by playing a piece of music, acting in a play, etc. The origin of the word ngedalang is from Indonesian culture, it does not have an equivalent or hyponym in English. So the natural and appropriate word to describe it in English is the word perform because it encompasses a wide range of activities including rituals, ceremonies, acts, and presentations. Therefore. "perform" is chosen as a broader term that captures the basic meaning of ngedalang without necessarily using a directly related paraphrase. That is why the translation strategy used to translate it is translation by a more general word. The translation equivalence here based on the data above is categorized as dynamic equivalence.

Translation by a More Neutral/Less Expressive Word

If the source language has a difference in expressive meaning, which is more difficult to handle because the target language is more emotionally charged or less emotionally charged than the source language item, the translator may translate using a more neutral or less expressive word. Here are examples of translation by a more neutral/less expressive word being applied.

[Data 3] SL : "hampir aja copot jantung gue."

TL: "shit, my heart almost stopped."
Minutes: 00.03.38

Copot (Data 3) is translated as stopped. Copot according to the Indonesian Dictionary (KBBI) means missed, regardless, or come out. In the target language is translated into stopped, according to the Oxford Learner's Dictionary means to no longer move, to make somebody or something no longer move. The use of the word copot in the sentence means that her heart will fall out or come out because Indonesian people often use this word when expressing surprise, and it's more expressive. To get a translation that looks natural and appropriate, the translator used the word stopped to express the word. But when translated into English the word stopped, the meaning is less expressive. The word copot if translated into missed or come out would sound unnatural even though it's the equivalence because the purpose of the sentence is just a parable in Indonesian that doesn't happen. So to adjust it to English, the translator used less expressive words that conveyed the meaning and adjusted with the English language. The strategy used here is the translation by a more neutral or less expressive word. The translation equivalence here based on the data above is categorized as dynamic equivalence.

[Data 4]   SL : "lo ga pakai speaker phone ya? ntar dimarahin loh."
TL: "You didn't put me on speaker? If the boss finds out, you'll be in trouble."
Minutes: 00.01.27

Dimarahin (Data 4) is translated as in trouble. Marah is an emotion characterized by opposition to someone or a feeling of having been treated wrongly. Whereas 'in trouble' means a situation in which a person in authority is angry with them or is likely to punish them because they have done something wrong. The word dimarahin comes from the word marah, which is an expressive word and the class of words is an adjective. Then, when it is translated into English and the translation used here is the word 'in trouble', it captures the consequence or outcoming of being scolded, but it does so more neutrally or less expressively compared to the original term. It conveys the general sense of negative consequences without directly translating the emotion involved in being scolded. Therefore, the translation strategy focuses on conveying the basic meaning while toning down the expressive nature of the original term. The strategy used to translate it is translation by a more neutral/less expressive word. The translation equivalence here based on the data above is categorized as dynamic equivalence.

Translation Using a Loan Word

Because it depends on the context and culture, one item in a translation employing a loan word might not exist in the target language. The reader are able to understand the usage of the borrowing word continuously on its own without the need for a long explanation. Here are example of translation using loan words being applied.

[Data 5]   SL : "lalu ada Nyai Shinta, dia adalah perempuan yang paling cantik di desa ini"
TL: "Then there was Nyai Shinta, the most beautiful woman in the village"
Minute: 01.05.31

Nyai (Data 5) is translated as Nyai. Nyai is a term for Sundanese women, especially those who are adults whether not or already married. In Sundanese culture in Indonesia, young women in the past were called Nyai. This cultural concept is only owned by Indonesia and does not exist in English. So the translation uses loan words to translate it without changing the word. The impact of using loan word strategies is to make the translation from the source language into the target language accurate. The words that only exist in the source language must be translated as they were to avoid

misunderstanding. The word Nyai is the word that comes from the culture of a region in Indonesia. Because it does not exist in the target language, it can be translated using a loan word. Perhaps it could added with a longer explanation of the meaning of the words in the target language. The translation equivalence here based on the data above is categorized as formal equivalence.

Translation by Paraphrase Using a Related Word

This strategy is usually employed when the idea conveyed by the source item is lexicalized in the target language, although in a different way, and when the frequency in the source language is significantly higher than it would be in the target language normally. Here is an examples of translation by paraphrase using a related word being applied.

[Data 6]   SL: "Oh Gusti"

TL: "Dear Almighty"

Minutes: 00.37.33

Gusti (Data 6) is translated as Almighty. Gusti in Javanese means god. It also implies a respectable title generally held by kingdoms in Indonesia which is affected by the kingdoms (Javanese: Keraton) on the island of Jawa. The meaning of the word itself Is Tuan, in English translated into Lord. But in the sentence, the word Gusti refers to the meaning of god. The translation in English of the word Gusti is to use the word "Almighty". The word Almighty according to Oxford Learner's Dictionary means having complete power. Another definition itself means having unlimited power, omnipotent, as a god. The words Gusti and Almighty are not direct translations in a literal sense, but they are related in the sense that both convey ideas of power and authority. English does not have a hyponym for the word Gusti. There is no equivalent for that word in English because it's an influence from Javanese culture that is only owned by Indonesians. So that the meaning is conveyed, the translation used is words that are related and still suit the source language culture. That is why the translator used the strategy of translation by paraphrasing using related words. The translation equivalence here based on the data above is categorized as dynamic equivalence.

[Data 7]   SL : "Mbah saya orang pintar"

TL: "My great-grandmother, who you met at the kiosk, is a good shaman"

Minute: 01.12.24

Orang pintar (Data 7) is translated as good shaman. Orang pintar in Indonesian is a term that is generally understood to mean a person who has supernatural abilities that make him able to understand invisible things and be able to communicate with spirits and the supernatural. In the sentence, the phrase is translated into "good shaman" which means a person who is thought to have special power to control or influence good and evil spirits. To convey and adjust the meaning of the Indonesian culture in English, the translator selected the phrase "good shaman" for translation. The translator substituted "orang pintar" with a phrase that introduces a different meaning of the original term but suits the source language culture. In English, the meaning of good shaman here is in positive ways. A good shaman is known for healing people. In Indonesian also has its translation for good shaman, namely dukun. The phrase orang pintar in Indonesian cultures refers to dukun, not an intelligent or smart person. So, both phrases are related. The strategy used here is translation by paraphrasing using related words. The word class of orang pintar in the sentences is a noun. The translation equivalence here based on the data above is categorized as dynamic equivalence.

Translation by Paraphrase Using Unrelated Word

This strategy is utilized in case the concept communicated by the source language isn't lexicalized at all within the target language, the paraphrase technique can still be

utilized in a few settings. Here are examples of translation by paraphrasing using unrelated words being applied.

[Data 8]   SL : "ini solusi biar kita bisa hidup lagi."

TL: "This could be our chance to start our life."

Minutes: 00.11.15

Solusi (Data 8) is translated as chance. Solusi according to the Indonesian Dictionary (KBBI) means a way out/ a method used to solve a problem. In the target language, it translated chance. According to the Oxford Learner's Dictionary, "chance" means the possibility of something happening, especially something that you want. In Indonesia word chance means peluang/kesempatan, likewish in English solusi means solution. Both words have a different meaning in literal translation word-for-word. The word chance does not directly convey the meaning of the word solusi, both words are not connected and they are unrelated words. Therefore, translation strategy used by the translator here is translation by paraphrasing using unrelated words. The translation equivalence here based on the data above is not categorized as formal or dynamic equivalence.

[Data 9]   SL : "saya tahu tidak ada gunanya di sini"

TL : "i know it's not much use in this country"

Minutes: 00.17.43

Di sini (Data 9) is translated as this country. Di sini according to the Indonesian Dictionary (KBBI) means a demonstrative word that indicates a place close to the speaker. This country according to the Oxford Learner's Dictionary means an area of land that has or used to have its government and laws. The use of the word country refers to being more specific and clear, whereas the word di sini does not. A strategy used by the translator in the process of translation is a translation by paraphrasing using unrelated words. Both terms are not equivalent in meaning and usage. The translator chose a phrase in the target language that introduces a different concept rather than translating it into a direct translation. The translator translated it more specifically into the target language. Therefore, the translation strategy used here is translation by paraphrasing using unrelated words. The translation equivalence here based on the data above is not categorized as formal or dynamic equivalence.

Translation by Illustration

This strategy may be a valuable alternative if the word that needs an equivalent within the target dialect refers to a physical substance that can be outlined, especially if space is limited and the sentences ought to remain brief and to the point. Here are example of translation by illustration being applied.

[Data 10]   SL : "apaan sih, emangnya lo paksa. Kan gue juga yang mau."

TL: "It's not like you put a gun on my head. I wanted to join this business."

Minutes: 00.09.59

Paksa (Data 10) is translated as put a gun on my head. Paksa according to the Indonesian Dictionary (KBBI) means doing something that is required even if you don't want to. The word paksa can be translated into forced in English, and the meaning can be immediately understood without giving more explanation or illustration. The strategy used by the translator here is a translation by illustration. This strategy involves substituting words in the target language with a word that conveys a similar meaning but is not in a direct translation. Rather than straight to the point, the translator chose to use an idiom. It's not like you put a gun on my head is an idiom in English which means you don't have to go if you don't want to. Here paksa is interpreted in a literal and extreme sense in English conveying the idea of being forced to do something. This adapts to being better understood in the target language. The translation equivalence

here based on the data above is categorized as dynamic equivalence.

CONCLUSION

From the result of the analysis of the translation strategies in Perempuan Tanah Jahanam movie, it was found several translation strategies were applied as proposed by Baker (1992), there 6 out of 8 strategies were used by the translator. They are translations by a more general word, translations by a more neutral/less expressive word, translations using a loan word, translations by paraphrasing using a related word, translations by paraphrasing using an unrelated word, and translations by illustration. This shows that the translator used many natural expressions in the target language that were equal to the expectation of the target audiences, so the quality of translation in which the message of the source language has been transported into the target language. The analysis of the equivalence meaning shows that the most dominant type of translation equivalence found is dynamic equivalence. The translator must be careful with transferring meanings since one word may not carry as it were one meaning. By knowing the conceivable meaning of a word, the translator will be able to transfer the meanings proportionally and appropriately, and the audience will understand the meaning and information in the target language.

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