

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter contains review of related literature, namely: translation, translation strategies, subtitle, movie, and SpongeBob movie: Sponge on the run.

2.1 Translation

Owji (2013) stated that translation is a decision-making process and a problem-solving task. It is a complex task faced by translators regarding some problems that require observation, identification, and discovery suitable solution. While, according to Newmark (1988), translation is translating the meaning of a text into another language according to what the author intended.

Furthermore, G.jager in Moentaha (2008) as cited by Haq (2017) argued that the translation process is the transformation of text from source language (SL) to target language (TL) or another language without changing the content of the original text. Thus, when the source language (SL) wants to transform the target language (TL), the messages contained in the source language must be preserved and must not be lost in the target language.

From the definitions above, it can be concluded that translation is a process that involves a translator to convey a text from the original language to another language. In addition, a translator must also understand the context intended by the original language.

2.2 Translation Strategies

The process of translating is not just transferring one language to another. Many obstacles are experienced by translators during this process. To be able to solve this problem, the translator uses a strategy in translating the text.

Based on Baker (1992), it is stated that there are 8 translation strategies often used by translators in translating.

2.2.1 Translation by a more general word

According to Baker (1992), this strategy often resolves with various type of non-equivalent. This strategy is in the semantic field of structure.

By using this strategy, the translator prefers words that are commonly used in the target language. In this strategy, the target language does not have a specific meaning. The goal is to make it easier for readers to understand what messages are conveyed by the source language, in quotation marks for languages that are rarely encountered in the target language.

SL: A quick glance in the mirror told me my hair was entirely impossible, so I pulled it back into a *pony tail*.

TL: Lirikan singkat di cermin memberitahu rambutku benar-benar berantakan, jadi aku menguncirnya jadi *ekor kuda*.

In the example above, *pony* means *kuda*. Pony is a type of horse that has the smallest size among other horse breeds. In the target language, concept *pony* is not commonly used, so the translator uses a more general word. In this strategy, a translator applies for readability of target readers. (Fitriyani, 2010)

2.2.2 Translation by a more neutral/ less expressive word

This is another strategy in the semantic field of structure. In this strategy, the translator prefers to translate using neutral words or less expressive word to make more suitable than the original meaning from the source language.

SL: Then his eyes were back on me, and he smiled his *heartbreaking* smile.

TL: Kemudian tatapannya kembali padaku, dan ia memamerkan senyumnya yang *menawan*.

In the example above, *heartbreaking* means *menawan*. *Heartbreaking* means causing deep sadness (Oxford learner's pocket dictionary). In this case, the translator uses this strategy to make it more suitable for the reader (Fitriyani, 2010).

2.2.3 Translation by cultural substitution

This strategy is used when the target language does not have a proportional meaning related to the cultural concepts that exist in SL. Translator will change to the language commonly used or understood in the target language.

According to Mona Baker (1992) as cited by Owji (2013), the translator's decision to use this strategy will depend on:

- a. The translator is given license by who commission the translation.
- b. The purpose of the translation

SL: The eclipse's totality began around 7:41 *a.m.*

TL: Gerhana bulan total dimulai sekitar 7:41 *pagi*

In this strategy, the cultural concept of *7.41 a.m* is different from Indonesia. In Indonesia, it is more familiar with *pagi, siang, sore, and malam* or use 24-hour format than using a.m. and p.m. (Junining & Kusuma, 2020)

2.2.4 Translation using a loan word or loan word plus explanation

In this strategy, the translator uses loan words from the source language or uses loan words from the source language and then provides an explanation after. This strategy is useful for problems of cultural concepts, modern concepts, and buzz words. For the first use of loan and explanation, then after the word is given a second time, there is no need for explanation.

SL: The term Trick or Treat is often used when *Halloween* celebrated every late summer, October 31th.

TL: Istilah Trick or Treat sering digunakan saat *Halloween* yang dirayakan setiap akhir musim panas, 31 Oktober.

In this strategy, the translator used the same word because *Halloween* is no exist in target language. *Halloween* is a cultural celebration that usually carried out in several countries by using horror-themed costumes.

2.2.5 Translation by paraphrase using a related word

This strategy is used when a source item is known lexically, but in a different form, and when the frequency with a certain form used in the source language is clearly higher so that this form will be natural in the target language (Baker, 1992).

SL: Not a scratch on this car, *brain boy*,

TL: Jangan sampai tergores sedikitpun, *anak jenius*,

In this strategy, *brain boy* has a lexical meaning, but the translator uses *anak jenius* to translate to make it more understandable and natural in the target language.

2.2.6 Translation by paraphrase using unrelated words

In this strategy, translators still use paraphrase even though the target language source item is not lexically available. This strategy is used when the meaning of the source language is too complex. Translators can use this strategy by modifying the superordinate or simply on making clear the meaning of the source item (Baker, 1992).

SL: The rarity of the *Instagram-worthy* sight meant many people worldwide woke up early to catch a glimpse of the unique lunar eclipse

TL: Banyak orang-orang di seluruh dunia yang bangun untuk melihat sekilas gerhana bulan ini dan mengabadikannya di Instagram

In the example above, the word *instagram worthy* is very complex to translate. Therefore, translator uses this strategy to give a more suitable and understandable impression (Junining & Kusuma, 2020).

2.2.7 Translation by omission

Translation by omission can be done as long as it does not change the meaning of important words or terms conveyed in the source language. It is used when the explanation is too long or wordy which has the possibility of disturbing the comfort of the reader.

SL: Sorry, Lana. Can you *drive* faster, please?

TL: Maaf Lana, bisa lebih cepat nggak?

In the example above, the translator omits the meaning of *drive* which can be interpreted as driving, but still does not change the meaning conveyed in the source language.

2.2.8 Translation by illustration

This strategy is used when the source language does not have equivalent words that refer to something that can be illustrated in the target language. This strategy is used to avoid over-explanations in order to be more concise and to the point. (Baker, 1992)

2.3 Movie

According to Vassiliou (2006), movie is a media such as images, motion, and sound that are used as entertainment that presents a story through the interaction of the characters that have been created. A film consists of a plot and characters played by actors who act out a story. The story is developed by the director/story writer as original story the actors.

2.4 Subtitle

Subtitle is a form of translation that is often used in films. Based on Haq (2017), in films, there are two types of translation activities, namely dubbing and subtitling. Especially in subtitles, the challenge in translating this film is the limited time that is set and specified number of characters to display text/subtitles on the screen.

Shuttleworth & Cowie (1997) stated that subtitling is *"the process of providing synchronized subtitles for film and television dialogue (and more recently for live opera)"*. Based on Sulistijani & Parwis (2019) in Larasati & Amri (2021), subtitling is a process of transferring the message form from the source language to the target language in the form of text that is displayed below the monitor screen. In other words, subtitling is the result of a translation of the dialogue that is placed under the film.

Based on the explanation above, subtitle is a form used to translate from audio source language into target language in the form of text which is placed under the film. Subtitle is a language element on films that help explain dialogue and plot story (Haq, 2017). To understand what language is conveyed in the movie, translators use subtitles to express the meaning of what is conveyed in the movie.

2.5 SpongeBob movie: Sponge on the run

SpongeBob movie "Sponge on the Run" is a film created by Tom Hill in 2020 dedicated to Stephen Hillenburg, who died on November 27, 2018. Stephen Hillenburg is the series creator of SpongeBob Squarepants. This series is popular among children to adults. The movie tells about SpongeBob and Patrick's journey looking for SpongeBob's pet snail, Gary, who was kidnapped by Poseidon. Poseidon has to keep his face young by using slime from bikini bottom snails. This film is the first SpongeBob Square Pants film to be fully animated in CGI style within 120 minutes.