THE CONCEPT OF TRANSLATION METHODS AND TRANSLATION PROBLEMS OF MOVIE TRANSLATION

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Abstract : In this study, the authors want to understand the methods used in the subtitle translation of a film. Identifying the movie's target demographic by comparing the Indonesian and English subtitles for Zootomic. A descriptive qualitative method was used in the study. The movie Zootomic served as the basis of the data for this study, which consisted of movie subtitles in both English and Indonesian. The authors used subtitles in Indonesian from the website sub scene, where translators from all around the world could translate movies into a variety of languages. The information is gathered by watching the film with both English and Indonesian subtitles, and it is then categorized using Newark's translation techniques for each language. The authors discovered that all age groups are the target audience and they also discovered 10 translations.

Keywords: translation; intended audience; translation procedures

INTRODUCTION

In Indonesia, Hollywood movies are well-liked. As Hollywood films are produced in English, Indonesians who watch them need the subtitles in their native tongue. It implies that language plays a crucial role in how humans form interactions with one another in order to avoid misunderstandings. Because of this, it is necessary to translate movie subtitles into Indonesian in order to get a better comprehension of the film. Translation involves conveying the author's intended meaning from one text into another (Newark, 1988, p. 5).

In several studies, the research on movie subtitles in the translation sector has been extensively studied. The goal of the research is to create a film that audiences of all ages may appreciate. In a situation like this, movie subtitles frequently have different language translations. As a result, regardless of one's native tongue, everyone in the world can enjoy movies.

The Disney film Zootomic has been translated into numerous languages by translators. It is a Disney-themed Hollywood animated film that was helmed by Byron Howard (Dignitary software, n.d.). The primary character of this animated, action-adventure film is a bunny who is the first mammal to be a police officer in the city (Movies counter copyright, n, d).

A young bunny named Judy Hops, who was raised on a farm and had to leave her family to pursue her dream of being the first bunny police officer in Zootomic, had to live in a world where animals don't intend to eat one another. She met Nick Wilde, a fox. Due to a condition and their agreement on a few legal issues, they are required to collaborate. They have to keep Zootomic alive. The dream of Judy Hops was to work there as a police officer. Eventually she relocated to Zootomic, a place where animals coexist peacefully. But, she soon discovered that not all animals in Zootomic share this peaceful coexistence. In Zootopia, a rookie bunny police officer and a cynical con artist fox named Nick Wilde must collaborate to solve a mystery in a city of anthropomorphic animals (Kenneth Chisholm). The goals of the study are to identify the target audience for the Zootopia movie's translation into Indonesian and to identify the different translation techniques used.

II. METHOD

The researchers employed a qualitative approach, requiring that they compare both SL and TL translations of the movie Zootopia's subtitles in both English (as SL) and Indonesian as their source of information (as TL). Both in the source language and the target language subtitles, the type of data could be referred to as other textual sources. Bijeikien & Tamoinait (2013) cite Nortier (2008: 50) as saying that content found on the internet (forum sites, opinion sections, etc.) is frequently "more informal than in other textual sources" and is useful for doing linguistics research. Nineteen Newmark translation techniques that were discovered in the data source were used by the authors to analyze the data. Only the translation field indicated in the Newmark processes and few associated parameters are included in the data collected. Additionally, the data were categorized in accordance with the research questions. (1) The writers watched the movie that was chosen as the source of the data and then compared the transcription of the source language subtitle in the film. (2) The writers rewatched the movie while using the two subtitles—the source language and the target language—that they had downloaded from subscene (a website where you can get different kinds of subtitles for various movies). (3) Finally, the writers categorized the data.

The information came from the translator, who published his translation on the website subscene. On that website, anyone can get a wide range of subtitles for a wide range of movies. The translator's initials are BagusProbeBagus, and the writers borrowed the target language (Indonesian) from the subscene website. By contacting the translator via the Google Hangout app, the writers are also able to access his personal information. The translator, M. Nabiel Setiawan, was born in Surabaya on July 17, 2002, and goes by that name in real life. His first language is Javanese, and he also speaks Indonesian, English, and other codes. He is a student at SMKN 6 Surabaya majoring in multimedia. About 19 western films were subtitled in Indonesia by him.

III. RESULTS AND DISCUSSION

All age groups are included in the target audience for this film. Because most of the characters in the movie are geared toward children, according to the major characteristics of children's viewers listed in the theoretical framework, some of them include: easily understandable sentences, a limited amount of life experience, immature logic and mental capacity, a preferred musical sound, and others. All age groups are included in the intended audience because all youngsters are permitted to view this film. Also, adults can view the film from several angles and points of view.

As was indicated in the study's history, this film is about a mammal who, despite being a bunny, struggles to become the first cop. She later discovers, however, that Zootopia is not a place where people may live in harmony because many residents are bigoted toward one another. She learns this from her previous experiences. Most of the time, this movie also contains implicit meaning in the form of moral lessons that adults may analyze, but children like it because of the animation, fun, and engaging plot.

Even though the film features musical scores and cartoon animation, adults enjoy and watch it as well. Kids can understand the implicit significance of how racism was present in this film but was portrayed and acted out in an animated one. Consequently, the writers' conclusion that the target demographic for this film is the entire age range.

The following translation techniques can be found in the movie Zootopia's subtitle:

Literal Translation Example 1:

SL	TL
Blood! Blood!Blood!!	Darah! Darah! Darah

This information was translated using a literal translation technique that does not add any new meaning to the target language (TL), focusing only on form and structure. It is important to note that every word in the table has been translated using its dictionary definition. All of them are nouns, and because of the straightforward language employed, they are not too difficult for people of all ages to understand.

Reduction Example 2:

SL	TL

You ready to make the world a better place?	siap membuat dunia menjadi lebih baik?

CONCLUSION

It's not simple to translate a movie's subtitles, and intertextual translation is not the same thing. This is due to issues with timing, space, and other factors, as well as the limited number of words that may be displayed on the screen. Due to subtitling regulations and specific movie translation techniques, the translator has a difficult job. It involves adding new words, removing words that don't have enough of an impact on the movie, expanding words, changing the way the text is organized in the target language, and using the translators' own skills—such as having a vast vocabulary, making good word choices, broadening their perspective, and many other things—to translate.

These guidelines are meant to help translators produce accurate translations that are well-received in the target language, particularly when translating motion pictures. The Zootopia movie's subtitle lists ten tactics. Couplets, modulation, paraphrasing, reduction, literal translation, cultural equivalent, transference, functional equivalent, naturalization, and transposition/shifts fall under this category. Couplets, modulation, paraphrasing, reduction, and literal translation are among the frequently seen. This is due to the fact that sentences often contain several additions, omissions, and procedures. It indicates that the translator makes an effort to translate in a concise and natural manner from the SL into the TL.

However, there were some of the translation that were less accurate that has been done by the translator, and the writer attempted to fix the less accuracy done by the translators. As a conclusion, the essence about the movie subtitle of translation studies is not easy and it is needed some cutting down the unimportant elements which can make the translation to the TL shorter without worrying the changing of the meaning and in order to save the space like the proper name, time, and adding or omitting the words from SL or vice versa.

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