TRANSLATION TECHNIQUES IN INDONESIAN SUBTITLE OF "SPONGEBOB THE MOVIE I"

Andra Sukmalahi Sarasmara
English Education Program
Universitas Negeri Semarang
Email: andratravellera@gmail.com

Issy Yuliasri
English Department
Universitas Negeri Semarang
issyku@gmail.com

Abstract - This research was intended to describe the translation techniques used in subtitling Spongebob the Movie I into Indonesian. The purposes of the study were to analyze the translation techniques used in the movie and analyze in what cases the most prominent technique was used by the subtitlist.This qualitative research was done by analyzing the original Indonesian subtitle of the screenplay in the Indonesian subtitle using Molina and Albir's classification of translation techniques (2002). Analysis was also made on what cases the subtitlist used the most prominent translation technique based on its language features.The result of the study found seven translation techniques used in theIndonesian subtitle of Spongebob the Movie I. The most prominent technique used was literal translation technique, followed by generalization, linguistic compression, compensation, linguistic amplification, borrowing, and modulation. In terms of the cases, the literal translation was found at simple sentences, short utterances, compound sentences, and also phrasal verbs.

Keywords: Movie, subtitle, translation techniques, and literal translation technique.

I. INTRODUCTION

English movies are popular, not just in the native country but also in the world. However, the language that used in the movie is English which sometimes is difficult to understand by the target language audiences. Therefore, we need translation to understand the movies and catch the message from them.

Translation is the communication of meaning from one language (SL) to another language (TL). Newmark (1988:5) stated that translation is rendering the meaning of a text into another language in the way that the author intended the text. Based on Hatim and Munday (2004: 6) translation is the process of transferring a written text from the source language (SL) to target language (TL). Larson (1998), translation is a process that consists of transferring the meaning of the source language into the receptor language. This is done by going from the form of the first language to the form of a second language by way of semantic structure. From the definitions above, we can see that translation is about to find the meaning equivalence in the target language (TL). Also in The Concise Oxford English Dictionary in

Hatim and Munday (2004), translation is a written or spoken expression of the meaning of a word, speech, book, etc in another language. It emphasizes that translation is a product of translation which produced by a translator.

Translation is used in every part of our entertainment or academic source. Things that commonly use translation to deliver the message is a movie. Translation in the movie is called subtitle. Baker & Hochel (1998: 74) stated that subtitling is visual, involving the superimposition of a written text onto the screen. Díaz Cintas (2003) mentioned that the concept that has undergone greatest growth in translation is subtitling. According to Mondo Agit Agency, subtitling is a type of audiovisual translation that has its own specifications, rules, and criteria. A lot of studies, (Putranto, 2014) have done the study to find the translation techniques that used in the Monster University movie reviews about the translation techniques that are used in the subtitling of the Monster University's movie.

Meanwhile, the study conducted by (Primasari, 2015) was about to analyze the translation techniques that used in medical terms in the My sister's keeper movie. According to few studies have been done in analyzing the translation techniques that are used in the subtitle, i want to analyze the subtitle in the movie too. In the country which uses English as a foreign language, subtitle in the movie is the important things. Subtitles will help the audience to know more about the movie. That is why in producing a good translation or subtitle, translators should know the quality of their translation. According to Larson (1998), there were three criteria of a good translation, it should be accurate, clear and natural. It was important for translators to know that before they translate novel, subtitle, song or literary works.

The explanation above motivates me to do this research. I will analyze the Spongebob The Movie 1 (2004). Spongebob is the most popular movie in the Nickelodeon. It is created by Stephen Hillenburg which is a marine biologist and animator. In Indonesia, this movie is aired on Global Tv and translated by Indonesian people. Since it is an American movie, it is obvious that translator makes the audience understandable with

the different culture that happens in the movie. Thus, it must use techniques to make the audience know and get the message that delivered by the movie.

II. METHOD OF INVESTIGATION

To observe and analyze the translation techniques found in the Spongebob the Movie I, the writer used qualitative method. This method also used in analyzing cases that the most prominent technique appeared in the subtitles.

The object of this study is the film entitled *Spongebob The Movie I*, produced and directed by Stephen Hillenburg inspired by Nickelodeon television series Spongebob Squarepants. It is the first film in the _SpongeBob SquarePants_ film series. In the film, Plankton devises a plan to discredit his business rival Mr. Krabs by stealing King Neptune's crown and framing Mr. Krabs for the crime. SpongeBob and his starfish friend Patrick must retrieve the crown from Shell City to save Mr. Krabs from Neptune's wrath. Along the journey, they face a lot of monsters and obstacles. They also want to prove that they are not just kids. The kids also can do something big they believe. This movie is distributed by Paramount Pictures and translated into Indonesia by Dolby Movie Theatres. This movie released on March 23rd, 2004 and it has 90 minutes length of durations.

The role of the researcher was the data analyst. The researcher analyzed the translation techniques that could be used in the subtitle of Spongebob The Movie 1. The translation techniques were classified using the translation theory conducted by Molina and Albir (2002). At last, the researcher found the most using techniques and finding the case why the subtitlist of Spongebob The Movie I used the technique for translating the subtitle.

There were two types of data. Those were primary data and secondary data. The primary data is all of the sentences which is all of the direct speech and their translation in the movie. The secondary data is the analysis of the case why the subtitlyst used the most used technique to translate the subtitle.

The data were obtained by collecting the lines in the dialogs of the original script and Indonesian translation. After that, a table was provided to analyze the English-Indonesian translation based on the translation techniques used and to find out the cases why the subtitlyst used the most using translation techniques in the subtitle. The unit of analysis in determining the translation techniques was in the form of word, phrase, clause, and sentence.

The procedure of collecting data in this research was conducted through data analysis. The data were taken from the Indonesian subtitle and the original screenplay in the Spongebob The Movie I. The procedure of collecting data in this research

was conducted through data analysis. The data were taken from the Indonesian subtitle and the original screenplay in the "Spongebob the Movie I" movie. The first step was an observation by watching the English version movie and the Indonesian version intensively and identifying the translation techniques used in each dialog found in the movie. The second step was classifying the data and analyzing the data. The data were analyzed based on the translation technique. The last step was the conclusion of the research. After the researcher found the data, the researcher found the most using techniques in the subtitle. Then the reasearcher analyze the case of the subtitlyst used the most prominent techniques by analyzing the sentence/phrase based on the language featu res that found in the subtitle.

Data analysis was the process of moving data from the quantitative data that had been collected into the form of explanation. There were some stages of data analysis in this research. The first step was reading the data. First of all, the writer read the Indonesian subtitle by watching the Spongebob The Movie and read the original screenplay which was written in English. The second step was identifying the translation techniques used in the Indonesian subtitle by putting the dialogs in English and Indonesian on a table side by side. Then, the writer added a column entitled Back Translation to analyze the translation technique in each dialog. The third step, finding the most prominent techniques in translating the subtitle. After that, the researcher analyzes the cases why the subtitlists used the most using techniques in translating the subtitle. To analyze the cases, the researcher must find the type of the sentence that used in the movie, whether used the simple sentence, compound sentence, short utterance, or phrasal verbs.

III. FINDINGS AND DISCUSSION

After analyzing the Indonesian subtitle based on translation techniques proposed by Molina & Albir (2002) which are adaptation technique, amplification technique, borrowing technique, calque technique, compensation technique, description technique, discursive creation technique, establish equivalent technique, generalization technique, linguistic amplification technique, linguistic compression technique, literal translation technique, modulation technique, particularization technique, substitution technique, transposition technique, and variation technique, translation techniques, the writer tries to find the most prominent technique and identify the cases that the translator used the prominent techniques.

Table 4.1 Percentage of the Translation Techniques

No.	Translation techniques	Frequency	Percentage (%)
1	Modulation	1	0.25%
2	Compensation	6	1.5%
3	Borrowing	3	0.75%
4	Generalization	50	12.5%
5	Linguistic Amplification	3	0.72%
6	Linguistic Compression	65	16.35%
7	Literal Translation	272	68%
	Total	400	100%

From the data analysis, the writer found 400 data with 7 translation techniques. Those techniques are modulation technique occurs 1 time, compensation technique occurs 6 times, borrowing technique occurs 3 times, generalization technique occurs 50 times, linguistic amplification technique occurs 3 times, linguistic compression technique occurs 65 times, literal translation technique 272 times.

Meanwhile for the cases that used literal translation as a dominant technique, the writer ivided into 4 language features. They were simple sentence, short utterance, compound sentence, and phrasal verbs.

Table 4.2 Percentage of the Cases Using Literal Translation

No.	Translation techniques	Frequency	Percentage (%)
1	Simple Sentence	148	54.41%
2	Short Utterance	54	19.85%
3	Compound Sentence	45	16.54%
4	Phrasal Verbs	25	9.19%
	Total	400	100%

The followings are the details of each translation techniques found in the Spongebob the Movie I subtitle. it is provided with the example of each translation technique.

1. Modulation

Modulation had the tiniest amount of data in the Spongebob the Movie I subtitle. There was just one item found translated in this technique.

Sample 1

ST: Who's it gonna be, Gary?
TT: *Siapa yang akan dipilih, Gary?*
BT: who will be chosen, Gary? (no. 36)

The sentence *"who's it gonna be, Gary?"* was translated into *"siapa yang akan dipilih, Gary?"*

(Who will be chosen Gary?). This English-Indonesian translation used modulation technique because the focus was changed from the SL into the TL. The sentence *"who's it gonna be, Gary"* focused on the term *who* while in the TT it is foused on *"gonna be"*. That was why it was called modulation technique. From the example above, we know that modulation technique is less used technique in the movie.

This technique is used because the actor's point of view is caught by the translator. It happens because the translator obtained by changing the point of view, focus or cognitive category in relation to the ST. If it is modulation technique, the ST can be lexical or structural.

2. Compensation technique

There were 6 (1.5%) data translated into Indonesian using amplification technique. This technique is used when the translator can not replace the words or phrases in the same place as source text (ST).

Sample 1:

ST : Tickets to The Spongebob Movie!
TT : *Tiket nonton film Spongebob!*
BT: Ticket to watch SpongeBob movie! (No.5)

The data above is using the Compensation Technique. The phrase "*tickets to the*" (ST) cannot be reflected in another place in the TT. The sentence "*Tickets to The Spongebob*" Movie is translated to be "*Tiket nonton Spongebob*" (Ticket to watch Spongebob) because the TT cannot be replaced with the same term as the ST.

Sample 2:

ST: Take it easy, friend. I'm the manager of this establishment.
TT : *Tenang saja teman, aku manajer restoran ini.*
BT: Take it easy, friend. I'm the manager of this restaurant. (No.18)

The data above is using the Compensation Technique. The phrase "*this establishment*" (ST) cannot be reflected in another place in the TT. The sentence "*this establishment*" Movie is translated to be "*manajer restoran ini*" (manager of this restaurant) because the TT cannot be replaced with the same term as the ST.

This finding reveals study from Hartono (2011) that Compensation technique is to introduce a source text (ST) element information or stylist effect in another place that in the target text (TT). The translation of English *"Me?"* exclaimed Mrs. Albert Forrester into Indonesian *"Apaan?"* teriak Ny. Albert Forrester.

3. Borrowing technique

In this study, there were 3 (0.75%) words or phrases translated into Indonesian using borrowing technique. The borrowing technique was employed in translating subtitle because there were items that could not be transferred into Indonesian equivalently.

Sample 1:
ST   : He's a vicious, cold-blooded predator.
TT   : *Dia ganas, dan predator berdarah dingin.*
BT   : He's a vicious, cold-blooded predator. (No.208)

In datum 208, the term *predator* found in the phrase *"cold-blooded predator"* was translated into Indonesian as *a predator*. Since the term in the TT did not change at all, this translation was called pure borrowing. Since pure borrowing was one of the types of borrowing technique, this translation was categorized as borrowing technique.

Sample 2:
ST   : I'm ready, promotion.
TT   : *Aku siap, promosi.*
BT   : I'm ready, promotion. (No.38)
In datum 38, the term *promotion* found in the phrase *"I'm ready promotion"* was translated into Indonesian as *promosi*. this translation was called naturalized borrowing because the translation is made to fit the spelling rules in TL. Since naturalized borrowing was one of the types of borrowing technique, this translation was categorized as borrowing technique.

4. Generalization Technique

There were 50 (12.5%) data that were translated into Indonesian using generalization technique. Generalization technique is used when the translator wants to use the more general or neutral terms.
Sample 1:
ST   : Get a hold of yourself, Eugene.
TT   : *Kuasai dirimu Eugene.*
BT   : Brace yourself Eugene (No. 16)
In the datum 16, the word *get a hold* was translated into Indonesian as *kuasai* (brace) which was more general than the term in the SL. Because of that reason, this kind of translation used generalization technique.
Sample 2:
ST   : Order up!
TT   : *Terjual!*
BT   : Sold! (No. 30)
In the datum 30, the word *order up* was translated into Indonesian as *terjual* (sold) which was more general than the term in the SL. Because of that reason, this kind of translation used generalization technique.

This finding by Ayu Sukma (2017) that neutral term sometimes was found in the target text. It is called neutralization or the translation by neutral or less expressive and translation by general word.

5. Linguistic Amplification Technique

There were 3 (0.75%) words or phrases that are translated into Indonesian using linguistic amplification technique. The Linguistic Amplification Techniques is used when the translator using the additional linguistic elements. This technique is often used in the consecutive interpreting and dubbing.
Sample 1:
ST   : Not in something, on someone, you twit!
TT   : *Bukan pada seustau, tapi pada seseorang, kau bodoh!*
BT   : Not in something, but on someone, you twit! (No. 86)
In the datum 86, the phrase *"Not in something, on someone"* was translated into *"Bukan pada sesuatu, tapi pada seseorang"*(Not in something, but in someone). The linguistic element *but* was added into this translation so it was called linguistic amplification technique.

This finding reveals the study was done by Rahmawati (2015) that added linguistic elements is occasionally in translating words or phrases in the subtitle. It can be seen in translating the English expression.

Sample 2:
ST   : Respect for the dead.
TT   : *Memberi hormat kepada orang yang akan mati.*
BT   : Respect for the dead. (No. 188)
In the datum 188, the sentence *"Respect for the dead"* was translated into *"Memberi hormat kepada orang yang akan mati"* (Respect for the dead). The linguistic element *memberi* (give), *orang yang akan* (people who will) were added into this translation so it was called linguistic amplification technique.

The translator uses this technique in translating phrases or sentences in the subtitle because it makes a better translation, and there is a detailed information in the target text. Thus, the movie is easy to be understood by the audiences. It might happen because the translator has to add a linguistic element to make the phrases more meaningful.

6. Linguistic Compression Technique

There were 65 or 16.35% data that were translated into Indonesian using linguistic compression technique.
Sample 1:
ST   : Now we're talking!
TT   : *Sekarang kita bicarakan!*
BT   : Now we're talking! (No. 96)

In the datum 96, there is a sentence *"Now we're talking!"* was translated into *"Sekarang kita bicarakan!"* (Now we're talking). The term in the ST was synthesized into the TT, because the term in the TT used the synthesis not the same number of words like the one found in the ST. This translation was called linguistic compression.

Sample 2:

ST   : You got a name?
TT   : *Kamu punya nama?*
BT   : Do you have a name? (No. 21)

In the datum 21, there is a sentence *"You got a name?"* was translated into *"Kamu punya nama?"* (Do you have a name?). The term in the ST was synthesized into the TT, because the term in the TT used the synthesis not the same number of words like the one found in the ST. This translation was called linguistic compression.

ST   : Fill her up, please.
TT   : *Tolong isi penuh.*
BT   : Fill this up (No. 179)

In the datum 179, there is a sentence *"Fill her up, please"* was translated into *"Tolong isi penuh"* (Fill this up). The term in the ST was synthesized into the TT, because the term in the TT used the synthesis not the same number of words like the one found in the ST. This translation was called linguistic compression.

The translator uses this technique in translating phrases in the subtitle because the technique that synthesizes linguistic elements in the target text. This is often used in sub-titling. It might happen because the translator did not translate the text word for word, but the translator only focuses on one point of the sentences.

7. Literal Translation Technique

There were 272 data or 68% items found to be translated using literal translation technique. This technique is the most prominent technique in the subtitle of *the Spongebob the Movie 1.*

Sample 1:

ST   : I got it.
TT   : *Aku mendapatkannya.*
BT   : I got it. (No.1)

In the datum 1, the sentence *"I got it"* was translated into Indonesian as *"Aku mendapatkannya"* (I got it). Every word in the ST was translated into the TT using the literal translation. Every word in the sentence is translated. Word *I* being *Aku*, *got it* being *mendapatkannya.*

Sample 1:

ST   : Where is it?
TT   : *Dimana itu?*
BT   : Where is it? (No.3)

In the datum 3, the sentence *"Where is it"* was translated into Indonesian as *"Dimana itu"* (Where is it). Every word in the ST was translated into the TT using the literal translation. Every word in the

sentence is translated. Word *where* being *dimana*, *is it* being *itu.*

Sample 2:

ST   : Three cheers for the manager.
TT   : *Tiga sorakan untuk manajer.*
BT   : Three cheers for the manager. (No.31)

In the datum 31, the sentence *"Three cheers for the manager"* was translated into Indonesian as *"Tiga sorakan untuk manajer"* (Three cheers for the manager). Every word in the ST was translated into the TT using the literal translation. Every word in the sentence is translated. Word *three* being *tiga*, *cheers* being *sorakan* and *the phrase "for the manager"* being *"untuk manajer".*

This finding reveals a study done by Ulum (2015) that such technique is a common way of translating subtitle a word or an expression word for word. It can be seen from the presented table that shows the counted data use this technique.

Sample 3:

ST   : Today! Sorry about this calendar.
TT   : *Hari ini! Maaf tentang hal ini kalender.*
BT   : Today! Sorry about this calendar. (No.34)

In the datum 34, the sentence *"Today! Sorry about this calendar"* was translated into Indonesian as *"Hari ini! Maaf tentang hal ini kalender"* (Today! Sorry about this calendar). Every word in the ST was translated into the TT using the literal translation. Every word in the sentence is translated. Word *today* being *hari ini*, *sorry* being *maaf, about* being *tentang, this* being *hal ini* and *calendar* being *kalender.*

The Most prominent Techniques and the Cases.

The most prominent techniques in this movie are the Literal Translation Technique. The techniques that used by the translator has the different cases why the translator used the Literal Translation technique become the most dominant techniques.

Literal Translation Techniques

The study conducted by Molina Albir (2002), literal translation means to translate a word or an expression word for word. This technique is the most prominent technique while the translator translates the Source Text to the Target Text especially in the country that is not using English as the second luuage. The study from Bimo Tri (2017) concluded that the second most prominent technique in translating the Finding Nemo Movie is about 37,2% or 327 data from 400 data.

The second study is from Auliya Rachmawati (2016) concluded that the second most prominent technique is Literal translation technique which occurs on 117 data from 671 direct speech in the *Divergent* novel. The last study is from Meivita Eka Puspita (2012) also concluded that the most prominent technique in translating *Finding Nemo*

Movie is literal translation which occurs in the 408 data or 66%.

Karamitlogou (1998:1) stated that a number of lines: A maximum of two lines of subtitles should be presented at a time. This would guarantee that no more than 2/12 of the screen image would be covered by subtitles at a time. So if the subtitler used the literal translation to translate the short dialogue, it would be acceptable.

According to the study above, I try to analyze the case based on several things which are simple sentence, short sentence, compound sentence, and phrasal verbs.

Simple Sentence

There were 148 data or 54.41% Simple Sentence used Literal Translation technique that found in this movie.

A sentence composed of one clause is called a simple sentence, and its structure is the same as that of a clause (Jackson, 1982: 93). One way to categorize sentences is by the clauses they contain. The classification in the analysis of sentences is made according to how many clauses there are in the utterance, not according to the form in which a thought is put.

According to Mermet Hemirezen (2012), the basic English language sentence is called a simple sentence. Primarily, it requires a subject and a verb. It can be as short as one word, or it may appear in any of these five combinations: Subject + Verb, Subject + Verb + Object, Subject + Verb + Complement, Subject + Verb + Indirect Object + Direct Object, and Subject + Verb + Object + Complement.

ST : Everything's gonna be just fine.
TT : *Segalanya akan baik-baik saja.*
BT : Everything's gonna be just fine. (No. 19)

In the datum 19, the sentence *"Everything's gonna be just fine"* is a combination of Subject + Verb + Complement. It consists of *Everything* as Subject, *is gonna be* (is going to be) as Verb, and *just fine* as Complement.

Short Utterance

There were 54 or 19.85% Short utterance data that used Literal Translation technique in this movie. A short utterance is using just one until three words in a sentence, but it has a full meaning on it.

ST : What?
TT : *Apa?*
BT : What? (No. 28)

In the datum 28, the sentence *"What?"* consists of just one word, but i have full meaning. It is being translated as "*Apa?"*(What?).

ST : Order up.
TT : *terjual*
BT : Sold (No. 30)

Compound Sentence

There were 45 data or 16.54% Compound Sentence that used Literal Translation Technique. Sarah (2014) stated that Compound Sentence contains two independent clauses. A coordinating conjunction (for, and, nor, but, or, yet, so) often links the two independent clauses and is preceded by a comma.

ST : Krabs is being interviewed by Perch Perkins, and I've never even had one customer!
TT : *Krabs diwawancarai oleh perch perkins dan aku bahkan tidak pernah punya pelanggan satupun!*
BT : Krabs is being interviewed by Perch Perkins, and I've never even had one customer! (No.68)

In the datum 68, the sentence *"Krabs is being interviewed by Perch Perkins, and I've never even had one customer!"* consists of two independent clauses. *Krabs is being interviewed by Perch Perkins* is one independent clause, *and* is a conjuction, and *I've never ever had one costumer* is an independent clause either.

Phrasal Verbs

There were 25 or 9.19% data contained Phrasal Verbs used Literal Translation Technique. Based on Temple.edu, phrasal verbs do not make sense without an object. Many times the particle (the second part of the phrasal verb) cannot be moved. For example: *She picked up.* She picked up what? *She picked up the pencil.*

ST : Then people would line up to eat in my restaurant.
TT : *Kemudian orang-orang akan mengantri untuk makan di restoranku*
BT : Then people would line up to eat in my restaurant. (No.73)

In the datum 73, we can see that there is a phrasal verb *"line up"* translated into *"mengantri"*(line up). Where are the people line up? In the Plankton's restaurant.

IV. CONCLUSION

Conclusions are drawn to answer the research *problems* of this study. To make it easier for the readers, the conclusions of this research are presented as follows.

This research indicated that 7 translation techniques were applied in the Indonesian subtitle of the movie "Spongebob The Movie 1". Literal Translation Technique was the most frequent translation technique used in translation subtitle "Spongebob The Movie 1" movie. Meanwhile, the rest of the translation techniques are the modulation, compensation, linguistic amplification,

linguistic compression, generalization, and borrowing.

There are four contexts underlying the translator's use of the Literal Translation Technique, i.e. simple sentences, short utterances, compound sentences, and phrasal vebs.

V. SUGGESTION

The followings are several suggestions which are hopefully useful to others who want to conduct a research related to this study.

The first suggestion is for the subtitlists. Based on the result of the research, the subtitlist should use the more proper translation technique. For subtitling, the subtitlist should use the linguistic compression technique, so the audience can read the subtitle easily and not left behind by the scene. The translator also should consider the young viewer (children). When subtitlist used linguistic compression, it helps the children to understand not just the movie but also can catch the message at the movie.

The second suggestion is for the next researchers. Based on the finding, I suggest that other researchers could examine the naturalness of subtitle. as we can see on the findings of this research, most of the subtitlist used literal translation technique, which sometimes makes the subtitle unnatural. However, the used of literal translation technique can be used in the movie which has short dialogue/direct speech. The movie with longer dialogue/direct speech might not be suitable with the literal translation technique. That is why the naturalness on the subtitle is important.

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