



## Translation Procedures in Subtitle “How Every Child Can Thrive By Five” Video

Hasiyanti<sup>\*1</sup>, Ira Maisarah<sup>2</sup>

<sup>1,2</sup> English Education Postgraduate Program, Faculty of Teacher Training and Education, University of Bengkulu, Bengkulu, Indonesia

e-mail: <sup>\*1</sup>[hasiyanti17@gmail.com](mailto:hasiyanti17@gmail.com), <sup>2</sup>[iramaisarah@unib.ac.id](mailto:iramaisarah@unib.ac.id)

**Abstract** In this research, the researcher concerned on translation study, that is the procedures employed by translator in translating speech video entitled how every child can thrive by five by Molly wright from English into Indonesian. The target from present study was catching up the translation procedures employed by translator. This study used to qualitative method to searched the objective of this study. Then, translation procedures types by Newmark were used by the researcher. The researcher involved herself in gathered data through several steps; watched the speech video, determining, allocating and identifying them entrenched the theory of translation procedures. The finding showed that there were fifth types; literal translation (37%), reduction (4%), deletion (2%), and transposition (41%). The most dominant translation procedure employed in the speech video was transposition.

**Keywords:** Translation; Translation Procedure; Speech Video; Newmark; Reduction.

**Abstrak** Dalam penelitian ini, peneliti tertarik pada studi penerjemahan, yaitu prosedur yang digunakan oleh penerjemah dalam menerjemahkan video pidato berjudul How every child can grow by five oleh Molly wright dari Bahasa Inggris kedalam Bahasa Indonesia. Inti dari penelitian ini adalah untuk mengetahui prosedur penerjemahan yang digunakan oleh penerjemah. Penelitian ini menggunakan metode kualitatif untuk mencari tujuan dari penelitian ini. Kemudian peneliti menggunakan tipe prosedur penerjemahan Newmark (1988). Peneliti melibatkan dirinya dalam mengumpulkan data melalui beberapa langkah; menonton video pidato, memilih, mengklasifikasikan dan menganalisisnya berdasarkan teori prosedur penerjemahan. Temuan menunjukkan bahwa ada lima jenis; terjemahan literal (37%), pengurangan (4%), penghapusan (2%), dan transposisi (41%). Prosedur penerjemahan yang paling sering diterapkan dalam video pidato adalah transposisi.

**Kata Kunci:** Terjemahan; Prosedur Terjemahan; Video Pidato; Newmark; Pengurangan.

## INTRODUCTION

An attempt to switch writing taken away particular expression to the other languages was called as translation. Translation is procedure which leads from a written source language text to an optimally equivalent target language text and requires syntactic, semantic, stylistic and text pragmatic (Catford, 1978). In line with Choliludin (2009) defines translation as the general term referring to the transfer of thought and ideas from one language to another. Accordingly, the translation can't be identify alone as attack in term of variation letter of particular language within other languages. According to Sayogie (2009) translation subsists of generating from language message, especially in terms of interpretation and characteristic. Extremely, mark of construct translation is pursuit to repress the information from foreign language to target language. In translation enterprise definitely some conditions which demand to be treated, such as word preferred which is quite necessary construct the finding of translation. Which means that it is not interpret incoherently. In line, Simatupang (1990) stated translation within unfamiliar language is able an attractive activity whereas examining an intelligence from unfamiliar language construction.

According to Larson (1984) there are two kinds of translation. Form based and meaning-based translation or idiomatic translation. Newmark (1981) contributes his idea in this subject. He offers a classification of translation types that includes semantic and communicative translation. House (2015) provides another set of translation types that is a part of her theory of translation quality assessment. The translation types are overt and covert translation. Catford (1965) proposed very broad types of translation in terms of three criteria; the extent, grammatical and the levels of language involved in translation.

Translating a speech video and adopting the similarity in object language is difficult on the point of what is regularly predicated by readers or listeners. According to Baker (1998) the transcription of the movie or speech video, presented simultaneously on the screen. An outcome about translation perhaps studied outstanding whenever information, thoughts, idea, and perception which are happen in the target language and may be conveyed within the unfamiliar language in the process of whole. Which means it will not easy due to the characteristics of the language and accomplishment amid origin language and the object language. Well-being a translator requisite not only capable to conquered contrasts in arrangement

language and experience. However, he or she should be able to arrest implied meaning or command into the origin language and bring it tail into the object language. Mostly, the present is turn into essential text's principle or subordinate determined by the presence either implied message or information restrained.

Translation mechanisms are quite crucial in translation technique especially treasure trove translation result. In the translation process, translator giving the meaning of words is to understand the study of those words which are related to the relation of the meaning which are that words different from other (Lyous, 1997). Through analyzing the translation strategies researcher and reader are going to learn how to transfer information into original language including grammatical format to conform enhance content into the objective language. For this study, the researcher was involved in observing a speech video from Ted Talk YouTube entitled "How Every Child Can Thrive by Five" belong to Molly Wright. This study focused on categorize translation procedures employed by the translator and how the procedures are represented in translating English into Indonesian interpretation.

There have been many studies linked to an analysis translation procedure in subtitle speech video but most of them focus on movie area. Such as by Fadly (2013) under the titled *the analysis of translation procedures in subtitle Hachiko movie*. The researcher applied qualitative method in analyzed detached in this research. The researcher involved himself in gaining the data over certain strides: watched the movie, found the translation procedures composed in the subtitled of the movie, nominating, allocating and analyzing. The finding demonstrated that the translator applied four procedures in case of translated the origin language into destination language; they were transposition, modulation, addition, reduction. Moreover, the most frequent translation procedure applied in the movie was transposition.

In addition, similar research was assisted by Isfahani (2011) under the tittle *an analysis of song lyric translation in the movie entitled "music and lyric"*. The study employed qualitative study took descriptive method. The total of data were 149 lines of English song lyric and their translation in Bahasa Indonesia as well as the average and assessment form the raters. The result demonstrated that there were four translation techniques employed by the translator to translate the song lyrics. There were translation of familiar language into frequent language, translation of familiar language into figurative language, translation of figurative language into frequent language. Furthermore, results can be end up that there is no well-defined

translation technique that can be applied to translate song lyrics and can administer cultivative accuracy and acceptability at the whole of the movie.

Following Olenka (2014) demonstrated related to topic of this research. The data were dialogues and subtitles of "5 CM" movie, Indonesian and English versions. The data was argued through assumed techniques proposed by Nida (2001). The result revealed that techniques was applied by the translator elaborated: addition, subtraction, and alteration. Linked to the research came up from Tira Nur Fitria (2015) and the movie was chosen is "Stand by me" movie. The result showed that there were eleven types of translation techniques employed by the translator and the frequently category of translation technique was create equivalence. However a less study analyzing translation procedure in speech video especially video entitled "how every child can thrive by five" in Ted Talk YouTube channel. As a guideline, the following questions are addressed in this study. 1) What are variety procedure of translation apply in delivery the inscription speech video entitle how every child can thrive by five? 2) How the procedure of translation are employed by the translator in delivery the inscription within speech video entitle how every child can thrive by five?

## **METHOD**

In conducting the research, the writers employed a qualitative method which appropriate research question. The qualitative research means research deals with the data that are form of words or pictures, rather than number or statistic (Janesick, 1994). Qualitative research has two main purposes. Firstly, is describing and exploring. And secondly, is describing and explaining (Nana, 2012). The category of the data could be called as other written sources both in origin language and object language subtitles. Nortier (2008: 50) in Bijeikienė & Tamošiūnaitė (2013), internet (forum sites, commentary sections, etc.) stated that the material that usually "more spontaneous than in other written sources" (Bijeikienė & Tamošiūnaitė, 2013, p.46) which can be important to do the research in linguistics range.

The writers analyzed the data by using eleven translation procedures by Newmark (1988) in terms of gathered the data, the eleventh translation procedures are: literal translation, expansion, reduction, condensation, decimation, transcription, imitation, deletion, transposition, and modulation. The data taken is limited only on the translation field that mentioned in Newmark (1988) procedures and some factors related. Furthermore the data were classified entrenched the research questions. In

gathered the data, the researcher did some steps as follow; (1) The writers watched the video that was chosen as the object then coordinated the transcript of the subtitle in the speech video.; (2) The writers watched again the speech video by employing two inscriptions; the source language and the target language that was obtained from sentence by sentence; (3) Finally, the writers specified the data based on each translation procedures found in speech video.

## **RESULT AND DISCUSSION**

The findings below describe how translator present their ability in translated speech video into Indonesian language. The researcher collected the data and analyzed each types of translation procedures which has been written in the speech video. In this analysis, the researcher only display some examples of analysis to make the reader could see each procedures applied by the translator from English to Indonesian. Furthermore, the table below shows the data of number occurrence and percentage from types of translation procedures.

**Table 1.**

**The percentage translation procedures**

<b>No</b>	<b>The translation procedure</b>	<b>Numbers</b>	<b>Percentage</b>
1.	Literal translation	18	37%
2.	Expansion	0	0
3.	Reduction	8	16%
4.	Condensation	2	4%
5.	Decimation	0	0
6.	Transcription	0	0
7.	Imitation	0	0
8.	Deletion	1	2%
9.	Transposition	20	41%
10.	Modulation	0	0
11.	Adaption	0	0
	<b>Total</b>	<b>49</b>	<b>100%</b>

The table showed the number of translation procedures found in speech video in TED TALK YouTube channel presented by Molly Wright entitled “How Every Child Can Thrive by Five”. It can be seen that some procedures were utilized by the translator in translating English language into Indonesian subtitle. The findings showed transposition as dominant procedures used by translator. For more explanation can be seen as follow:

## 1. Transposition

English Subtitle	Indonesian Subtitle
The blue bag is a rough size and weight of a healthy baby's brain at birth.	<u>Tas biru</u> mewakili ukuran dan berat besar otak bayi yang sehat saat lahir
Hi, I am molly and <u>I am seven</u> and this is my friends, Ari. Say "Hi," Ari.	Hai, saya Molly, <u>berusia tujuh tahun</u> dan ini teman kecil saya, Ari. Katakan "Hai" Ari

The translation above using Transposition technique because *The blue bag* has structure adjective + noun. It is translated into Indonesia *Tas Biru* the structure after translating becomes noun + adjective. Linked to the result, this phrase is the transposition, the translator wants to make the equivalence meaning between source language and target language. In addition, the translator applied transposition technique to contribute equal idea along other structures, where involve changing word structure. It has been specified a certain transposition technique is a translation technique such as take over grammatical types of the origin language into the destination language. For this technique, changes one word level with another one after replacing the messages of the words.

## 2. Literal Translation

English Subtitle	Indonesian Subtitle
That a game of peekaboo could change the world. Sounds impossible, right?	Bahwa permainan cilukba bisa mengubah dunia. Kedengarannya mustahil, bukan?
He has to take Ari away now to get ready for our experiment. But don't worry, they'll be back	<u>Sekarang</u> dia harus mempersiapkan Ari untuk mengikuti percobaan kita. Tetapi jangan khawatir, mereka akan kembali.

The translation procedure above using literal translation because *That a game of peekaboo could change the world. Sounds impossible, right?* translated into Indonesian subtitle as *Bahwa permainan cilukba bisa mengubah dunia. Kedengarannya mustahil, bukan?*. The sentence translated both are similar in the form and in the meaning into indonesia which means without changed grammar and word structure. As

mentioned about literal definition procedure which focus only on form and structure without any addition to the TL. Notice that every single word on the table is translated as the dictionary definition. They are all noun and these are not so difficult to understand by all age groups due to the simple word used. According Molina and Albir (1998) literal translation technique is a technique current course translation to translate a word or an interpretation word by word, it is straightforward removal of a SL toward a grammatically and idiomatically convenient TL text in which the translators' exercise is defined to alert the TT attachment to lingual enslavement of TL.

### 3. Reduction

English Subtitle	Indonesian Subtitle
He was always hungry and he pooped a lot	Dia selalu lapar dan <u>sering</u> buang air besar
<u>My talk</u> today is about some powerful things you grownups can do.	<u>Topik saya</u> hari ini adalah hal-hal hebat yang bisa orang dewasa lakukan

Reduction is a procedure that removing the certain elements of the SL, which also called elimination, omission, or subtraction which suppressing a SL information in TL. In the object of the research above, the translator omits a word of the SL while translate it to TL. The word "he" is being removed to the TL. This procedure if it is translated literary it could be "*dia selalu lapar dan sering buang air besar?*" However in order to create the concise inscription beyond replacing the messages itself.

### 4. Deletion

English Subtitle	Indonesian Subtitle
What if I was to tell you	Bagaimana jika saya katakan

Deletion is referring to the elimination of parts of a text. In translating speech video, the translator applied deletion procedure. The word "what if I was to tell you" into "bagaimana jika saya katakan". The word "what" translated into "Bagaimana" and word "you" was removed without changing the information to



the viewers. Deletion may also refer to pieces of content rather than restructuring for grammatical purposes. Such as deletion of expression or information is debatable in relation to the translation of academic texts. So, the notion of information deletion should not be used as an excuse to hide the inability of translators to understand and transfer message of the original text.

The translation technique variation arise in this finding due to in the subtitle form, the SL is translated directly to TL in order to create the readers catch up the messages easily. Translator frequently applied transposition procedures. Furthermore, there are must be some element or word were reduced or modify so the subtitle can be match well with the speech video.

The finding of this analysis supports by previous study reported by Fadly (2013) who done analyzed translation procedures in movie. The frequent translation procedure was similar that is transposition. As far as researcher concerned, the similar result appears because of both researchers were applied the same theory proposed by Newmark (1988) so the finding of present supporting previous research. However, this research was contradictory with Isfahani (2011). Based on her finding, he found that most dominant procedure was figurative language. It was observed that the movie entitle "music & Lyrics". The fact that this study employed theory proposed by Molina & Albir (2002) its might be influence the result.

In addition, this study was also contradictory with Olenka (2014). Her study focused on translation method use by translator in translating subtitle of movie "5 cm". In this study the result showed free translation was dominant whereas it actually different from present research. Olenka also employed theory proposed by Newmark but he focused on translation from Indonesian to English not English into Indonesian.

Translating the speech video subtitle is not that easy and also not the same as inter-textual translation. This is because of the limited number of words that can be displayed on the screen and other problems like timing, space and others. The translator has to work really hard due to the rules of subtitling and some procedures of translating the speech video. It is including the additional words, removal the word that is not influence enough to the movie, expansion of the word, alteration of the structure of the text in the TL, and personal skill of the translators such as has a huge vocabulary, choice of words, broaden the insight and many more. These all



rules are to obtain a very good translation quality and its accurate and accepted in the TL especially in the speech video translation.

## CONCLUSION

After analyzing some translation procedures in translation subtitle Ted Talk Video entitled "How Every Child Can Thrive by Five" presented by Molly Wright, the researcher could concluded a particular in delivery inscription speech video specifically compelling Bahasa into target language, translator should deal with some procedure of translation, remarkably public is able to catch up the information within the video easily.

For real, there were types procedures of translation which able to apply in accomplishment translation, however inside of this research where concern on Bahasa, only few procedures of translation used inside delivery the subtitle a speech video. The researcher were found only literal translation, reduction, condensation, deletion, and transposition. Regarding the result, the translation procedure frequently appeared was transposition which means the translator replaced a word level left out developing the information.

## REFERENCES

- Albir, A.H & Molina, L. (2022). *Translation technique revisited: A dynamic and Functionalist Approach*. Meta, Vol. XLVII, No. 4.
- Baker, M. (1992). *In other words: A Course Book on Translation*. New York: Routledge.
- Newmark, P. (1988). *A text book of translation*. New York: Prentice Hall.
- Nida, E.A. 2001. *Context in Translating*. Netherlands: John Benjamins Publishing
- Bijeikienė, V., & Aurelija Tamošiūnaitė. (2013). *Quantitative and qualitative research methods in sociolinguistics*. Lithuania: European Social Fund (ESF) [3]
- Catford, J.C. 1978. *A Linguistic Theory of Translation*. Oxford University Press
- Catford, J. C. 1965. *A linguistic Theory of Translation*. Oxford: Oxford University Press.
- Choliludin. 2009. *The Technique of Making Idiomatic Translation*. Jakarta Indonesia: Kesaint Blanc
- Fadly, D. (2013). *Translation procedures and meaning equivalence in subtitle of the animated movie monster university (Bachelor degree thesis, State Islamic University of Syarif Hidayatullah, Jakarta, Indonesia)*.  
<http://repository.uinjkt.ac.id/dspace/bitstream/123456789/30722/1/DONN>

[Y%20%20FANDI-FAH.pdf](#). Lexia: Undergraduate Journal in Writing, Rhetoric & Technical Communication, V (2), 2-8. Retrieved from <http://commons.lib.jmu.edu/cgi/viewcontent.cgi?article=1064&cote xt=lexia>

Fitria, Tira N. (2015). *Translation technique of english to indonesian subtitle doraemon "stand by me" movie (Master degree publication article, Muhammadiyah University of Surakarta, Surakarta, Indonesia)*. <https://eprints.ums.ac.id/40135/1/Artikel%20Publikasi%20Ilmiah.pdf>

House, J. 2015. *Translation Quality Assessment*. London: Routledge.

Isfahani, Jiryan. 2011. *An analysis of song lyrics translation in the movie entitled "music and lyrics"*. Perpustakaan.uns

Janesick. 1994. *Qualitative and research and translation dilemmas*. London

Larson, Mildred. 1984. *Meaning-based Translation: A guide to cross language Equivalent. United State of America: University Press of America*.

Nortier, jacomine. 2008. *Youth languages*. Utrecht University, The Netherlands

Nana. 2012. *Translation and translation studies in the Japanese context*. A&C Black.

Newmark, Peter. 1981. *Approaches to Translation*. Oxford: Pergamon Press

Olenka, F. (2014). *An Analysis on Translation Techniques in The Subtitle of The Movie "5CM"*. Malang: Universitas Brawijaya

Sayogie, Frans. 2009. *Teori dan Praktek Penerjemahan Bahasa Inggris ke dalam bahasa Indonesia*. Tangerang: Pustaka Anak Negeri.

Simatupang, S. 1990, *Translation and National Development*. Majalah Ilmu dan Budaya Tahun XII No.11, UNAS, Jakarta.