

Analysis of Foreignization and Domestication in English Subtitle of Rudy Habibie Movie

Yaumul Iqbal A. Mahardika¹, Junaedi Setiyono², Sri Widodo³
{iqbal.dikha@gmail.com¹, junaedi.setiyono@gmail.com², wid.umpwr@gmail.com³}

English Language Education, Universitas Muhammadiyah Purworejo, Indonesia¹²³

Abstract. This research belongs to descriptive qualitative research. The goals of this research are to determine the translation method in the English subtitle of Rudy Habibie: Habibie & Ainun 2 and to discuss the translation method's applicability in teaching speaking. The research adopted various steps in collecting the data: The researcher found the movie, watching the movie and its subtitle, identifying the data, classifying the data. The researcher utilizes various processes in data analysis as well: Reading the data, identifying the translation methods, Classifying the types of translation methods, analyzing the data, and drawing conclusion and suggestion. As a consequence of this investigation, eight methods were identified. Those are 41 word-for-word translation (4.99%), 16 of literal translation (1.95%), 59 of faithful translation (7.19%), 12 of semantic translation (1.46%), 31 of adaptation translation (3.78%), 71 of free translation (8.65%), 1 of idiomatic translation (0.12%) and 590 of communicative translation (71.86%). Communicative translation has been found to be the most common method of translation. The findings of this research may be used to teach speaking at the senior high school level, as the most dominant method is used.

Keywords: Translation, Strategy, Method, Movie, Teaching Speaking

1. Introduction

Translation is a vital function in creating subtitles in many languages, and it has always been an essential component of communication in a movie. It is important that translators translate properly to provide quality subtitles. Translation is used to relate information that has been written, in contrast to interpretation is used to refer to spoken information. The process of translating includes recreating the nearest genuine counterpart of the original language content in the recipient language, first in order to be meaningful, then in terms of design [1]. In other words, when reading the original material, the translator should be concerned with the messages of the source language.

Moreover, translation is defined as the process of converting written information, ideas, when ideas sent from one language or source language (SL) to some other language or target language (TL)[2]. Because it entails continually addressing dissimilarities, translating entails seeking for commonalities across languages and cultures [3]. Furthermore, there are three types of translation according to Roman Jakobson; Intralingual translation, interlingual translation, intersemiotic translation [4].

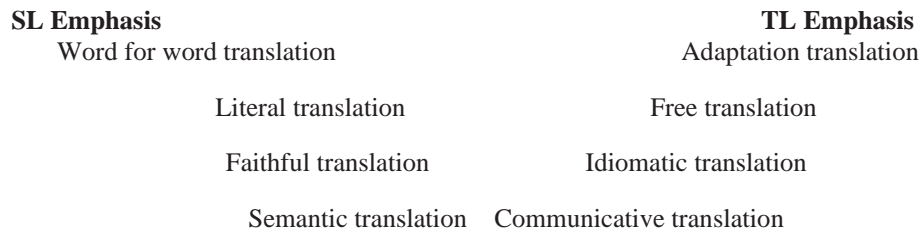
The cultural difficulty that frequently occurs in translation is that there are cultural disparities between the two languages involved, and of course, the translator can choose with his/her particular ideology how to solve this problem. Foreignization and domestication are two methods that translators might employ.

Foreignization refers to the production of a target text that purposefully deviates from target norms by maintaining part of the original's foreignness [5]. As can be seen, An example of foreignization would be to translate the source text into the target text with as much of the foreign flavor as feasible.

Friedrich Schleiermacher is the first one to propose a foreignizing method in translation in German society in the early 19th century. [6]. Moreover, in the domesticating approach, a foreign work is reduced to the cultural values of the target language in order to bring the author back to their hometown [3]. It is synonymous with fluent translation, which is written in contemporary, widely used, and standard English. It

is instantly identifiable and understandable, accustomed and domesticated. In brief, the standard target language is utilized rather than a variant.

Translation method, based on Newmark, translation methods There are eight types of translation [7]. The methods in this context are concepts that create the foundation for how individuals translate material, which clearly led to the types of translation. Four of the methods are centered on the source language (SL Emphasis), whereas the other four are focused in target language (TL Emphasis). He puts them in the figure of a flattened V diagram as below [7].



Source: Newmark, Peter, 1988, A textbook of Translation. UK: Prentice Hall

The relation between translation strategy and translation method can be grouped as, Foreignization is close to SL Emphasis and has four methods, these are faithful, literal, semantic, and word for word translation. Followed by domestication strategy which close to TL Emphasis and has four methods, these are adaptation, idiomatic, free, and communicative translation. The example of each methods are presented below:

- Foreignization (SL Emphasis)
 - Word for word: I will go to Jakarta tomorrow
Saya akan pergi ke jakarta besok
 - Literal: It's raining cats and dog
Hujan kucing dan anjing
 - Faithful: I have quite a few friends
Saya mempunyai sama sekali tidak banyak teman
 - Semantic: He is a bookworm
Dia seorang kutu buku
- Domestication (TL Emphasis)
 - Adaptation: Hey Jude, don't make it bad
Take a sad song and make it better
Remember to let her into your heart
Then you can start to make it better
*Kasih, dimanakah
Mengapa kau tinggalkan aku
Ingat-ingatlah kau padaku
Janji setiamu takkan ku lupa [8]*
 - Free: Jack is growing with happiness
Jack hatinya sedang berbunga-bunga
 - Idiomatic: I can relate to that
Aku mengerti maksudnya
 - Communicative: beware of the dog
Awas anjing galak

From the examples above, it can be seen that the translation methods can be used in every subject that can be found in daily life activity, such as street sign, posters, and book. But not only in printed media, translation also can be found in electronic media such as foreign tv shows, international news broadcast, and also movies produced from other country.

Movie is a kind of visual communication which uses moving images, sound, and text to convey tales or enlighten people from all over the world. Moreover, A movie is a piece of visual art that uses moving images to transmit ideas, tales, perception, feelings, beauty, or atmosphere. movie is a work that is loved by many people, the number of film productions from abroad is the main problem that the communication in the movie needs to be translated into the target language using the subtitle.

Subtitle is part of audiovisual translation, audiovisual translation is defined as the translation of verbal components through one language to another which appear in audiovisual works and commodities., with dubbing and subtitling are the major modalities for screen translation products [9]. When watching a movie, moviegoers often discover phrases above or below the video. These lines are intended to assist viewers who are deaf, who have difficulty understanding spoken language, or who have difficulty recognizing accents in the speech. These subtitled sentences are derived from the procedures of translation and subtitling that have already been completed by translators.

For subtitles, Gottlieb distinguishes between the two types of Translation: intra- and interlanguage. For the deaf or hard of hearing, or for language learners, intralingual subtitling involves the development of subtitles in the same language as the original. In this sense, Gottlieb characterizes it as vertical in the sense that it entails turning speech into writing, altering mode without changing the language. Interlingual subtitling literally is the subtitling across two languages. It is a transfer from a source language (SL) to a target language (TL) [10]. Moreover, subtitling is method of giving film and television speech synchronized captions [11]. Subtitling, according to O'Connell, is the addition of written text on the screen to the original vocal soundtrack [11].

a. Rudy Habibie Movie

The movie was directed by Hanung Bramantyo, produced by Manoj Punjabi under MD Pictures, was release on June 30, 2016 as the second movie of the “*Habibie & Ainun*” Series, The subtitle was done by Shania Punjabi and Harry Mirpuri. The characters of this movie are Habibie, Ilona Ianovska, Ayu, Liem Keng Kei, Poltak Hasibuan, Panca, Peter Manumasa, R. A. Tuti Marini, Alwi, Sofia, Pastur Gilbert, and Mario. In this research, the researcher concentrated mainly in translating method especially on Domestication and Foreignization used in subtitling *Rudy Habibie: Habibie & Ainun 2*.

b. Related Research

There are two related research to this study. To begin, the researcher would want to return to Heiditya Maharani's 2014 research at Yogyakarta State University [12]. The aims of the study is to describe the categories of cultural-specific terms (CSTs) on the subject. The second related research is conducted by Mega Nur Cahyani from Yogyakarta State University in 2017 [13]. The aim of the study is to discover the types of the Indonesian culture-specific terms of Korrie Layun Rampan's Upacara.

The similarity with the first previous study is both of research used descriptive qualitative and analyze foreignization and domestication. Whereas, the difference between the first previous study and this research is the aim of the first previous study is to categorized of the CSTs based on the content of the novel, while the research aims to describe the translation method that used in subtitling based on movie subtitle. The similarity with the first previous study is both of research used descriptive qualitative and analyze foreignization and domestication. Whereas, the difference between the study and this research is the aim of the second previous study is to discover the types of the Indonesian culture-specific terms, while the research aims to analyzed English subtitle of Indonesian movie.

2. Methods

a. Research Design

The structure and plan adopted by research to perform the research are referred to as the research design, research design is the structure that binds all of the parts of the research endeavor together [14]. It is a tool for examining and understanding the meaning that people or groups give to social or human situations, says Creswell. [15].

b. Data Source

The data of this research were taken from “Rudy Habibie: Habibie & Ainun 2” utterances and its English subtitle. The movie was directed by Hanung Bramantyo, produced by Manoj Punjabi under MD Pictures, was release on June 30, 2016 as the second movie of the “Habibie & Ainun” Series.

c. Input/Output Units

In this study, each phrase in the "Rudy Habibie: Habibie & Ainun 2" movie, both in the Indonesian original and the English subtitle, is analyzed.

d. Instrument of Research

The researcher uses to analyze the translation method in the English subtitle of Rudy Habibie movie by analyze every utterances in the movie and incorporate into the table of analysis that consist of source language, target language, translation method, and translation strategies.

Following the study of the methods and strategies, the researcher calculated the frequency and percentage of each method and translation strategy so that the researcher could determine which approaches are commonly employed by the translator in subtitling.

e. Technique of Collecting Data

The following are the measures used by the researcher to collect data; finding the data, the researcher discovered the film on *Netflix.com*, a lawful video streaming service, the official subtitle of the film was given by the chosen website, followed by watching the movie and its subtitle intensively in order to comprehend the movie, Identifying the data by segmenting the original utterance into source language column (Indonesian) and the English subtitle into target language column, and classifying the data based on the translation method and strategy.

f. Technique of Analyzing Data

After all the data were collected, the researcher analyzed used these following steps: reading the data, identifying the translation methods used in the movie, classifying the types of translation methods in every utterance based on Peter Newmark, 1988 (V Diagram), analyzing the data that has been identified and classified, and drawing conclusion and suggestion.

3. Research Findings

The research findings will outline the translation methods and strategies. To help the reader comprehend the data, the researcher gives the results in the form of a table, which is described as follows:

No.	Translation Methods		Frequency	Percentage
1.	Foreignization	Word for Word Translation	41	4.99%
2.		Literal Translation	16	1.95%
3.		Faithful Translation	59	7.19%
4.		Semantic Translation	12	1.46%
5.		Adaptation Translation	31	3.78%

6.	Domestication	Free Translation	71	8.65%
7.		Idiomatic Translation	1	0.12%
8.		Communicative Translation	590	71.86%
Total			821	100%

Based on table above, it can be stated that there are eight hundred and twenty-one data using eight translation methods found in the English subtitle of Rudy Habibie: Habibie & Ainun 2 Movie. Start from foreignization strategy, the percentage of Word-for-word Translation is 4.99% or as many as forty-one utterances, Literal Translation in percentage of 1.95% or as many as sixteen utterances, Faithful Translation in percentage of 7.19% or as many as fifty-nine utterances, and Semantic Translation in percentage of 1.46% or as many as twelve utterances. Then followed by domestication strategy, the percentage of Adaptation Translation is 3.78% or as many as thirty-one utterances, Free Translation in percentage of 8.65% or as many as seventy-one utterances, Idiomatic Translation in percentage of 0.12% or as many as one utterance, and the last is Communicative Translation in percentage of 71.86% or as many as five hundred and ninety utterances. Communicative Translation are the most dominant translation method used in this English subtitle. Furthermore, followed by translation strategies.

[1]

No	Strategy of Translation	Total Number	Percentage
1	Foreignization	128	15.59%
2	Domestication	693	84.41%
	Total Data	821	100%

Based on table 4.2, it can be stated that there are two translation strategies used in the English subtitle of Rudy Habibie: Habibie & Ainun 2 Movie. The two translation strategies are foreignization and domestication strategy. The total of utterance number is eight hundred and twenty-one. The percentage of foreignization strategy is 15.59% or as many as one hundred and twenty-eight. Followed by domestication strategy in percentage 84.41% or as many as six hundred and ninety-three. The dominant strategy is domestication.

4. Discussion

Discussion is the main part in this research. This part will discuss about the further explanation about the findings. There will be three discussions in this part, the kinds of SL language used in the movie, kinds of translation methods. The discussion are describe as follow:

a. Translation Method in English Subtitle of Rudy Habibie

Based on the finding section, it can be stated that the translator used translation strategy namely, foreignization and domestication from Venuti, which each of the strategy matched with the translation method from Newmark (V Diagram), namely SL Emphasis (Foreignization) and its methods which are, word-for-word, literal, faithful, and semantic translation. Followed by TL Emphasis (Domestication) and the methods are, adaptation, free, idiomatic, and communicative translation.

1) Foreignization Strategy (SL Emphasis)

From 821 utterances found in this research, there are 128 utterances belong to the foreignization strategy. In the foreignization strategy, there are four translation methods, which are word-for-word translation, literal translation, faithful translation, and semantic translation.

a) Word-for-word Translation

Word-for-word Translation is the source language is translated word by word. From 128 utterances in foreignization strategy, there are 41 utterances belong to word-for-word translation method.

Excerpt

ST: Mami! (utterance 10)

TT: Mom! (utterance 10)

This movie translator used to translate the utterance in the movie corresponding to the target language. Due to the fact that the terms are only translated in their most frequent meanings, this occurs. The target language uses the same word structures as the source language. The utterance **Mami!** Here but translator used word-for-word translation by translating literally it is as **Mom!** It shows that word **Mami!** In the target language means **Mom!** This is frequently interlinear translation, with the destination language right beneath the source language.

b) Literal Translation

The Literal Translation technique involves converting source language grammatical forms to the nearest target language counterpart. From the 128 utterances found in foreignization strategy, there are 16 utterances belong to literal translation method.

Excerpt

ST: Ini tuh warnanya coklat, bukan abu-abu. Lagian bahasa kamu tuh kasar, enggak pantas buat orang tua. (utterance 697)

TT: It's brown, not gray. And your language is rude. It is inappropriate for an older person. (utterance 697)

There are two ways to do this: The translator uses fundamental lexical languages to translate from one language to another or the translator uses a source language to translate to another. It's because the translator strives to make it seem as natural as possible in the language of the intended audience. For example, the words **Ini tuh warnanya coklat** singly but rather converted the words order in the source language to the words which is acceptable in the target language construction. **Ini tuh** itself means **this is**, and the **warnanya coklat** itself means **color is brown**, but the translator translated **Ini tuh warnanya coklat** into **It's brown**.

c) Faithful Translation

This translation method attempts to recreate the original's accurate contextual meaning within the confines of the target language's grammatical structures. It transmits cultural terms while adhering to the grammatical forms of the original language. In the foreignization strategy, the most utterances belong to faithful translation method. There are 59 utterances of faithful translation found in the English subtitle of Rudy Habibie: Habibie & Ainun 2 Movie.

Excerpt

ST: Mas Rudy! Kapal Jepang! Rudy! Ayo Cepat! Ayo! Rudy! (utterance 1)

TT: Rudy! Airplane! Rudy! Come on! Quick! Rudy! (utterance 1)

In this utterance, within the constraints of the TL grammatical structures, the translator transfers words to the original's exact contextual meaning. It faithfully transfers the SL grammatical forms. It is because the translator translated in the source language is the same as its literally meaning in the target language. Literally the words **Mas Rudy! Kapal Jepang! Rudy! Ayo Cepat! Ayo! Rudy!** Into **Rudy! Airplane! Rudy! Come on! Quick! Rudy!**

d) Semantic Translation

The Semantic Translation method is concerned with the aesthetic value of the SL text, which is its attractive and natural sound. Furthermore, the approach compromises on a suitable meaning. As a result, the translation has no assonance or repetition jars. From 128 utterances found in foreignization strategy, there are 12 utterances belong to semantic translation.

Excerpt

ST: Pak? Pak? Pak? Pak Habibie? (utterance 79)

TT: Sir? Sir? Sir? Mr. Habibie? (utterance 79)

The translator transfers the utterance to TL, addresses the aesthetic value of the SL text's lovely and natural sound.

2) Domestication Strategy (TL Emphasis)

In this research, Domestication is the most used strategy in English subtitle of Rudy Habibie: Habibie & Ainun 2 movie, from 821 utterance found in this research, there are 693 utterances belong to domestication strategy. In the domestication strategy, there are four translation methods which are, adaptation translation, free, idiomatic, and communicative translation.

a) Adaptation Translation

This is the most libertarian way of translation. It's commonly utilized in plays (comedies) and poetry. In other words, the SL culture is transformed to the TL culture, and the text is rewritten. The heinous habit of literally translating a play or poetry and then rewriting it by a renowned playwright or poet has resulted in a slew of bad adaptations. From 693 utterances of domestication strategy, there are 31 utterances belong to adaptation translation. This is the most liberated method of translation, or, to put it another way, the SL culture is transformed to the TL culture and the text is rewritten. The several excerpt utterances belong to adaptation translation method are presented below:

Excerpt

ST: Assalamu'alaikum (utterance 68)

TT: Peace be with you. (utterance 68)

The translator rewritten or adapt the word **Assalamu'alaikum** to the target language form and change to **peace be with you** in order to make the target audience understand the meaning of the utterance by their language. It is a practice that the translator rewritten the literal meaning.

b) Free Translation

The free translation technique is a translation that is not bound by structure and manner, or, in another meaning, a translation that reproduces the substance without the way or form of the original. It is usually a paraphrase that is considerably lengthier than the original, known as intralingual translation, which is frequently prolix and pompous, and is not translation at all. From 693 utterances of domestication strategy, there are 71 utterances belong to free translation method. Free translation is a translation that is not bound by structure or method, or, in other words, that reproduces the substance without the original's way or form.

Excerpt

ST: Kita cari yang lain. (utterance 48)

TT: Let's try another house. (utterance 48)

The translator reproduces the form **yang lain** of the original words to **another house** in target language. This is because the translator is trying to grasp the subject or context without the original form. Because the meaning of the original language is more important than structure or style, a literal translation is preferred. The words **yang lain** has different in the target language as **another house**.

c) Idiomatic Translation

Idiomatic translation retains the source text's content but distorts subtleties of meaning by stressing colloquialisms and idioms not contained in the original. Unfortunately, the idiomatic translation only includes one utterance.

Excerpt

ST: Sakit yah, Yu? Aku pernah ngerasain di posisi kamu, kok. (utterance 529)

TT: It hurts, Yu? I've been in your shoes before. (utterance 529)

A translation is included in the idiomatic translation technique if it sounds like it was originally written in the target language (TL). It indicates that the end result of translation is not the same as the end result of translation. The translation should sound natural, as if it were uttered by a native speaker of the source tongue. By translating, the translator employs the idiomatic translation

approach. “**Aku pernah ngerasain di posisi kamu, kok.**” into “**I’ve been in your shoes before.**” the translator translated it directly like its meaning in the target language. It makes the translation is not like a translation sentence.

d) Communicative Translation

This method aims to replicate the original's exact contextual meaning in such a manner that both content and language are readily accepted and understandable to the readership. Communicative translation is the most used method in this research, from 693 utterances of domestication strategy, there are 590 utterances belong to communicative translation method.

Excerpt

ST: Betul. Dan saya kangen gudeg. (utterance 32)

TT: Right. And I miss the food from Jogja. (utterance 32)

The translator forms the term “**the food from Jogja.**” To translate the word “**gudeg**” in order to make it more acceptable in target language and to makes the target audience understand that **gudeg** is the food from Jogja.

b. The Application of Translation Strategy and its Method Used in The English Subtitle of Rudy Habibie: Habibie & Ainun 2 Movie in Teaching Speaking

Teaching speaking is one of the important things to gain understanding of students in learning English as foreign language. There are many media to teach speaking, such as movie. Movie can be used to teach speaking as media so it can help the students improve their interest in learning speaking.

Based on finding described on previous subchapter, the researcher would like to propose the result of translation method. Nevertheless, to facilitate the application of the translation method in teaching speaking, the researcher uses the most dominant method found in this research, in order to be able to apply the translation method in learning to be effective and not overburden the student. Therefore, the communicative translation method will be applied to teaching speaking.

The application of this study will focus on applying the communicative translation method in teaching speaking, the study will explain about how to use communicative translation in express giving and asking opinion. The movie itself can be used as media in teaching speaking.

Moreover, the researcher believes lest this method can be applied as teaching material in order to help student improve their speaking skill, and use the movie as media in teaching learning process. The researcher makes a lesson plan and suit the communicative translation method to the giving and asking opinion as the english learning materials especially in speaking skill.

5. Conclusion

After doing the research and getting the findings of translation methods used in the English subtitle of Rudy Habibie: Habibie & Ainun 2 movie, the researcher takes the conclusions according to the problem statement, they are what are the translation methods used in the English subtitle of Rudy Habibie: Habibie & Ainun 2 movie and how is the application of translation method in teaching speaking, the conclusions as follows: The translation methods that used in the English subtitle of Rudy Habibie: Habibie & Ainun 2 movie are eight methods; these are Word-for-word, Literal, Faithful, Semantic translation, Adaptation, Free, Idiomatic, and Communicative translation. This research found as much as 821 data with the composition of word-for-word translation 41 data (4.99%); literal translation 16 data (1.95%); faithful translation 59 data (7.19%); semantic translation 12 data (1.46%); adaptation translation 31 data (3.78%); free translation 71 (8.65%); idiomatic translation 1 data (0.12%); and communicative translation 590 data (71.86%). Based on the result above, communicative translation is the dominant method that used in the English subtitle of Rudy Habibie: Habibie & Ainun 2 movie. The application of translation method that used in the English subtitle of Rudy Habibie: Habibie & Ainun 2 movie can be applied in teaching speaking at senior high school.

6. References

- [1] T. N. Fitria, "Translation Technique of English To," no. November 2018, pp. 0–16, 2015, doi: 10.24252/elite.v5i2a4.
- [2] M. S. Puspitasari, "Translation in Movie Subtitles: Foreignization and Domestication," *Lensa Kaji. Kebahasaan, Kesusastraan, dan Budaya*, vol. 10, no. 1, p. 1, 2020, doi: 10.26714/lensa.10.1.2020.1-15.
- [3] L. Venuti, *The Translator's Invisibility: A History of Translation*. 2017.
- [4] A. Dahlan, E. Studies, and A. Fajria, "Translation Types and Strategies Applied by Sari Kusuma in Translating Alexander McCall Smith's The Girl Who Married a Lion into Gadis yang Menikahi Seekor Singa," *Ahmad Dahlan J. English Stud.*, vol. 2, no. 2, pp. 49–57, 2015, doi: 10.26555/adjes.v2i2.2983.
- [5] F. Wang, "An Approach to Domestication and Foreignization from the Angle of Cultural Factors Translation," *Theory Pract. Lang. Stud.*, vol. 4, no. 11, pp. 2423–2427, 2014, doi: 10.4304/tpls.4.11.2423-2427.
- [6] L. Wang, "A survey on domestication and foreignization theories in translation," *Theory Pract. Lang. Stud.*, vol. 3, no. 1, pp. 175–179, 2013, doi: 10.4304/tpls.3.1.175-179.
- [7] B. E. Litowitz, *Introduction to translations*, vol. 62, no. 1. 2014.
- [8] K. TAŞCI, *PENGANTAR ILMU MENERJEMAH (Teori dan Praktek Penerjemahan)*. 2013.
- [9] R. A. Translation, S. Words, and T. Types, "Audiovisual Translation of Slang Words and Phrases and Their Types of Equivalence in 50/50 Movie," *Passage*, vol. 3, no. 2, pp. 93–97, 2015.
- [10] D. Liu, "On the classification of subtitling," *J. Lang. Teach. Res.*, vol. 5, no. 5, pp. 1103–1109, 2014, doi: 10.4304/jltr.5.5.1103-1109.
- [11] B. K. Khalaf, "An Introduction to Subtitling: Challenges and Strategies," *Int. J. Comp. Lit. Transl. Stud.*, vol. 3, no. 1, pp. 122–129, 2016.
- [12] H. Maharani, "Foreignization and Domestication of Cultural-Specific Items in Shophie Kinsella's and Siska Yunita's I've Got Your Number Bilingual Translation Text," p. 147, 2014.
- [13] C. T. In, K. Layun, and R. S. Upacara, "Foreignization and domestication of the indonesian culture-specific terms in korrie layun rampan's," 2017.
- [14] J. Berkhout, D. Ruedin, W. Van der Brug, and G. D'Amato, "Research design," *Polit. Migr.*, pp. 19–30, 2015, doi: 10.5771/9783845243634-64.
- [15] R. G. Harrison, *Temperature-compensated meteorological barometer*, vol. 71, no. 4. 2000.