

CHAPTER II

LITERATURE REVIEW

A. Translation

1. Definition of Translation

Translation is the process of converting text or spoken words from one language into another, aiming to preserve the original meaning, style, and intent. It involves both linguistic expertise and cultural sensitivity, as the translator must navigate nuances unique to each language. Larson (1984) states that translation involves conveying the meaning of the source language into the target language. This process entails transitioning from the structure of the original language to the structure of the second language through the scope of semantic structure. The focus is on transferring the underlying meaning, and it is to maintain this meaning consistently throughout the translation process.

Catford (1965) emphasizes that translation involves substituting text in the source language with equivalent text in the target language. Moreover, the act of translation is rendered ineffective if it does not convey meaning. This means that the translator needs to identify the most suitable

words that can replace the words from one language with their equivalent in another language.

Nida and Taber (1974) argue that translation involves creating in the target language the most accurate and natural representation of the source language message, prioritizing both meaning and style.

2. Translation Process

Nababan (2012) said, the translation process is a procedural component within the scope of translation activities. Larson (1984) said, In the process of translating a text, the translator's goal is to achieve an idiomatic translation, putting forth every effort to convey the meaning of the source language (SL) text in a manner that aligns with the natural expressions of the receptor

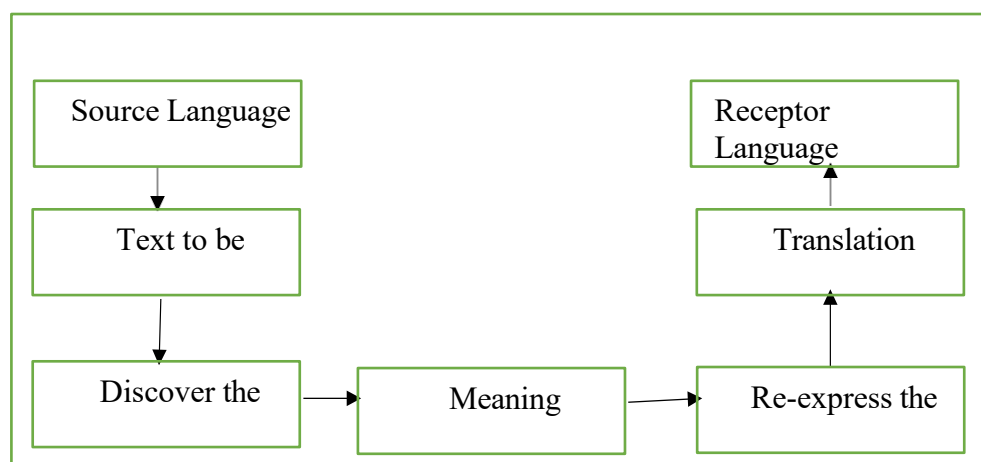


Figure 2.1 Larson (1948) Translation Process

language. Here the the translation process table according to Larson :

Nida and Taber (1974) stated that the translation process consists of three stages:

1. Analysis

It involves breaking down the surface structure by assessing (a) the grammatical connections and (b) the meaning of individual words and their combinations.

2. Transfer

Analyzed content is conveyed in the understanding of the translator, changing from language A to language B.

3. Reconstruct

The conveyed content undergoes restructuring to ensure that the message is entirely acceptable in the target language

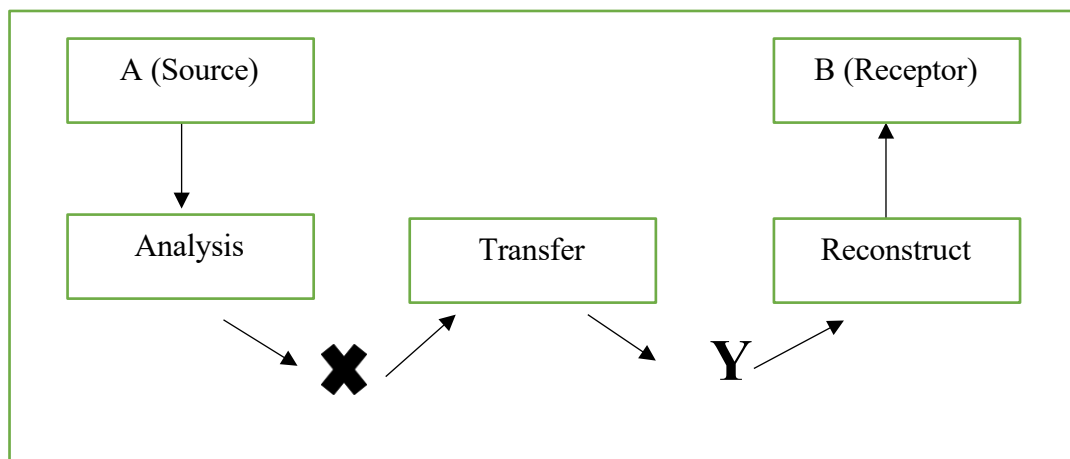


Figure 2.2 Nida and Taber (1974) Translation Process

3. Acceptability in Translation

Nababan (2012) stated that acceptability in translation refers to the accurate representation of the target culture,

norms, and linguistic conventions by the translated text. It emphasizes the importance of cultural appropriateness and linguistic alignment in the target language (TL). In this context, acceptability is a measure of how well a translation adheres to the norms, conventions, and stylistic preferences of the target audience. Achieving acceptability ensures that the translated text resonates with its readers and functions effectively in its new cultural and linguistic environment.

Acceptability differs from accuracy in its focus. While accuracy emphasizes the faithful transfer of meaning from the source language (SL) to the TL, acceptability prioritizes the naturalness and appropriateness of the translation within the TL culture. Nababan (2012) highlights that acceptability involves adapting to local norms, including linguistic variations such as slang, idiomatic expressions, and multi-meaning words that are specific to a culture. The goal is to produce a translation that not only conveys meaning but also feels authentic and relatable to the target audience.

- a. **Cultural Relevance:** A translation is deemed acceptable when it aligns with the cultural norms and expectations of the TL audience. For instance, idiomatic expressions, proverbs, or culturally bound references in the SL should be replaced with equivalents that carry similar significance in the TL. This

process requires the translator to have a deep understanding of both the source and target cultures.

- b. **Natural Language Flow:** Acceptability is closely tied to how naturally a translation reads in the TL. The structure, syntax, and word choice should mirror the TL's norms, avoiding awkward or overly literal renderings that disrupt readability. The goal is for the translation to read as if it were originally written in the TL.
- c. **Adherence to Linguistic Norms:** Translators must ensure that their work adheres to the grammatical and stylistic standards of the TL. This includes proper sentence construction, appropriate use of register, and avoidance of linguistic anomalies that could confuse or alienate readers.

In the context of subtitling, achieving acceptability is particularly critical because subtitles are often read quickly and must convey meaning succinctly. Translators face the challenge of balancing brevity with clarity while maintaining cultural and linguistic appropriateness. For example, humor, cultural references, or idiomatic expressions in the SL must be adapted thoughtfully to ensure they are comprehensible and relatable to the TL audience. The success of a subtitled movie often depends on the translator's ability to achieve this balance.

B. Subtitle

1. Definition of Subtitle

Baker (2006) stated, subtitles refer to written renditions of the spoken dialogue in movies and TV shows. Subtitle can be described as the written representation of film or television dialogue displayed on the screen concurrently. Subtitling plays a significant role in the film industry, offering numerous benefits. Typically appearing at the bottom of the screen, subtitles contribute to the audience's enjoyment by providing translated text, eliminating any potential confusion, particularly for foreign viewers. Subtitles can be considered as the written representation of dialogue displayed on film and television programs, often referred to as transcription.

2. Subtitling Strategies

Gottlieb (1992) identified ten strategies specific to subtitling, which are distinct from general translation strategies. Subtitling strategies focus on adapting spoken language into concise written text while maintaining coherence and viewer comprehension. The ten subtitling strategies outlined by Gottlieb are as follows:

a. Expansion

Expansion is used when the original content requires additional explanation to convey cultural

nuances that are not readily understandable in the target language. This involves providing supplementary information in the target language to address cultural references from the source language that may be absent or unfamiliar in the target language. Example:

SL : The product is little chance to be sold.

TL : Produk ini kemungkinan untuk dijual sangat tidak mungkin dan susah.

b. Paraphrase

Paraphrasing is applied when the structure of the source language cannot be directly replicated in the target language. It involves rephrasing non-visualized expressions from the source language into the target language to maintain meaning while altering form. Example:

.SL : No need to bother.

TL : Tak perlu dipikirkan.

c. Transfer

Transfer refers to the direct and accurate translation of the source language text into the target language without altering its form or meaning. Example:

SL : Do you speak Indonesian?

TL : Anda berbicara Bahasa Indonesia?

d. Imitation

Imitation involves preserving the original form of names, locations, and other elements that do not

require translation. Example:

SL : Nopal, how's your day?

TL : Nopal, bagaimana harimu?

e. Transcription

Transcription is used when encountering unusual terms, speech patterns, or nonstandard language in the source text. This strategy also applies to the use of a third language or nonsensical language in the source text. Example:

SL : No bueno.

TL : Tidak bagus.

f. Dislocation

Dislocation is chosen when the source text contains unique elements, such as songs or rhymes, where the translation must prioritize the effect rather than the literal content. Example:

SL : Eeny, meeny, miny, moe, Catch a tiger by the toe.
If he hollers, let him go, Eeny, meeny, miny, moe

TL : Eeny, meeny, miny, moe, Barang apa yang kamu pilih. Eeeny, meeny, miny, moe.

g. Condensation

Condensation reduces the length of the source text to fit time and space constraints while maintaining essential meaning. Example:

SL : He doesn't know the exact cause of the pandemic.

TL : Dia tidak tahu penyebab wabah.

h. Decimation

Decimation is a more aggressive form of condensation where non-critical elements are omitted to preserve meaning under time constraints. Example:

SL : Don't interfere!

TL : Tidak usah ganggu!

i. Deletion

Deletion involves entirely removing portions of a text, including repetitions, and filler words. Example:

SL : What are you doing? You're ruining the mood and everything!

TL : Kamu mengacaukan semuanya!

j. Resignation

Resignation is employed when no suitable translation solution exists, and the meaning must be sacrificed. Example:

SL : Language, young man! I'm the oldest one here.

TL : Jaga bicaramu.