

CHAPTER II

THE REVIEW OF THE RELATED LITERATURE

2.1 Theoretical Approach

2.1.1 Translation

Translation is perceived as rendering the meaning of a text into another language in the way that the author intended the text. Translation can be defined as a translating process of written or spoken language from one language into another language by interpreting the meaning of those language to make the readers more understand without reducing the message and information delivered by the authors. The process of transferring a written text from SL to TL, conducted by a translator, or translators, in a specific socio-cultural context (Newmark: 1988).

Translation as “The process of transferring a written text from source language (SL) to target language (TL)”. In this definition they do not explicitly express that the object being transferred is meaning or message. They give emphasis on translation as a process. The main problem in the process of translation is about meaning which will occur when the process in progress, not translation as a product. (Hatim and Munday: 2004).

Nida and Taber (1982: 12) define translation as “Translating consists in reproducing in the receptor language the closest natural equivalence of the source language message”. Catford (1965: 20) defines translation is “Replacement of textual material in one language by equivalent textual material in another language”, and Larson (1984: 3) defines that “Translation consist of transferring the meaning of a language into the receptor language”.

Some opinion from the experts about definition of translation can concluded process of transferring and reproducing in the receptor language the closest natural equivalence of a written text from source language (SL) to target language (TL) that the author intended the text. There are different between opinion with another experts: reproducing in the receptor language, transferring from language into target language, equivalence of the source language message message, and transferring the meaning of a language into the receptor language. This research choose technique of definition translation because definition of translation describe accordance with detail and suitable.

2.1.2 Audio Visual Translation

Audio visual translation is a language on a video that has been translated from source language into target language to make the audience understand what the actors speak in that video, which can be defined as “An audio visual (AV) text is a communication act involving sound and images”. Zabal beascoa in Cintas (22). Translation was used to convey the spoken dialogues of source language (SL) into the target language (TL). This new type of translation was called Audio Visual Translation (AVT).

The field of film translation began to set the pace in translation study and screen translation or Audio Visual Translation (AVT) is the central to it “AVT was used to encapsulate different translation practices used in the audio visual media cinema, television, VHS- in which there is a linguistics transfer from a source to a target language”. An AVT used in media cinema, television, video and other media that used sounds and image.

Audio visual translation is translating spoken language from source language into target language is a video, film, and others. The definition of Audio Visual Translation can be explained detail in Chiaro in Munday. That “Audio Visual Translation is one of several overlapping umbrella terms that include Media Translation, Multimedia Translation, Multimodal Translation, and Screen Translation. These have different set but they are some kinds of electronic device, is specifically refer to the translation of film and other products of cinema, TV, video, and DVD. So, it can be concluded that Audio Visual Translation is transferring meaning the spoken language in cinema, TV, and others but today absolutely not only cinema the others but also Television screen, computer screen, GPS device, mobile phone, and DVD players can be able to be audio visual that can be translated in to the Source Language (SL).

AVT is conventionally categorize into subtitling and dubbing that used in film industry too translate the spoken language in a movie used by the actors to make the audiences in different language understand what the actors speak. As Chairi in Munday (141) states that “ the two most widespread modalities adopted for translating products for the screen are dubbing and subtitling”.

Audio visual translation is transferring source language into target language by subtitle or dubbing that include media translation audio visual. Audio Visual Translation (AVT) used in media cinema, television, video and other media that used sound and image. Different opinion of experts are the two most widespread modalities adopted for translating product, several overlapping, umbrella terms that include Media Translation, Multimedia Translation, Multimodal Translation, and

Screen Translation, encapsulate different translation practices used in the audio visual media – cinema, television, VHS- in which there is a linguistics transfer. Definition of experts show how understanding about audio visual translation with easy and it explaining with examples. Besides language of definition Audio Visual Translation.

2.1.3 Subtitle

Subtitle is very influential for us when we watching the foreign movie to understanding what the content, and messages from the movie. Without subtitle the movie will be not interested. Usually we see the subtitle movie immediately from the movie that the actors talk in the target language so we just listening and watching the movie. But, also there is subtitle in text so the viewers not only listening and watching but also reads the subtitle that available in the movie. Zanon (2006) says subtitle used in movies can be classified under various types. For example: bimodal, standard and reversed subtitling.

In term of limits of time, subtitle has a minimum duration of a second and a maximum duration of 6 second on screen. There are two types of subtitling according to Gottlieb, Chiaro in Munday (2001:87), Interlingual and Intralingual. The types as follows:

- a) Interlingual subtitling is subtitling between two languages. Interlingual subtitling concern the relationship the different source and different language. These types transfers original verbal elements and at the same time transform speech into writing. The essence of this type is that there must be a transfer or translation between two different languages, though

which refers to subtitling instead of traditional written translation. Interlingual subtitling refers to both a change in mode and language from one language into written which appears on the screen.

- b) Intralingual is deal with the production of subtitle that remain in the same language as the original and are used for the deaf or hard of hearing, or for language learners. Intralingual subtitling within the same language, which concern the relationship between the same source and target language. Subtitling is defined as supplementing the original voice soundtrack by adding written text by O’Connel (2007:161) states that subtitling is process of providing synchronized captions for film and television dialogue. On the other hand Subtitling states by Gambier (1993:276) defines that “subtitling is one of two possible methods for providing the translation of a movie dialogue where the original dialogue soundtrack is left in place the translation is printed along to bottom of the film”.

According to the Chiaro in Munday (2009:148) defined as “the rendering in a different language of verbal message in filmic media, in the shape of one or more lines of written text presented on the screen in sync with the original written message”. From those definitions, it can be concluded that subtitling is process of transferring messages from the source language or spoken language into target language in the form of write/text to be displayed simultaneously at the time of spoken language. Making a subtitle is not an easy task, because it is limited by two factors, they are media factor and time factor. Media factor means that the translated text will be displayed on the screen with a much narrower space than any book or

novel. While, time factor means that the translator is faced with the difficulties of the provisions appearing in the subtitle time.

The conclude of opinion experts about subtitle is transfer source language to target language form text in subtitle, subtitle must accommodate to duration that dialogues in film, and form with clear in order that to be interest reader. The different of definition subtitle are subordinate translation, process transferring source language to target language form text in subtitle, subtitle have two types are Interlingual and Intralingual. Interlingual must appropriate method to describe something where as intralingual appropriate grammar. Audio visual translation also process of providing synchronized captions for movie and television dialogue and movie dialogue where the original dialogue soundtrack and techniques in subtitles. The reason why chooses opinion experts above, describe definition of subtitle with detail and gives examples clearly.

2.1.4 Translation Technique

Translation technique is described as the realization of translation process i.e. method and strategy of translation. According to Molina & Albir (2002:508), it refers to translation product and works for the micro unit of the text. However, translation technique constantly misunderstood with the term of method and strategy translation due to the confusion between translation process and translation product. Furthermore, Molina states that over-lapping terms make it difficult to be understood as well.

“Terminalogical diversity and the operlapping terms make it difficult to use these terms and to be understood. The same concept is expressed with different

names and the classifications vary, covering different areas of problems. In one classification one term may overlap another in a different system of classification. The category itself is given different names, for example, Delisle uses procedure, translation strategy, etc.” (Molina & Albir (2002:508))

However, there is a clear distinction to distinguish method, strategy, and technique of translation (The writer merely emphasizes the definition of translation techniques and a little bit explanation about method to make it clearer). It is mentioned by Molina & Albir “The translation method *affects* the way micro-unit of the text are translated: translation techniques” It means that translation method and technique are connected each other. The translation technique can be seen and analyzed by which translation method used by the translator, for example: literal or adaptation method which is used by the translator. The translator who uses adaptation method somehow leads to translation techniques which tend to be *figurative or adapted*, for example discursive creation. It works the opposite if the translator employs literal method which leads to more literal translated texts e.g. literal translation.

According to Molina & Albir, translation techniques have five basic characteristic, they are:

- a. They affect the result of the translation
- b. They are classified by comparison with the original
- c. They affect micro-unit text
- d. They are by nature discursive and contextual
- e. They are functional

In the light of the above, there are 18 translation techniques proposed by Molina & Albir (ibid., p.509-511):

1. Adaptation

This technique is used to replace a source language (SL) cultural or social element with one from target language (TL) which more familiar for target readers, e.g. to change *biscuit* (UK) to *cookie* (US).

2. Amplification

This technique is employed to introduce details that are not formulated in Source Language by adding some words (addition) or information, paraphrasing, making it explicit, or creating footnote to make the translation clear and help target readers understand the text.

Source Language : Doing her task, Alex drinks a cup of milk.

Target Language : *Sambil mengerjakan tugas, Alex meminum secangkir susu.*

3. Borrowing

This technique is used to take a word or expression straight from another language. There are two types of borrowing i.e. pure and natural borrowing. Pure borrowing refers to word of Source Language which purely loaned by Target Language without any change e.g. *keyboard* (English) to *keyboard* (Indonesian). A translator uses pure borrowing frequently because no equivalence found in Target Language for the word. Meanwhile, the natural borrowing means the word in Source Language is naturalized by the spelling rules in TL. It aims to make the translated word more acceptable and common in Target Language.

Example:

Source Language : The medical forum discuss about Tourette syndrome this month.

Target Language : *Forum medis membahas tentang sindrom turette bulan ini.*

4. Calque

It is literal translation of foreign word or phrase and it can be lexical or structural.

For example:

Source Language : The Ministry of Defense takes responsibility for the terrorist attack in Indonesian.

Target Language : *Menteri Pertahanan bertanggungjawab atas serangan teroris di indonesia.*

5. Compensation

This technique is to introduce a Source Language stylistic effect or element of information in another place in the Target Language because it cannot be reflected in the same place as in the Source Language.

Example:

Source Language : A flock of bird flies to the west.

Target Language : *Sekawanan burung terbang ke arah barat*

6. Description

This technique uses description to describe word or expression from Source Language which is not understood in Target Language.

Example:

Source Language : Sate

Target Language : *A traditional cuisine of Indonesia from beef*

7. Discursive Creation

This technique is employed to establish a temporary equivalence which is totally different, unpredictable, and out of context. It commonly used for translating book title or any sort of literary texts.

Example:

Source Language : Love is an open door.
Target Language : *Cintamu yang indah.*

8. Established Equivalent

This technique applies recognized term or expression in dictionary or language use as an equivalence in Target Language. The meaning and style of Source Language are the same as Target Language.

Example:

Source Language : Cold
Target Language : *Dingin*

9. Generalization

This technique is employed to use neutral or more general term e.g. to translate Indonesian terms *becak, bajaj, bemo, delman* into *vehicle* in English.

This technique is opposition to particularization.

10. Linguistic Amplification

This technique is used for adding linguistic elements. It is frequently employed in consecutive interpreting and dubbing. It is in opposition to linguistic compression.

Example:

Source Language : Absolutely false!
Target Language : *Ya, itu salah sekali!*

11. Linguistic Compression

It is opposed to linguistic amplification, hence its use is for suppressing linguistic element to make it brief due to the consideration of time and space.

It is commonly employed in subtitling and simultaneous interpreting.

Example:

Source Language : Let it go
Target Language : *Bebaskan*

12. Literal Translation

This technique is used to translate words, terms, or expressions word for word.

This technique will be properly applied when the form coincides with the word and meaning.

Example:

Source Language : Your smile as sweet as the honey.
Target Language : *Senyummu semanis madu.*

13. Modulation

This technique is employed to change the point of view, focus, or cognitive category in relation to the Target Language.

Example:

Source Language : Watch your step!
Target Language : *Awastlah!*

14. Particularization

It is the opposite of generalization, therefore this technique creates Target Language more specific, concrete, and precise than Source Language e.g. to translate *vehicle* in English to *becak, bajai, bemo, delman* in Indonesian.

15. Reduction

This technique is opposed to amplification which signifies that it suppresses information items of Source Language into Target Language. This is including omission and Implication.

Example:

Source Language	: I've been searching my whole life.
Target Language	: <i>Seumur hidup.</i>

16. Substitution

This technique is used to substitute paralinguistic element (signs, gestures, etc) into linguistic element or vice versa.

Example:

Source Language	: (A nodding head). (Hindi)
Target Language	: No. (English)

17. Transposition

This technique is employed to change grammatical categories. It is including shift of class, unit, structure, and level/rank. The following example is changing the word class from noun *peace* (eng) into verb *berdamai* (Ind).

Example:

Source Language	: I make peace with the past.
Target Language	: <i>Aku berdamai dengan masa lalu.</i>

18. Variation

It refers to the change of linguistic or paralinguistic elements (intonations, gestures) which affects linguistic variation, such as style, changes of textual tone, social and geographical dialect, etc. For example: change of dialectal indicators for characters when translating for the theater.

Target Language : *Sebabkan pesta ataupun makan coklat itu.*

The opinion from expert gives concludes that what and how analyze techniques translation appropriate this research. The different opinions from another expert is techniques of translation do no detail and clear. The reason chooses techniques of translation from Molina & Albir easy understanding, language of easy and appropriate clear and specific.

2.2 Review of the Preview Study

The study of translation technique in film subtitling has been already conducted by some previous study. The first research is The second analysis written by Hani Nur Amalia from English Department Faculty of Letters and Philosophy Panca Marga Probolinggo entitled “Analysis of Translation Technique Used in The Movie Subtitled “ The King’s Speech” (2019). This research used qualitative descriptive methods. The theory on translation techniques was based on Molina & Albir (2002) that has 18 translation techniques. This research was qualitative and descriptive. The data collection technique was document analysis. The data analysis technique used is based on Spradley covering domain analysis and taxonomy analysis. This research has 481 data and found 10 types of translation techniques by Molina, L. and Albir. They are 1.) Literal Translation technique is 339 (70,4%) data, 2.) Calque technique is 6 (0,12%) data, 3.) Adaptation technique is 2 (0,04%) data, 4.) Borrowing technique is 53 (11,15%) data, 5.) Amplification technique is 3 (0,06%) data, 6.) Modulation technique is 2 (0,04%) data, 7.) Reduction technique is 12 (0,24%) data, 8.) Established Equivalent technique is 2 (0,04%) data, 9.)

Compensation technique is 7 (0,14%) data, and 10.) Transposition technique is 12 (0,04%) data.

The second analysis with the title “Dubbing Translation Techniques On “UP” Movie and Its Impact On The Translation Quality” is analysis that is written by Siti Rokhmah from English Department Faculty Of Letters and Philosophy Panca Marga Probolinggo (2018). This research used qualitative and descriptive use Molina & Albir theory. This research has 512 objective of study and found 11 types of translation techniques by Molina, L. and Albir. The dominant technique that used is Literal Translation technique that found 174 (33.98%) data. High quality of readability in dubbing translation on “UP” movie is 494 (96.5%) data and found 11 types translation techniques translation used, those are Literal Translation, Modulation, Adaptation, Reduction, Linguistics Amplification, Variation, Transposition, Linguistics Compression, Borrowing, Generalization, and Particularization. Medium readability is 18 data and found 7 translation techniques that used, they are Literal Translation, Modulation, Reduction, Linguistics Amplification, Variation, Transposition, and Borrowing, no data in low readability.

The third analysis entitled “The Translation Techniques In Subtitling And Dubbing In Original Soundtrack Movie (Frozen: Let It Go)” by Dea Amanda Putri from English Department, Letter and Humanities Faculty, State Islamic University Syarif Hidayatullah, Jakarta (2017). The research used qualitative descriptive methods. The main theory used in the study is proposed by Molina and Albir. In subtitling translation there are 11 techniques that are used. 11 techniques are Addition, Borrowing, Calque, Compensation, Established Equivalence, Linguistics

Amplification, Literal Translation, Modulation, Particularization, Reduction, Transposition. The most dominant type of translation technique in the subtitle is Literal Translation. However, The dubbing translation only uses 9 techniques such as Compensation, Established Equivalent, Linguistics Compression , Literal Translation, Modulation, Particularization, Reduction, Transposition, and Reduction.

And the last article entitled is Analysis of techniques, methods, and ideologies used by translator on translation form and function directive illocutionary of speech act and to assess the quality of translation form and function directive illocutionary of speech act used in bilingual comic Baby Blues siaga satu anak pertama from accuracy, acceptability, and readability of translation aspects This research was a descriptive, qualitative, and embedded research of translation by Hosnol Wafa from English Department Faculty Of Letters and Philosophy Panca Marga Probolinggo (2017). The finding of this study shows; first, 273 data of directive illocutionary utterances applied 11 function, such as commanding, asking, asserting, inviting, requesting, ordering, advising, suggesting, urging, rejecting, forbidding, recommending, reminding, and convinceing. Second, 273 data of directive illocutionary utterances analyzed, translation technique identified 248 data oriented to source language and 163 data oriented to target language. Thirth, concerning with translation quality of directive illocutionary speech act utterance in comic Baby Blues siaga satu anak pertama can be concluded that the translation is accurate. In this case is showed from 255 data constitute the translation accurate, 17 data less

accurate, and 1 data not accurate, 254 data acceptability, 18 data less acceptability, and 1 data not acceptability, then 161 data high readability, 97 data medium readability, and 15 data low readability translation.

The similarity is about the topic, the theory of translation technique, and the kind of the data. The topic is related to the subtitle movie, and also its translation both English and Indonesian. The similarity between this research and the previous research is a type of translation techniques which is proposed by Molina & Albir. But there are many differences, for example, in the aim of the study about data source, the amount of the data, and the results of data in this research.

2.3 The Theoretical Framework

The framework about the relation of all subjects in this study have made to make it understandable which using Molina and Albir's translation techniques.

