

# Translation Technique Found in The Movie Subtitle: The Greatest Showman

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## ABSTRACT

In this research, the writer attempts to find out the translation technique usage in the movie subtitle, The Greatest Showman. The writer used the qualitative method; the data collection was done by watching the movie. The writer found there were eight translation techniques used in the movie, such as word-to-word, literal translation, free translation, semantic translation, communicative translation, adaptation translation, faithful translation, and idiomatic translation. It can be concluded that there are eight translation techniques used, with word-to-word being the most common.

## Keyword – Translation Technique

### I. Introduction

Language is one of the most important aspects of human daily life for communication and interaction. Language has many types and characteristics since every human speaks a different language depending on their nationality, resulting in the need for each human to learn or at least translate a language they don't know into something they do know so that they can communicate with each other.

Movies or film is one of the modern medias that is taken from real life or fiction and then developed into a lot of genres like drama, action, musical, and many others. Movies tend to be played by actors like most of the stages, but movies are mostly recorded and broadcast on a big screen like movie theatres, television, and streaming services. Because movies are an audio-visual medium, information and entertainment can be consumed more deeply and are easier to understand. With movies existing, there is also an opportunity for translators to translate a foreign movie into a different language for their own nation's citizens to enjoy.

Newmark (1988)<sup>1</sup> defines translation as "rendering the meaning of a text into another

language in the way that the author intended the text." This means that the source language text is translated into the target language text as intended by the author. While Hatim and Munday (2004)<sup>2</sup> define translation as "the process of transferring a written text from a source language (SL) to a target language (TL),"

To achieve the desired TL text, the translator must produce the same meaning or message from the SL into a suitable TL, while also being aware of the variety of context in the SL. To avoid mistakes, the translator must use an existing translation technique; Newmark (1988)<sup>1</sup> distinguishes eight different translation techniques.

From the explanation above, it appears that the writer is interested in researching the translation technique that is used in The Greatest Showman. That is translated from English to Indonesian subtitles. The writer chose this movie because he could find the Newmark (1988)<sup>1</sup> translation technique used by the translator in the movie subtitles, hence his interest in doing the research.

## II. Method Research

The method used for this research is a qualitative method to collect all the data that is required for the conclusion of this research. This method is preferred for the writer because it does not deal with numeric or variable data or anything similar, and so the researcher is identifying, analyzing, and describing the data that are found in the movie "The Greatest Showman."

The writer's data collection methods are listed as follows:

1. The writer begins to stream the movie from Disney's official streaming platform, which is Disney Hotstar +.
2. The writer first began to watch the movie with English subtitles and wrote any subtitles that appeared on screen.
3. After the English subtitle movie is done, the writer rematches the movie in Indonesian and writes the subtitles that appear on screen.

The following writers analyzed the data method:

1. The writer began comparing both of the subtitle languages and decided which translation technique the translator had used in the movie.
2. Categorize the translation technique in each table after analyzing the subtitle.
3. The writer begins to count each translation technique used in the movie to find the most dominant technique's usage in the movie.
4. The writer then began to write a discussion after all the findings.
5. The writer finally begins to draw conclusions from the analysis.

## III. Finding and Discussion

The researcher showing the results of the analysis of the English to Indonesia

translation technique for The Greatest Showman. The writer now begins to show the data in the form of a table so that it can be seen easier. While doing the research, the writer decides to take the data from the original company's official streaming platform to maintain the genuine data without any interference from other parties.

### A. Word to Word Translation

Word-to-word translation is a method where the SL is translated into TL without changing anything from the SL, even out of context. Newmark (1988)<sup>1</sup> state that "the source language word order is preserved and the words translated by their most common."

SL: Through the dark, through the door

TL: Melewati kegelapan Melewati pintu

In the data, the translator translated the words word for word without changing anything. If we start by looking at the entire translation and the source language, there is no change in the translation, be it by changing the position of the word or the meaning from the source language itself when we look it side by side, hence why it counts as word to word translation.

### B. Literal translation

Newmark (1988)<sup>1</sup> note that "in literal translation, the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context." It means that when the translator translates, the words are translated literally from SL into TL.

SL: A million dreams is all its gonna take

TL: Yang dibutuhkan hanya sejuta impian

From this data, we can see that the grammatical structure in SL and TL is reversed from each other. The proof of the reverse is "a

million dreams." While the source language put the word in front, the translated language put it at the end of the word, resulting in a literal translation usage.

### C. Idiomatic Translation

Idiomatic translation is meaning-based translation, which makes every effort to communicate the meaning of the source language text in the natural forms of the receptor language (Larson 1984)<sup>3</sup>.

SL: Why aren't we in *tails*?

TL: Kenapa kami tidak memakai *jas*?

In normal translation, "tails" would have been translated as "ekor," but in both America and Europe, tails is an idiom to refer to a formal coat with long split ends at the back, hence the reason why the translation used an idiomatic translation.

### D. Faithful Translation

Newmark (1988)<sup>1</sup> states that "faithful translations are attempts to reproduce the contextual meaning of a source language". It transfers cultural words and delivers meaning while maintaining the degree of grammatical and lexical aspect in the translation.

SL: Come! Join the Great American Railroad!

TL: Bergabunglah dengan Great American Railroad!

The word "Great American Railroad" has been kept the same as the SL. It showed that the faithful translation method was used in the sentence by keeping the word structure and letter structure the same, as well as the meaning.

### E. Semantic Translation

According to Newmark (1988)<sup>1</sup> regarding the attachment to SL, this method is more flexible than the method of faithful translation. The term translated culture becomes

easier for the reader to understand. The SL aesthetic element is still prioritized, but accompanied by a compromise that is still within reasonable limits.

SL: It's fire, it's freedom it's *floodin' open*

TL: Ini adalah api, ini adalah kebebasan  
*Mengalir deras*

In its literal meaning, "flooding open" is translated as "banjir terbuka," which is awkward in translation and won't result in the equivalent of the sentence in the SL, so the translator replaces it by translating it into "mengalir deras," resulting in a more natural meaning.

### F. Adaptation Translation

Newmark (1988)<sup>3</sup> said, "This is the freest form of translation. It is used to translate literary works (comedies, poetry, short stories, narratives, etc.), and the SL culture is converted to the TL culture and the text is rewritten.

SL: Father is sending me to *finishing school*.

TL: Ayah mengirimku ke *sekolah persiapan*.

"Finishing school" usually only exists in western countries with a noble society; this school teaches etiquette for an upper-class society, which is noble; in Indonesia, this type of school doesn't exist, which results in the translator having to translate "finishing school" into "sekolah persiapan" to make the Indonesian reader understand the culture gap.

### G. Free Translation

Newmark (1988)<sup>1</sup> stated that free translation tries to reproduce the content of the original text into the target language without paying attention to its original form. In short, the text is paraphrasing and adding some supported information that doesn't exist in the original text but still makes sense in the context. This translation method tries to transfer general message into a different language.

SL: that go well beyond punching numbers *into an adding machine*.

TL: yang lebih dari sekadar menekan angka.

obvious free translation usage The word "into an adding machine" was removed from the target language, resulting in a shorter translation from the source language.

#### H. Communicative translation

Newmark (1988)<sup>1</sup> argued that communicative translation tends to translate a text in its social function. This result of this translation is natural, clear, and brief, so it is not a translation result. This method takes care of the communication principle and tries to give the same effects to the reader while not translating freely like free translation.

SL: 500 pounds.

TL: 250 kilograms

shown that the 500 pounds is turning into 250 kilograms, and kilogram is the most common weight measurement for Indonesia and the rest of the world beside America, resulting in a communicative translation.

| No | Tehniques             | Frequency |
|----|-----------------------|-----------|
| 1  | Word to word          | 645       |
| 2  | Literal               | 175       |
| 3  | Idiomatic Translation | 23        |
| 4  | free                  | 354       |
| 5  | adaptation            | 4         |
| 6  | semantic              | 123       |
| 7  | faithful              | 23        |
| 8  | communicative         | 199       |

Based on the results of the data analysis table and the data that can be found, most of the usage from the translator was found to be using word-to-word translation. The quality of the translation itself isn't really the best because it

uses machine translation to translate, hence the high usage of word-to-word translation.

The reason why the researcher knew of machine translation usage is because the researcher was also translating the data with machine translation, resulting in a very similar result with small changes that the translator made in this work.

### IV. Conclusion and Suggestion

#### A. Conclusion

After analyzing the previous chapter and counting the total translation technique used, the researcher found that the translator has used all eight Newmark translation techniques in the movie "The Greatest Showman": word-to-word, literal translation, idiomatic translation, faithful translation, semantic translation, adaptation translation, free translation, and communicative translation, which consist of 1546 lines of dialogue in "The Greatest Showman." The result of the most data used can be seen within the previous table.

The translator has used word-to-word translation 645 times, 175 times idiomatic, 23 times free translation, 354 times adaptation, and 4 times semantic 123 times, faithful 23 times, and communicative 199 times, marking the word-to-word translation as the highest translation technique usage in this translation.

#### B. Suggestion

For the translators, translation methods are usually found in a lot of media works. Hence the need for the knowledge to know what kind of translation technique will be used in the future so it can ease the progress when doing translation projects for different kinds of media, especially knowing the cultures for both the source material and target language to be translated.

For readers. Especially the students of university who want to do research for translation technique, there is a lot of similar material in different kinds of places, but don't let that discourage you. There always be something new to write about and something new to discover in this area, maybe it's in this research or maybe in future research there will be another thing to find, and of course a future research study is going to be needed before writing it to find better and more accurate findings.

### **References**

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