The Analysis of Subtitling Strategies Used in Zootopia Movie

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Abstract - Subtitling refers to the process of inserting into audio-visual media in order present the utterance which being spoken. Subtitles contain the speaker's language or English in order to be understood by the audience. It usually presented in television shows, movies or YouTube videos. This study was focused to analyze the subtitling strategies used in Zootopia Movie. The aims of the study were focused to find the types of subtitling strategies and the most frequent and least frequent subtitling strategies that can be found in the subtitles of Zootopia movie. The data source was taken from the English and Indonesian subtitles of Zootopia Movie. The data was collected through the observation method by watching and collecting the subtitles from the Zootopia Movie. A qualitative method was used in this study. The result showed that there were 10 out of 10 subtitling strategies that can be found which consist of 213 total of data such as 19 expansion (8.92%), 21 paraphrase (9.85%), 65 transfer (30.51%), 22 imitation (10.32%), 6 transcription (2.81%), 19 dislocation (8.92%), 16 condensation (7.51%), 15 decimation (7.04%), 27 deletion (12.67%) and 3 resignation (1.40%). It can be concluded that transfer was the most frequent subtitling strategy that can be found which has 65 (30.51%) data in total. On contrary, the resignation was the least frequent strategy that can be found which has 3 (1.40%) data in total.

Keywords: subtitling strategies, Zootopia, movie.

I. INTRODUCTION

Language is an essential part of communicating between individuals or groups. Language is used as a tool of communication for expressing ideas or thoughts which can be done verbally or nonverbally. In this era, people across the world need to be fluent in English in order to be able to communicate with others from different nations. They could express their thoughts in direct speaking or written text. n the case of written text, the role of translation is important to narrow the gap or language barrier between speakers. Translation has become an important part of art, culture, and educational

systems in the world. Information has to be spread as fast and as wide as possible. And the transfer of the information is supported by using translation to get through the language boundaries (Narabhumi et al., 2021). Translation is certainly more effective in re-delivering messages conveyed through the SL into the TL if it is carried out using certain techniques or procedures (Ndruru, 2017). The translation is a process that consists of transferring a written text from one language into another language. (Newmark, 1988) stated that translation refers to the process of rendering a written text from the source language into the target language which

is intended by the translator. On the other hand, (Catford, 1965) stated that translation is a process of replacing a particular text from one language which has the same equivalent level with another language. In the translation work, the translators should not only be aware of the methods or techniques he/ she applied but also kinds of texts that are going to be translated (Astiari, 2019).

As a translator, there is much to be considered rather than just transferring a particular text from the source language into the target language when it comes to translation, such as lexicon, grammatical structure, context, and culture of a particular text in order to produce a high-quality translation product. Thus, a translator also should pay attention to the equivalent between two languages. According to (Machali, 1998), the equivalents between the language are not only focused to find the sameness of meaning but rather more focused on the most possible of a common point since the sameness between source and target language cannot easily exist.

The use of translation can be used for a specific purpose on a daily basis such as tourism, medical, law, journalism, entertainment and not only limited for the academic purpose which usually used by students, teachers, and lecturers. In this study, the use of translation was focused more on entertainment purposes which is a movie or specifically subtitles. Watching a movie is one of many activities that people can do anywhere and every time. Nowadays, there are a lot of international movies that mainly used English. People across the world have a different language and are not fluent in English. Hence, they need to use subtitles from their native language in order to understand what the movie is about. Also, the subtitle can help the people who have a hearing problem or cannot comprehend the dialogue throughout the movie. The subtitle refers to the text dialogue which usually presented on the bottom screen. It is usually used in television programs or movies. Subtitle usually presented in a form of the written text of the dialogue, the current language which is spoken on the show or foreign language and it might also contain additional information. (Baker, 2001) stated that a subtitle is a written version of dialogue which presented and usually used in movies or television programs.

When it comes to subtitle translation, one should understand the concept of translation,

where he or she needs to transfer a certain message in dialogue, context from the source language into the target language. In order to do so, a translator should apply the theory of subtitling strategies in order to help them to identify a particular dialogue that needs to be translated with correct strategy. In this case, the subtitling strategies proposed by Gottlieb are a perfect solution. (Gottlieb, 1992) stated that subtitling strategies consist of 10 classifications which are, expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

The first article was written by (Agustina, 2019) reviewed in this study. The aim of this study is to identify the subtitling strategies used in Indonesian film. Qualitative method was used in this study. The data source was taken from the subtitle of A Man Called Ahok movie. The theory of subtitling strategy which proposed by Debalastita's (1989) was used in this article. The result showed that there are 5 subtitling strategies can be found which consist of 961 data. There are 632 repetitio, 112 adiectio, 73 detractio, 97 transmutatio and 47 substitutio. It can be indicated that repetitio is the most frequent subtitlimg strategies can be found.

The second article was written by (Febrianto, Yuliasri, & Warsono, 2019) reviewed in this study. The aims of this article are to describe the subtitling strategies used in subtitling figurative language in the movie and describe the degrees of semantic equivalence of the subtitling strategies. Descriptive qualitative method was used in this study. The data source was taken from Now You See Me 2 Movie. The theory of subtitling strategy which proposed by (Gottlieb, 1992) was used. The result showed that there are 94 data which consist of 9 subtitling strategies. There are 5 (5,03%) expansion, 37 (39,04%) paraphrase, 11 (11,07%) transfer, 13 (13,08%) imitation, 2 (2,01%) transcription, 5 (5,03%) condensation, 2 (2,01%) decimation, 16 (17,00%) deletion and 3 (3,02%) resignation. It can be indicated that paraphrase is the most frequent strategy. For the semantic equivalent, the result showed that there are 42,05% fully equivalent, 29,08% increased meaning and 7,04% decreased meaning. For the non-equivalent, there are 16,00% different meaning and 4,03% no meaning.

The third article was written by (Damayanti & Hartono, 2021) reviewed in this study. The aim of this study is to identify the

subtitling strategies and creative subtitling used in the Korean variety show Hot and Young Seoul Trip X NCT LIFE (2018) into Indonesian and the impact of fansubber to overcame language barrier. Qualitative method was used in this studi. Purposive sampling was used in online survey. The data source was takem from Hot and Young Seoul Trip X NCT LIFE show. The theory of subtitling strategy which proposed by Gottlieb (1992) was used. The result showed that there are 1599 data which consist of 8 subtitling strategies can be found. There are 26 expansions, 25 paraphrase, 1434 transfer, 60 imitation, 12 transcription, 38 dislocation, 3 condensation and 1 deletion. For the online survey, the respondents stated that the fan-subber help the audience to overcome the language barrier by combined the use of subtitling strategy and creative subtitling.

Through this study, it can be concluded that translation is a process of rendering a message or text from one language to another language. When it comes to translation, one should pay attention to lexicon, grammatical structure, context, culture, and equivalent in order to avoid misunderstanding of meaning between the source and target language. Hence this topic was chosen by considering that English is not a native language of Indonesian and how the translator would execute the translation between the source language and target language in the subtitle. Thus, this study was focused to identify the types of subtitling strategies that can be found in the subtitles of Zootopia movie and the most frequent least frequent subtitling strategies that can be found in the subtitles of Zootopia movie.

II. METHODS

The data source was taken from the English and Indonesian subtitles of Zootopia Movie. Zootopia was produced by Walt Disney Animation Studios and released by Walt Disney Pictures in 2016. The movie was directed by Byron Howard and Rich Moore. The movie is about a bunny cop named Jody Hopps who determined to prove herself by solving a mysterious case where 14 predators have been missing. Along the way, she met a cynical fox named Nick Wilde. Being forced to work together by Judy, they must work together to reveal the conspiracy in Zootopia. This movie was chosen because both English and Indonesian subtitles have subtitling strategies which suitable for this study. Hence this topic

was chosen by considering that English is not a native language of Indonesian and how the translator would execute the translation between the source language and target language in the subtitle.

The data source was collected by observation method. The data collection was collected through watching and collecting the subtitles from the Zootopia Movie in order to know the context from each scene and sort them into respective subtitling strategies. The collecting data was conducted into four steps was shown as below:
1. Watch the Zootopia Movie.
2. Take a note of each of the subtitles that can be found in the movie.
3. Mark which part of the subtitle that has subtitling strategies.
4. Collect and classify the data based on the subtitling strategies.

Qualitative method was used in this study. Qualitative method refers to the method where the data is described and analyzed by using words and sentences. This method was used because the subtitling strategies found in English and Indonesian in Zootopia movie was described and analyzed. The theory of subtitling strategies proposed by (Gottlieb, 1992) was used in this study in order to identify the subtitling strategies that can be found in the subtitles of Zootopia movie. Then, the most frequent and least frequent subtitling strategies were calculated and sorted into respective subtitling strategies. The technique of analyzing data was conducted into three steps as shown as below:
1. Group the English and Indonesian subtitles into the respective subtitling strategies.
2. Analyze the data by checking the translation in the English and Indonesian subtitles to make sure that the subtitling strategies are correct.

Describe the context and analysis result of English and Indonesian subtitles according to the respective subtitling strategy. The formal and informal methods were used in this study. The formal method consists of English and Indonesian subtitles which are presented in form of the table whereas the informal method which consists of analysis was presented in form of a description.

III. RESULT AND DISCUSSION

In relation with this study, there were also similar study that had been conducted. Based on

the article written by (Kholiq & Agustine, 2020) there were 5 strategies can be found in The Boss Baby: Back in Business season 1 (episode 1) which consist of 34 data using subtitling strategies theory which proposed by (Gottlieb, 1992) such as, 10% paraphrase strategy, 10% transfer strategy, 10% transcription strategy, 50% condensation strategy, and 20% deletion strategy. Based on the result above it can be concluded that condensation was the most frequent strategy can be found.

Based on the article written by Eny (2021) there were 9 subtitling strategies that can be found in the video of Fiki Naki which consist of 490 data using subtitling strategies theory which proposed by (Gottlieb, 1992) such as, 47 (9.61%) expansion strategy, 171 (35.58%) paraphrase strategy, 68 (13.91%) transfer strategy, 38 (7.77%) imitation strategy, 4 (0.82%) transcription strategy, 81 (16.57%) condensation strategy, 1 (0.20%) decimation strategy, 35 (7.16%) deletion strategy and 41 (8.38%) resignation strategy. It can be concluded that paraphrase was the most dominant strategy with 171 data and decimation is the least frequent strategy with 1 data.

The result showed that there were 10 out of 10 subtitling strategies that can be found which consist of 213 total of data such as 19 expansion (8.92%), 21 paraphrase (9.85%), 65 transfer (30.51%), 22 imitation (10.32%), 6 transcription (2.81%), 19 dislocation (8.92%), 16 condensation (7.51%), 15 decimation (7.04%), 27 deletion (12.67%) and 3 resignation (1.40%).

Data 1
00:40:28,840 - 00:40:30,490

SL	You can't keep me on the hook forever.
TL	*Kau tak bisa mengekangku selamanya.*

The data above showed that the utterance "You can't keep me on the hook forever." was translated into "*Kau tak bisa mengekangku selamanya.*" It was uttered by Nick to Judy as he felt that he already helps her enough to get a new lead for the case. This data is categorized into expansion strategy because it can be indicated from the element "hook" from the source language was translated into "*mengekang*" in the target language because the nuance of original meaning was not possible to literally translated. Hence the word

"*mengekang*" is used rather than "*menggantung*" which sounds awkward for the audience.

Data 2
00:38:43,120 - 00:38:45,043

SL	Boy, that's the spirit.
TL	*Itu baru semangat.*

The data above showed that the utterance "Boy, that's the spirit." was translated into "*Itu baru semangat.*" It was uttered by Nick to Judy after he motivated her to continue the case. This data is categorized into paraphrase strategy. It can be indicated from the translation result which is not possible to be literally translated but rather focused on finding the closest equivalent. Hence the utterance "*Itu baru semangat.*" is still maintained the same context and meaning with "Boy, that's the spirit."

Data 3
00:17:41,200 - 00:17:43,043

SL	200 tickets before noon!
TL	*200 tiket sebelum tengah hari!*

The data above showed that the utterance "200 tickets before noon!" was translated into "*200 tiket sebelum tengah hari!*" It was uttered by Judy as she feels satisfied after got 200 parking tickets before noon. According to this data, it is categorized into transfer strategy because the data was literally translated without modifying the target language. It can be indicated from the utterance "200 tickets before noon!" which translated into "*200 tiket sebelum tengah hari!*" that has the same equivalence level.

Data 4
00:41:46,880 - 00:41:49,360

SL	Officer Judy Hopps, ZPD, how are you?
TL	*Petugas Judy Hopps, Kepolisian Zootopia. Apa kabar?*

The data above showed that the utterance "Officer Judy Hopps, ZPD, how are you?" was translated into "*Petugas Judy Hopps, Kepolisian Zootopia. Apa kabar?*" It was uttered by Judy to Flash in the Department of Mammal Vehicles. This data belongs to the imitation strategy because this strategy is used to imitate the element in the source language such as the name of Judy because it was not possible to translate

her name.

Data 5
00:29:58,040 - 00:29:59,201

SL	Bon voyage-e, flat foot!
TL	*Selamat tinggal, Kaki Datar!*

The data above refers to the scene where Judy was chasing a beggar named Duke Weaselton. The utterance "Bon voyage-e" from the source language was translated into "*Selamat tinggal*" in the target language. The term "Bon voyage-e" is the French equivalent of "goodbye" in English. Hence, the translation result is categorized into transcription because "Bon-voyage-e is a third language.

Data 6
01:36:47,000 - 01:36:50,607

SL	I want to try even though I could fail
TL	*Ku kan mencoba meskipun mungkin gagal*

The data above showed that the utterance "I want to try even though I could fail" was translated into "*Ku kan mencoba meskipun mungkin gagal*" It was uttered by Gazelle during her performance in the epilogue. This data belongs to the dislocation strategy because the translation result was more focused on the special effect such as the use of everyday use language rather than its content.

Data 7
00:31:59,960 - 00:32:00,960

SL	I'm sorry, sir.
TL	*Maaf, Pak.*

The data above showed that the utterance "I'm sorry, sir." was translated into "*Maaf, Pak.*" It was uttered by Clawhauser as he entered Chief Bogo's office and failed to prevent Mrs. Otterton from entering the office. This data is categorized into condensation strategy because the strategy aims to create efficiency by deleting redundant words such as the words "I am" in the source language in order to make the translation natural.

Data 8
00:33:16,760 - 00:33:19,491

SL	And I've sent it and it is done, so I did do that.
TL	*Dan sudah kukirim, aku sudah melakukannya.*

The data above showed that the utterance "And I've sent it and it is done, so I did do that." was translated into "*Dan sudah kukirim, aku sudah melakukannya.*" It was uttered by Assistant Mayor Bellwether to Chief Bogo in his office as she gave Judy permission to take a new case. This data belongs to the decimation strategy because Assistant Mayor Bellwether was quarreling with a fast speaking during this scene. Hence the element "and it is done" was omitted in order to make the audience easier to absorb the subtitle text quickly.

Data 9
00:30:16,880 - 00:30:18,291

SL	Hey, stop right there!
TL	*Berhenti di sana!*

The data above showed that the utterance "Hey, stop right there!" was translated into "*Berhenti di sana!*" It was uttered by Judy as she chased Duke in the city. This data belongs to the deletion strategy. It can be indicated from the element "Hey" which is omitted in the target language because it is considered filler word.

Data 10
00:28:09,720 - 00: 00:28:10,767

SL	Uncool, rabbit.
TL	*(No translation)*

This utterance was uttered by an angry Zootopian who got a parking ticket because of exceeding the parking limit. The data above is categorized into resignation strategy because there is no translation result in the target language. The data should be translated into "tidak keren, kelinci" in the target language.

IV. CONCLUSION

Based on the first problem, it showed that there were 10 out of 10 subtitling strategies that can be found which consist of 213 total of data such as 19 expansion (8.92%), 21 paraphrase (9.85%), 65 transfer (30.51%), 22 imitation (10.32%), 6 transcription (2.81%), 19 dislocation (8.92%), 16 condensation (7.51%), 15 decimation (7.04%), 27 deletion (12.67%) and 3 resignation (1.40%). Based on the second problem, it can be concluded that transfer was the most frequent subtitling strategies that can be found which has 65 (30.51%) data in total. On contrary, resignation was the least frequent

strategy that can be found which has 3 (1.40%) data in total.

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