



## **ANALYSIS OF TRANSLATION STRATEGIES ON MOVIE SUBTITLE “HOTEL TRANSYLVANIA”**

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### **ABSTRACT**

This research is aimed to analyze the subtitles of movie “Hotel Transylvania” in non-equivalence words and analyze the method of translation strategies on its movie. The data source of research is subtitling text of the movie “Hotel Transylvania” in source language into target language, for the result subject that data analyzing on subtitle of the movie “Hotel Transylvania. The research methodology is descriptive qualitative: researcher collects data techniques by using some data collecting, and it is written on data transcriptions. The main result of this research, as follows: 1) in the data of non-equivalence words that there are some words identified as categorizes in the comments where the first categorization which the words are missed in the subtitling and it gotten in 0,32%, meanwhile, in the second categorization that there are words added in the subtitling with gotten 0,16%, and the third categorization is incorrect meaning where the meaning has inappropriate meaning and it gotten 0,51%. 2) in data analyzing on movie subtitle “Hotel Transylvania” where the target language that classified into some of method and it can be described: word for word is gotten 7,60%, literal is gotten 37,01%, faithful is gotten 20,60%, semantic is gotten 0,18%, adaptation is gotten 0,80%, free is gotten 10,20%, idiomatic is gotten 10,60%, and communicative is gotten 10,01%. The conclusions of this research are some non-equivalence words that are identified on movie subtitling and data translation strategies are found in its subtitling, while the most common use of Newmark’s translation method is literal translation.

**Keywords:** Analysis, Translation, Subtitle, Movie *Hotel Transylvania*

### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis subtitle film “Hotel Transylvania” dengan kata-kata yang tidak setara dan menganalisis metode strategi penerjemahan pada film tersebut. Sumber data penelitian adalah subtitling teks film “Hotel Transylvania” dalam bahasa sumber ke dalam bahasa sasaran, untuk hasil subjek yaitu menganalisis data subtitle film “Hotel Transylvania. Metodologi penelitian yang digunakan adalah deskriptif kualitatif: peneliti mengumpulkan data dengan menggunakan beberapa pengumpulan data, dan dituangkan dalam transkripsi data. Hasil utama dari penelitian ini adalah sebagai berikut: 1) pada data kata-kata yang tidak setara terdapat beberapa kata yang teridentifikasi dikategorikan dalam komentar dimana kategorisasi pertama yang kata-katanya terlewatkan dalam subtitle dan diperoleh 0,32 %, sedangkan pada kategori kedua terdapat penambahan kata dalam subtitling memperoleh 0,16%, dan pada kategori ketiga salah makna yang maknanya kurang tepat memperoleh 0,51%. 2) dalam analisis data subtitle film “Hotel Transylvania” dimana bahasa sasaran digolongkan ke dalam beberapa metode dan dapat dijelaskan: kata demi kata diperoleh 7,60%, literal diperoleh 37,01%, setia diperoleh 20,60%, semantik adalah memperoleh 0,18%, adaptasi memperoleh 0,80%, bebas memperoleh 10,20%, idiomatik memperoleh 10,60%, dan komunikatif memperoleh 10,01%. Kesimpulan dari penelitian ini adalah beberapa kata non-ekivalensi yang teridentifikasi pada subtitle film dan strategi penerjemahan data ditemukan dalam subtitle-nya, sedangkan metode penerjemahan Newmark yang paling umum digunakan adalah terjemahan literal.

**Kata Kunci:** Analisis, Terjemahan, Subtitle, Film Hotel Transylvania

## INTRODUCTION

Translation is a product of transferring of source text into semantically and stylistically equivalent target text (Teti, et al, 2016). The nature of translation is distinguished from translating which means the process of transferring source text into target text that involves translators, the psychological, and intellectual functioning of their mind. Supporting the definition above, Nida and Taber (1969) tend to see translation as a reproduction of a text which aims to compose the closest natural equivalent meaning and style of the source text into the target text (as cited in Teti, et al., 2016).

On the other hand, Cindy (2000) argues in translation that if translation activities are done in pairs or small groups, students should be using target language to negotiate it in order to agree on the more appropriate language used.

There are many people, especially Indonesians, who tend to watch foreign movies rather than Indonesian movies. The problem faced, the Indonesian People themselves cannot always understand the foreign language in the movie itself. On the other hand, translating the text in one-to-one translation has become problematic in Fehr & Russell, 1984, 1991; Russell & Fehr, (1994) (as cited in Mendoza., 2008). Through translation, the translator translates the source language into target language that is responsible for delivering messages on movies to make it easier for people who watch foreign movies to understand it. So, it can be helped by the translator to obtain information and understand the message that has been translated into the target language.

Related to the problem above, the important problem of translation based on Setia (2017) definition, it can be classified in any social, cultural, and emotional needs to be included in target language which must be understood correctly. The same particular awareness needs to be presented, so things related to the preparation of certain words and phrases, expressions of taboo, local expectations, and so can be calculated with maturity, because it translates the meaning not just transferring or changing source language to target language, however more than that.

To analyze this English-Indonesian translation of this movie subtitle, it can be possessed by some studies. First study is a thesis written by Briant Nino Aditya (2014), this study entitled “A Pragmatic Analysis of Presupposition in Genndy Tartakovsky’s *Hotel Transylvania*”. This research can be concluded, that as Yulle in Briant (2013) divides into six types of presupposition, those are: 1). Presupposition existential is gotten of 12.5%), 2) Taking of functional presentation is gotten of 15%, 3) Non-Functional of presupposition is gotten of 5%), 4) Lexical presupposition is gotten of 20%, 5) Structural presupposition is gotten of 20%), and 6) Counterfactual of presupposition is gotten of 27.5%. From the type of presupposition that counter functional Presupposition is the most-used type of the presupposition. Meanwhile, Non-Functional Presupposition is the least-used type of presupposition found in the conversations between the characters in the *Hotel Transylvania* movie. The implied meanings in the conversation of *Hotel Transylvania* are gained by analyzing the context because in pragmatic study, context itself is essential to figure out the implied meaning.

Second study is a thesis by Ahmad Fiqhi fadli (2016) entitled “The Analysis of Violation of Maxims in *Hotel Transylvania* Movie”. In this research that can be pointed out in some findings of research by the writer that there are four types of violation maxims; it can be drawn, as follows: quantity, quality, relevance, and manner violation of

maxim in translation. Furthermore, the relevance of maxim is mostly shown by the movie's characters itself. On the other hand, there are some reasons which influence the character of this movie to violate the maxims and it can be identified in competitive, collaborative, convivial, and also conflictive of the reason.

Third study is a thesis which was written by Siti Nur Auliah (2017) and entitled "An Analysis of Pun Translation in the Movie *"Hotel Transylvania 2"*". The research explains there are three types of pun found, these are: homonymy is gotten from 1 data, paronyms is gotten from 4 data, and polysemy is gotten from 32 data. Data included into homonymy which has similar spelling and pronunciation. But, in other words, it has a different meaning. Furthermore, There are four strategies in pun of the translation in this movie, as follows: pun to pun in 26 data, pun to non-pun in 5 data, pun translated into related rhetorical devices in 2 data, and 4 data of pun in source text that same with pun in target text.

Three studies above could be summarized, as follows: 1<sup>st</sup> thesis entitled "a Pragmatic Analysis of Presupposition in Genndy Tartakovsky's *Hotel Transylvania*" that discusses about the types of presupposition used by the characters on subtitle of *Hotel Transylvania* movie and interprets the implied meaning of the utterances' characters in *Hotel Transylvania* movie. 2<sup>nd</sup> thesis is "The Analysis of Violation of Maxims in *Hotel Transylvania* Movie" which investigates two types of maxim conversational that violated by maxim itself and also investigates the reasons of the characters in violated maxim, the 3<sup>rd</sup> one is "An Analysis of Pun Translation in the Movie *"Hotel Transylvania 2"*" which describes types of pun and establishes the strategies of the pun translation. From the thesis explanation, it has different objectives of research in limited problems of research. Meanwhile, the difference of research objectives on theses above are taken as previous study that in this research title "An Analysis of Translation Strategies on Subtitle of the Movie *"Hotel Transylvania"*" that to find out non-equivalence on its subtitling, and to indicates the strategies of translation on subtitling text.

Based on background of the study above, this research focuses to formulate the research question by uses the strategies of translation as defined by Newmark (1988) and it also describes in data of research about "An Analysis of Translation Strategies on Subtitle of the Movie *"Hotel Transylvania"*", for the research writing that refer to the objectives and significance of this research which can be written on some questions, as follows: 1). Is there any non-equivalence on subtitle of the movie *"Hotel Transylvania"* 2) What is the method of translation strategies used on subtitle of the movie *Hotel Transylvania*?

## METHODOLOGY

This research uses descriptive qualitative research. Definition of descriptive qualitative can be assumed by Hadi in Tenrisau (2016) that this does not deal in testing of a theory or a hypothesis, but it deals with the understanding of theory. The content of analysis on qualitative often assumed by descriptive statistics to describe the sample of study is general strategy for data analysis (Neergaard et al., 2009; Sandelowski, 2000) (as cited by Kim et al., 2016). In some cases, Vaismoradi, et al (2013) categorizes descriptive qualitative, namely thematic analysis is used which should not be misinterpreted by the content of analysis (as cited by Kim et al., (2016).

The source of data on this research is the movie *Hotel Transylvania* and the research object is the detailed information on subtitling text of the movie or non-equivalence meaning and the types of translation strategies on movie subtitle. In data collecting, the researcher focuses on applied in some steps, they are: 1) Replaying, 2) selecting, 3) transcribing, 4) identifying, and 5) classifying (Putri, n.d.).

The purpose of qualitative descriptive research is to identify the problem itself which can be conducted in research questions previously. In other hand, this study research focuses on the analyzing on the subtitling text in movie *Hotel Transylvania* by limited in the 13 scripts from 3159 words in order to: 1) Gaining the detailed information in a more focused movie, 2) Making the efficiency time, and, 3) Consuming data that to be more accurate in analyzing.

## RESULTS AND DISCUSSION

In the results and discussion, the analysis of the movie “Hotel Transylvania” can be described in data after watching the movie itself. Apparently, there are some words that have not been translated correctly. Therefore, the researcher commented on the translation of movie *hotel Transylvania* which was limited to 13 scripts. The reason can be explained by the 13 scripts already representing the style of translation used on subtitles of the movie *Hotel Transylvania*. Meanwhile, analyzing the research data can be described in table and discussion, it drawn as follows:

### Analyzing of Non-Equivalence words on Subtitle of The Movie *Hotel Transylvania*

In the first analyzing, it analyzes of non-equivalence words in the 13 scripts on subtitle of the Movie “Hotel Transylvania” from 3159 words, it can be explained in some comments’ types are word missed, word added, and incorrect meaning, they are:

**Table 1: The Summary of Analyzing in Non-Equivalence Words**

No	Method of Translation Strategies	Percentage
1	Word Missed	0,32%
2	Word Added	0,16%
3	Incorrect Meaning	0,51%
	TOTAL	0,99%

## DISCUSSION

- 1) **Word Missed:** in this categorization, there are some words missed in the target language. This means, the translation on subtitle of the source language that missed in translation. Therefore, some of those words cannot be called as the message is translated well.

Example:

SL: *I'll simply say*

TL: *Aku akan berkata*

Supposedly, these words translated to be “**Aku hanya akan mengatakan**”, where, the word “**simply**” is translated “**hanya**”, but as known in the target language it

translates to be “**Aku akan berkata**”. It means, there is a word missing in this subtitling text. Meanwhile, the percentage in analyzes in this category (word missed) is 0,16%.

- 2) **Word Added:** there are some words that added on subtitle of the movie, the words that added in translation on subtitle of source language into target language, it can be explained, as follows:

Example:

SL: *You can*

TL: *Kau boleh pergi*

Necessarily, in the words “**you can**” it translated to be “**kau boleh**” without using the word “**pergi**”, as seen in the source language that there is no word “**pergi**”. It means, the word is added in the subtitling. The percentage in these non-equivalence words is 0,32%.

- 3) **Incorrect meaning:** incorrect meaning of this subtitling is the meaning that is incorrectly translated in target language from source language. Because, in translating meaning to the word, meaning should be seeing the context of the source language.

Example:

SL: *Here*

TL: *sana*

The correct meaning of the word “**here**” is “**sini**”. Because, necessarily, if this word translates to be “**sana**” that it translates to be “**there**”. Then, the other translators must understand the source language. Meanwhile, the percentage is 0,51%.

From the data above, non-equivalence data of the movie *Hotel Transylvania* in the first 30 minutes from 3159 words that can be drawn, these are: in data non-equivalence is gotten 0,99% and data equivalence is gotten 99,01 %. It means, the translator in this subtitling text has translated the source language into the target language with a bit of error in the subtitling text.

### Analyzing of Translation Strategies on Subtitle of The Movie *Hotel Transylvania*

In the second analyzing, it analyzes the translation strategies in the 13 scripts from 3159 words by using the methods that classified by Newmark (1988) into eight methods of translation strategies, they are: word-for-word translation, literal, faithful, semantic, adaptation, free, idiomatic, and communicative translation

**Table 2: The Summary of Analyzing in Translation Strategies**

No	Method of Translation Strategies	Percentage
1	Word for word	7,60%
2	Literal	37,01%
3	Faithful	20,60%
4	Semantic	0,18%
5	Adaptation	0,80%
6	Free	10,20%
7	Idiomatic	10,60%
8	Communicative	10,01%

	TOTAL	97%
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## DISCUSSION

### 1) Word for word

This method of translation strategies is closely tied to the word level that the word is strongly maintained and each of it is rendered one by one based on a general or translated based on the context.

Example:

*SL: And burned their clothes*

*TL: Dan membakar baju mereka*

The translator translates the words above without using additional words or words adapted in the context of meaning. It means, purely, the word above can be read as the original meaning.

### 2) Literal

In the process of translation, it is seen in grammatical construction that is the grammar of the source language close to the grammatical of the target language. On the other hand, regardless of the context, it translates word-by-word and also adjusts the words. The function of this literal method is to beautify the word meaning

Example:

*SL: I promised your mommy*

*I would protect you forever*

*TL: Aku berjanji ke ibumu*

*Aku akan melindungimu selamanya*

In the translation above, the source language of the word “I promised your mommy” translated to be “aku berjanji ke ibumu”. In fact, the meaning of this source language translation should be "aku berjanji ibumu". It means, the translator translates with the closest grammatical word into target language.

### 3) Faithful

In this method, the words are culturally translated, but in the grammatical deviations and word choice that still remain or are left. This translation holds deviations in the language that still attach to the purpose of meaning.

Example:

*SL: It's hidden real nicely*

*TL: Tempatnya tersembunyi sangat bagus*

It can be seen from the translation that the word “it’s” translates to be “nya” in the word “hidden”. It means, the words translated into meaning closest but still hold the meaning purpose, but the word reads such a rigid word “. As a reference to the target language that should be added to the conjunction because it describes the condition of the place.

### 4) Semantic

In a semantic translation method, the target language is more readable or flexible than the source language. Moreover, Newmark (1988) defines semantic translation that should take into consideration the aesthetic element with attention to its meaning as long as it is within reasonableness (as cited in Machali., 2000).

Example

*SL: Either near blood or blood beaters*

*TL: entah dari donor darah atau pengganti*

The words “Either near blood or blood beaters” should be translated to be “Baik di dekat pemukul darah atau darah”. Talking about the meaning, it translates by paying attention to the meaning within the reasonableness.

#### 5) **Adaptation**

Adaptation translation method may be admitted by providing the meaning. This method cannot compromise on the theme, character or flow. Indeed, this method is widely used to translate poetry and drama.

Example:

*SL: The family looks beautiful*

*TL: Keluargamu menawan*

In the words “The family looks beautiful” that translated to be “keluargamu menawan”, in this translation, we can see that the words “looks beautiful” translated to be “menawan”, necessarily, based on the meaning of the word is translated to be “terlihat indah”.

#### 6) **Free**

In this translation method, the translation context further emphasizes the content of the source language on the text and it usually paraphrases the meaning of the word form.

Example:

*SL: Now, is that any way to behave?*

*TL: Ini bukan cara berperilaku yang baik*

In the word above, necessarily it translated to “Sekarang sekarang, apakah itu cara untuk berperilaku?” but, the translator avoid the inappropriate meaning that translated to be “ini bukan cara berperilaku yang baik”.

#### 7) **Idiomatic**

Idiomatic translation is a truly idiomatic translation which does not seem like a translation. The result of translation is the result of writing directly from the speaker itself directly.

Example:

*SL: reel it in*

*TL: Tenanglah!*

In the word *reel*, *it*, and *in* are not translated to be *gulung*, *ini*, and *di*. In the explanation, this is not translated in the textual. Because, if the translator translates in a separate meaning, the meaning becomes different.

## CONCLUSION

After analyzing the translation strategies on subtitle of the movie “Hotel Transylvania” several data can be pointed out, they are:

1. There are non-equivalence words on subtitles of the movie “Hotel Transylvania”, which can be classified in the comment’s categorization where word added is gotten 0,16%, incorrect meaning is gotten 0,51%, and for word missed that is gotten 0,32%. Meanwhile, in data non-equivalence is 0,99% and data equivalence are 99,01 %.
2. Meanwhile, method used in translation strategies that from Newmark ( 1988) it can be classified into: word for word translation that gotten (7,60%), literal (37,01%), faithful

(20,60%), semantic (0,81%), adaptation (0,80%), free (10,20%), idiomatic (10,60%), and communicative translation (10,01%).

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