



ANALYSIS OF TRANSLATION TECHNIQUES USED IN “THE KISSING BOOTH” MOVIE SUBTITLE

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Abstract:

This research aims to analyze the translation techniques of subtitling used on The Kissing Booth movie. This research uses qualitative method. The content analysis is used as a method to identify and analyze the translation techniques in The Kissing Booth movie. Every utterance in five scenes of The Kissing Booth movie are the unit of analysis of this research. The source language is English and the target language is Indonesian Language. The result proves that the translation technique that mostly appears on The Kissing Booth movie (2018) is reduction with eight data (26.67%). The second highest is discursive creation and transposition. Both of them have six data (20.00%). In the third position there is compensation with a total of five data (16,67%). Next, there are linguistic amplification and borrowing. The results show that both of them have two data (6,67%). The last one is literal translation with only one data (3,33%).

Keywords: The Kissing Booth, Movie, Translation Technique

INTRODUCTION

The translation in a movie cannot be separated from language competence communication. According Iswandi (2023), Language is the knowledge which speakers have and which make communication possible. Moreover, learning foreign languages takes a long time and continuously still achieve success (Asipi, 2022). The main purpose of translation in a movie is to make the audience understand about the message and information delivered by the author. The translated

text is considered successful if it can provide similar meaning to the original text (Newmark, 1988). If one language is translated into the other language, it will be difficult because there will be differences between language and culture system in both source language and the target language. It also happens in translating a movie. Movie is one of audio-visual media that can reach a lot of people from different ages. Movie is one of the tools of media to inform the public through sound and moving images, so that the audience can easily receive the message that is conveyed in the movie. There are also a lot of movie genres that have been produced by the movie industry to catch the audiences, such as family, romance, comedy, horror, thriller, action, adventure, etc. The problem happens when the movie is in foreign language and there should be translator to translate the movie so that it can be understood by the certain target audience. Subtitling is one of method to overcome this problem. Actually, there are two kind of methods that can be used to facilitate the communication between the audience and movie, subtitling and dubbing. O'connel (2007) states that subtitling is defined as supplementing the original voice soundtrack by adding written text. So the subtitle is a written meaning from the spoken sound from the movie. It will change if the dialogue of the characters in the movie change. Translator is the person who takes role to handle it. The translator should be able to translate between the source language (SL) and the target language (TL) carefully, that is why translator is a good receiver and producer.

O'Connell (2007) defines subtitling as "supplementing the original voice soundtrack by adding written text on screen." Meanwhile, Gottlieb in (Munday, 2009) defines it as the rendering in a different language of a verbal message in movie media, in the shape of one or more lines of written text, which are presented on the screen in synch with the original verbal message. Conventionally, there are two types of subtitles, those are interlingual subtitles, which imply transfer from a SL to a TL, and intralingual subtitles, which there is no change of language. Making subtitle is quite different from other types of translation, because it involves the formal (quantitative) and textual (qualitative) constraints. The formal constraints are the space factors (a maximum of 2 lines and 35 characters) and the time factor, while textual constraints are those imposed on the subtitles by the visual context of the movie (Ghaemi & Janin, 2010).

The process of translation has become a common activity along with the increasing of global communication which requires the transfer of language. However, this transferring process must possess equivalences as an element which is very important in translation process and sometimes there is difference in language construction which made the equivalence is very hard to get. The difficulty of syntactic faced by translator is how to maintain the construction of English sentence, including ellipsis and word order (Sayogie, 2014). Newmark (1988) states that translation is perceived as rendering the meaning of a text into another language in the way that the author intended the text. Translation can be defined as a translating process of written or spoken language from one language into another language by interpreting the meaning of those language to make the readers more understand without reducing the message and information delivered by the authors. Munday (2009) defines translation as: (1) The process of transferring a written text from SL to TL, conducted by a translator, or translators, in a specific socio-cultural context; (2) The written product, or TT, which results from that process and which functions in the socio-cultural context of the TL; and (3) The cognitive, linguistic, visual, cultural and ideological phenomena which are an integral part of 1 and 2. In brief, translation can be concluded as a process of rendering a thought from one language to another language accurately in a written form by conforming its grammar, syntax, and cultural aspect.

Technique or procedure in translation basically refers to the way of how the translators solve their problem. As Baihaqi (2017) stated that translation procedure is a practical step in

analyzing and solving the problems in translation practices. According to Molina and Albir's (2002), there are eighteen translation techniques that can be used. Adaptation is a technique in process translating use subject-predicate structure that replaces the elements of the existing culture source language (SL) with elements culture that are similar and there on target language (TL). Amplification is a technique of translating that use explication paraphrasing, to inform an implicit in source language (SL). Borrowing is a translation technique that can be done by borrowing words or phrase from source language. Calque means literal translation of a foreign word or phrase which can be lexical or structural. Compensation is a translation technique performed by transferring message from the other parts of translation. Description is a translation technique performed by replacing a term or expression with a description of its form or function. Discursive creation is to establish a temporary equivalence that is totally unpredictable out of context. Established equivalence is to use a term or expression recognized as an equivalence in the TL. Generalization is a translation technique used the more common term in the target language (TL) and more specific for the source language (SL). Linguistic amplification is a translation technique which is used to add linguistic element (mostly for consecutive interpreting and dubbing). Linguistic compression is a technique that is used to synthesize linguistic element in the target language (mostly for simultaneous interpreting and subtitling). Literal translation is a technique that is used to translate a word or an expression word for word. Modulation is a translation technique which is used to change point of view, focus or cognitive. Particularization is a translation technique which is used to use a more precise or concrete term. Reduction is a translation technique which is used to suppress a SL information item in the TL. Substitution is a translation technique which is used to change linguistic element for paralinguistic element or vice versa. Transposition is a technique that is used to change a grammatical category, shift from plural into singular in the TL and singular in the plural. Variation is a translation technique which is used to change linguistic or paralinguistic element (intonation, gesture) that effect aspects of linguistic variation (change of textual tone, style, social dialect or geographical dialect).

Several studies that are similar to this research have been carried out. The first one is a research by Hudi, Hartono & Yuliasri (2020) entitled Subtitling Techniques and the Quality of Indonesian Subtitles of The English Teacher. This study analyzed the subtitles of a movie called The English Teacher using descriptive qualitative method and employed documentation and questionnaire to collect data. The result shows that there are 12 techniques found in the subtitles with literal translation being the most dominant technique used in that movie. This study also found a relation between types of techniques employed in translation and its quality. It can be concluded that the qualities of the subtitles were accurate, acceptable, and readable. The second research is done by Fitria (2020) entitled Translation Procedure of English to Indonesian Subtitle "English Vinglish" Movie. The objectives of this research are to find the types and the most dominant type of translation procedures of English into Indonesian Subtitle in "English Vinglish" Movie using descriptive qualitative method. The data of this study are the words, clauses, and sentences in the subtitle movie both English and Indonesian. From the result, it shows that the translation procedures used in subtitle English Vinglish movie consist of direct translation and oblique translation. The most dominant type of translation procedures of English into Indonesian Subtitle in "English Vinglish" Movie is in direct translation, especially in literal translation. The third research is conducted by Sarasmara & Yuliasri (2018) entitled Translation Techniques in Indonesian Subtitle of "SpongeBob The Movie I". The purposes of the study were to analyze the translation techniques used in the movie and analyze in what cases the most prominent technique was used by the sub titlist. This qualitative research was done by analyzing the original Indonesian

subtitle of the screenplay in the Indonesian subtitle. The result shows that the most prominent technique used was literal translation technique, followed by generalization, linguistic compression, compensation, linguistic amplification, borrowing, and modulation. In terms of the cases, the literal translation was found at simple sentences, short utterances, compound sentences, and also phrasal verbs.

The fourth research is done by Kuswahono (2020) entitled *The Use of Translation Techniques in Translating Cultural Words in the Da Vinci Code Novel From English Into Bahasa Indonesia*. The purpose of this study is to identify techniques of translation that are applied in translating cultural words in *The Da Vinci Code* novel from English into Bahasa Indonesia and to interpret the reasons of the translator in applying those techniques using descriptive and qualitative approach. Result of the study shows that there are 171 cultural terms and there are six Molina and Albir's (2002) techniques of translation applied by the translator, those are transposition with 23 occurrences, pure borrowing with 118 occurrences, naturalized borrowing with 10 occurrences, calque with seven occurrences, established equivalence with four occurrences, and discursive creation with nine occurrences. Pure borrowing is the technique applied most by the translator. The last research is conducted by Supardi & Putri (2018) entitled *Audio-Visual Translation: Subtitling and Dubbing Technique - Movie Soundtrack in Frozen: Let it Go*. This article aims to find out the technique of subtitle and dubbing translation in OST *Frozen: Let it Go*. The data are analyzed qualitatively by using the subtitle translation techniques. The data collection is conducted through reading source language and target language, selecting and comparing the translation techniques done by the translator/dubber, marking, classifying and analyzing them based on the theories of translation technique proposed by Molina and Albir. The result shows the subtitle techniques done by the translator consist of eleven techniques. Based on the analysis of the translation process translated from the lyrics into the subtitled version, the translator seems to use most of the technique. While the translator only uses nine techniques in translating the lyrics into the dubbed version. In general, the translator's technique applied in the subtitled version is the most literal translation; While the dubbed version's most common techniques are modulation and reduction.

The teen romantic comedy genre movie *The Kissing Booth* is quite popular on the digital platform Netflix. The movie *The Kissing Booth*, which was released on May 11 2018, is based on the novel of the same name by Beth Reekles. '*The Kissing Booth*' was written and directed by Vince Marcello. This movie is played by a number of well-known Hollywood teenage artists, such as Joey King, Jacob Elordi, Joel Courtney and Molly Ringwald. For this reason, the authors wants to analyze the translation techniques in *The Kissing Booth* movie.

METHODOLOGY

This research uses a qualitative research method. According to Shank (2002), qualitative research is "a form of systematic empirical inquiry into meaning". By systematic he means "planned, ordered and public, following rules agreed upon by members of the qualitative research community. According to Prasatyo et al., (2022), the example of qualitative research is the reason why a certain group of people in particular area prefer a particular type. Content analysis method is used to identify and analyze translation techniques in translating in *The Kissing Booth* film (2018). GAO (2013) states that the content analysis method is a systemic research method for analysing and making inferences from text and other forms of qualitative information (e.g. from interviews, focus groups, open-ended survey questions, documents, videos). It uses a variety of analytic strategies to categorize, compare and contrast a corpus of data.

Every utterance found in five scenes of The Kissing Booth film is the unit of analysis of this research. The source language is English and the target language is Indonesian language. The data for this research is taken from subtitle text of The Kissing Booth film written by @Dokter_Ngesot. When all the data collected, the researcher continues to analyze the data by using this following steps: (1) identifying the translation techniques of the data; (2) classifying the types of translation techniques in subtitle based on Molina and Albir's theory (2002), (3) analyzing the translation technique that has been identified and classified; and (4) drawing conclusion.

FINDINGS AND DISCUSSION

This research intends to analyze the translation techniques used in the five scenes subtitle of The Kissing Booth movie using a theory proposed by Molina & Albir (2002). The researcher found that there are seven techniques used in the five scenes of the movie. To get the result of the analysis, the data will be calculated and drawn up in the table of percentage as follow: $P \frac{F}{N} \times 100\%$. Below is a table of the data percentage.

Table 1: The Percentage of Translation Techniques

Translation Technique	Data	Percentage (%)
Linguistic amplification	2	6,67
Reduction	8	26,67
Discursive creation	6	20,00
Borrowing	2	6,67
Transposition	6	20,00
Literal translation	1	3,33
Compensation	5	16,67
Total	30	100,00

Based on the table above, it can be seen that the translation technique that mostly appears is reduction with eight data (26,67%). Reduction is a process of translation techniques that condenses the information contained from the source language into the target language. Researcher found seven translation techniques from Elle Evan's utterances in five scenes. They are linguistic amplification, reduction, discursive creation, borrowing, transposition, literal translation and compensation. The detail explanation is provided in the following paragraphs.

Linguistic Amplification

Linguistics amplification is a process of translation technique that adds linguistic elements of text from source language in target language text. This translation technique appears twice in the five scenes (6,67%). Elle Evans words are translated by adding linguistic elements of the source language text in the target language text. The translator adds linguistic elements of the source language text in the target language text is to clarify and simplify the delivery of messages in the form of text or subtitling of the film to the audience.

SL : 20 years ago, today, my mom,,,

TL : 20 tahun yang lalu, tepat hari ini. Ibuku,,,

Reduction

Reduction is a process of translation techniques that condenses the information contained from the source language into the target language. This translation technique appears 8 times in the five scenes (26,67%) the source languages are translated in the target language using the translation reduction technique.

SL : No. It left. It took Ellen and mom and Lee!

TL : Tidak. Dia sudah pergi! Dia membawa Ellen, ibu , Lee!

The reduction technique in general is the translation that condenses the information contained in the source language into the target language. Compress of information performed should not alter messages in the source language text. The translation compresses information from the source language into the target language to summarize the text without altering the message to be delivered to the audience.

Discursive Creation

Discursive creation is a process of translation technique that uses a temporary equivalent that is far from the original context. This technique appears six times in the five scenes (20%). Below is one of example about the usage of discursive creation technique.

SL : Relatives of your best friend are totally off-limits

TL : kerabat sahabatmu benar-benar tidak boleh disentuh

Borrowing

Borrowing is a process of translation techniques that uses words or phrases from the source language in the target language. Borrowing technique without any change called pure borrowing and naturalized borrowing is borrowing words from source language tailored to the spelling of the target language. This technique appears twice in the five scenes (6,67%).

SL : You mixer.

TL : mixermu.

The source language is translated in the target language using pure borrowing translation techniques.

Transposition

Transposition is a process of translation technique that replaces the grammatical category of the source language in the target language, like changing the word to phrase. This technique appears six times in the five scenes (20%).

SL : You can't say no.

TL : Kau tak bisa menolak!

SL : Now I don't know what to do.

TL : Sekarang aku bingung harus apa.

Elle Evan's words are translated in the target language by replacing the grammatical category of the source language in the target language. In this context the phrase from the source language is converted into a word in the target language. The translator replaces the grammatical category of the source language in the target language, in this context the phrase from the source language is converted into a word in the target language in order to summarize and simplify the message to be conveyed in the film to the audience.

Literal Translation

Literal translation is a process of translation technique that diverts a phrase from a source language word-by-word into a target language. This translation technique only can be found once from the five scenes (3,33%).

SL : The ellen's gone.

TL : Ellen sudah pergi.

The structure of the language is exactly the same between the source language and the target language and that is why this translation technique includes literal translation techniques.

Compensation

Compensation is a translation processing process that replaces the position of the information element or the stylistic effect of the source language on the other side of the target language. This technique appears five times in the five scenes (16,67%).

SL : Lee went as some weird bird

TL : Lee menyamar jadi burung aneh

The source language is translated in the target language using the compensation translation technique. The compensation technique of the source language cannot be realized in the same section of the target language because the elements or elements of the culture do not have the same equivalent in the target language and are replaced with another equivalent in the target language with the source language.

The translation technique mostly found from Elle Evan's utterances in the kissing booth (2016) is reduction with 26,67%. This translation technique is used by condensing some words from the source language when translating it to the target language without changing the purpose of the source language. This translation technique is used to compress the information from the source language so that it will not be too long because it will be applied in subtitle.

Ghaemi and Janin (2010) state that the formal constraints from subtitling are the space factors (a maximum length of subtitle is 2 lines and 35 characters) and time factor. Munday (2009) also states that a subtitled text has to be shorter than the audio (spoken) because simultaneously the viewers need the necessary time to read the subtitle and watch the film at the same time. The words contained in the original dialogues tend to be reduced by between 40 to 75 percent to give viewers the chance of reading the subtitles while watching the film at the same time. It can be concluded that the translator will choose the shortest translation to be applied to movie or film subtitle so that it will be easier for the viewers catch the information and it will not distract the visual from the film that is being shown. The source language contains 10 words meanwhile the target language only contains 5 words. It means that the translator chooses to condense the information from the source language without changing the real purpose.

CONCLUSION

In order to establish and categorize the kinds of translation techniques used in the five scenes subtitle of The Kissing Booth movie, an analysis of the text was done. The result of the research shows several translation techniques that is used in the subtitle of the movie. The data is analyzed using a theory proposed by Molina & Albir (2002). Based on their theory, the result of the research shows seven translation techniques. Out of 30 data that is collected, the most prominent technique used in the subtitle is reduction with eight data (26.67%). Reduction is a process of translation techniques that condenses the information contained from the source language into the target language. Compress of information performed should not alter messages in the source language text. The translator compresses information from the source language into

the target language to summarize the text without altering the message to be delivered to the audience. Subtitled text has to be shorter than the audio of the movie because simultaneously the viewers need the necessary time to read the subtitle and watch the film at the same time. Hence, the most dominant technique that is found is reduction is. The second highest is discursive creation and transposition. Both of them have six data (20.00%). In the third position there is compensation with a total of five data (16,67%). Next, there are linguistic amplification and borrowing. The results shows that both of them have two data (6,67%). The last one is literal translation with only one data (3,33%). With all the limitations of this study, the researcher hope that further research can investigate translation techniques used in more various kinds of data.

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