

Translation Techniques of Indonesian Subtitle in Our Planet Documentary Series

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Abstrak - Di Indonesia, penayangan film dokumenter *Our Planet* yang telah diterjemahkan ke dalam bahasa Indonesia dilakukan oleh Kementerian Pendidikan dan Kebudayaan Republik Indonesia, bekerja sama dengan Netflix mulai tanggal 20 Juni 2020. Kerja sama ini merupakan wujud dari program Belajar dari Rumah. Flora, fauna, dan alam Indonesia juga menjadi bagian dari film dokumenter ini. Bahasa sumber film dokumenter ini adalah bahasa Inggris, dan mungkin ada perbedaan dalam teks subtitle bahasa Indonesia. Peneliti ingin mengetahui tentang strategi dan teknik penerjemahan dalam menerjemahkan subtitle untuk serial dokumenter *Our Planet* dalam mempertahankan makna yang sama dengan BSu. Teori Molina dan Albir yang terdiri dari 18 teknik penerjemahan digunakan dalam penelitian ini. Penelitian ini menggunakan metode deskriptif kualitatif yang membutuhkan transkripsi subtitle *Our Planet* baik dalam bahasa Inggris (sebagai BSu) dan bahasa Indonesia (sebagai BSa) sebagai sumber datanya. Peneliti menemukan 14 teknik penerjemahan, yang mencakup teknik kesepadanan lazim sebagai teknik yang paling umum digunakan, dengan persentase 50,6 persen dari keseluruhan teknik yang digunakan. Teknik deskripsi dan modulasi memiliki persentase penggunaan yang paling rendah yakni 0,6 persen.

Kata Kunci: *Our Planet*, subtitle, teknik penerjemahan

Abstract - In Indonesia, the screening of *Our Planet* documentary which has been translated into Indonesian was carried out by The Ministry of Education and Culture of the Republic of Indonesia, in collaboration with Netflix starting on June 20, 2020. This collaboration is a manifestation of the Study from Home program. Indonesia's flora, fauna and nature are also part of this documentary. The original language of the documentary is English, and there could be meaning differences in the Indonesian subtitle. The researchers are interested to know about the translation strategies and techniques in translating the subtitles for *Our Planet* documentary series in maintaining the same meaning as SL. Molina and Albir's theory which consists of 18 translation techniques was used in this study. The study utilizes a descriptive qualitative method that requires *Our Planet*'s subtitle transcription both in English (as SL) and Indonesian (as TL) as its data source. The researchers discovered 14 translation techniques, which include established equivalent techniques that have become the most commonly used technique, accounting for 50.6 percent of all techniques used. The description and modulation technique have the lowest percentage, at only 0.6 percent.

Key words: *Our Planet*, subtitle, translation technique

INTRODUCTION

According to the World Wildlife Fund, *Our Planet* is a documentary series about global events from Netflix, created in collaboration with Silverback Productions and WWF. The documentary features a stunning nature story based on the best of science and highlights the most pressing challenges facing nature today. The translation of this documentary is done using audiovisual media in cinematography (audiovisual translation), namely the translation of films on a screen display, commonly known as subtitles. Cintas & Remael argues that audiovisual texts or subtitles present representations of different cultures in different parts of the world through

language and images (2014, p. 44). Furthermore, subtitles are a combination of verbal messages in film media in different languages, in the form of one or more lines of written text presented on the film screen (Gottlieb, 2004, as cited in Ghaemi & Benyamin, 2011, p. 41). Therefore, in translating films, a translator is required to solve the meaning contained in the appropriate cultural terms from the source language (SL) to the target language (TL) in the form of subtitles.

In Indonesia, the screening of the *Our Planet* documentary which has been translated into Indonesian was carried out by The Ministry of Education and Culture of the Republic of Indonesia,



in collaboration with Netflix starting on June 20, 2020. This collaboration is a manifestation of the *Belajar dari Rumah* (Study from Home) program. This documentary also features Indonesia's flora, animals, and nature, including its tropical rainforests, orang utans, and Raja Ampat. For some Indonesian viewers, the messages contained in Our Planet episodes may not be adequately communicated due to their lack of understanding of English. Therefore, Indonesian translation in subtitles is highly essential in helping to convey the message contextually and acceptable in the target language. In this research, the researchers are interested to know about the translation strategies and techniques in translating the subtitles for Our Planet documentary series in maintaining the same meaning as SL.

The research problem in this paper includes the translation strategies and techniques used by translators to translate the subtitles for the Our Planet documentary series so that the results can be understood by viewers and hold the same meaning as the source language (SL).

In an attempt to understand the messages using another language, a translation process is required. According to Larson, translation is the process of transferring the meaning of the source language into the receptor language, which is done by going from the form of the first language to the form of the second language by way of semantic structure. Furthermore, the transferred meaning must be held constant (1984, p. 3). Newmark argues that translation is rendering the meaning of a text into another language in the way that the author intended the text (1988, p. 5). In brief, translation can be defined as the process of transferring the meaning of a text and the original author's intention in SL into TL while keeping its constancy at all times.

The translation process must consider differences in grammatical, sentence structure, cultural aspects, and many other differences for the messages contained to be conveyed correctly, despite many language differences. This often causes problems for translators during the translation process. Thus, translators must apply strategies to overcome problems in translation. In understanding the strategies adopted by translators in solving problems during the translation process, we need to understand and utilize translation techniques. The researchers study the results of the Indonesian subtitle of Our Planet using Molina and Albir's theory which consists of 18 translation techniques (2002, pp. 509–511). The theory of translation techniques proposed by Molina and Albir includes adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal, modulation,

particularization, reduction, substitution, transposition, and variation. This theory was chosen as a reference because it has undergone extensive research by comparing and referring to various existing techniques. This theory has also been tested in the study of the translation of cultural elements in the Arabic translation of "A Hundred Years of Solitude" by Garcia Marquez. The following is the translation technique proposed by Molina and Albir.

1. Adaptation, a technique of replacing cultural elements in SL with an equal cultural equivalent in TL culture.
SL: on Thursday at half-past twelve.
TL: pada hari Kamis pukul 12:30
2. Amplification, a translation approach that paraphrases or adds details to implicit information in SL.
SL: Baghdad had been destroyed by the Mongols.
TL: Baghdad telah dihancurkan oleh pasukan Mongol.
3. Borrowing, a translation technique in which the translator borrows words or expressions from SL. Borrowing can be classified as either pure borrowing, such as *harddisk*, or naturalized borrowing, such as *komputer*, a naturalized form of *computer*.
4. Calque, a translation technique by transferring words or phrases from SL literally to TL both lexically and structurally.
SL: She is the new assistant manager.
TL: Dia adalah asisten manajer yang baru.
5. Compensation, a technique of introducing informational elements or other stylistic effects elsewhere in the TL because it is not placed in the same position as in SL.
SL: Never did he visit his wife.
TL: Pria itu benar-benar tega tidak menemui istrinya.
6. Description, a technique that replaces a term with a description of its form or function.
SL: I don't like to eat panettone.
TL: Saya tidak suka memakan panettone, kue tradisional Italia yang dimakan pada saat tahun baru.
7. Discursive creation, a translation technique that creates a temporary equivalent that is completely out of context and cannot be predicted. It is usually used in the translation of titles.
SL: Husband for A Year (Rebecca Winters)
TL: Suami sementara

8. Established equivalent, the use of commonly used terms either in the dictionary or in TL as the equivalent of SL.
SL: Sincerely yours.
TL: Hormat saya.
9. Generalization, a technique of using more general or neutral terms in TL.
SL: Her penthouse was destroyed by a storm.
TL: Tempat tinggalnya dihancurkan oleh badai.
10. Linguistic amplification, a technique of adding linguistic elements to produce longer sentences and is usually used in consecutive interpreting and dubbing.
SL: Let me take it.
TL: Biar saya saja yang mengangkat teleponnya.
11. Linguistic compression, a technique that synthesizes existing linguistic elements in a simpler way because they can already be understood.
SL: Are you thirsty?
TL: Haus?
12. Literal translation, a translation technique that transfers an expression in word by word.
SL: Grandfather gave the book to John yesterday.
TL: Kakek memberi buku itu ke John kemarin.
13. Modulation, a translation technique in which the translator changes the point of view, focus, or cognitive category in a structural or lexical form.
SL: You are going to have a grandchild.
TL: Anda akan menjadi seorang kakek.
14. Particularization, a translation technique in which the translator uses more concrete, specific terms in the target language.
SL: air craft
TL: pesawat
15. Reduction, a translation technique of condensing information in SL, and the omission is considered not to cause distortion of meaning.
SL: He got into a car accident.
TL: Dia mengalami kecelakaan.
16. Substitution, a technique of replacing linguistic elements with paralinguistic elements (intonation, gesture) and vice versa.
SL: He shakes his head.
TL: Dia tidak setuju.
17. Transposition, a translation technique that replaces the grammatical categories of SL in TL.
SL: You must protect the key.
TL: Kunci itu harus kamu lindungi.
18. Variation, a translation technique that replaces linguistic or paralinguistic elements that affect linguistic variation, such as changes in textual tone, style, geographical dialect, and social dialect.
SL: Give it to me right now!
TL: Kasih ke gue sekarang!

RESEARCH METHODOLOGY

The study utilizes a descriptive qualitative method that requires Our Planet's subtitle transcription both in English (as SL) and Indonesian (as TL) as its data source. This is a type of document or content analysis that studies and interprets recorded material such as films, public records, textbooks, letters, tapes, diaries, themes, reports, or other documents (Ary et al., 2010, p. 29).

In collecting the research data, the researchers use note-taking and observation techniques. The researchers do some steps as follows: (1) Watch the selected documentary using the TL and SL subtitle provided to grasp the content and message; (2) Analyze and reduce the data from the subtitle; (3) Categorize and identify the collected data according to the theory used in this research.

In this research, the researchers use the technique of data analysis by Miles and Huberman (1994) (1994) which consists of data reduction, data display, and conclusion drawing and verification. The first step includes organizing and reducing or reconfiguring the massive amount of collected data. In this case, the sentences are taken from the Indonesian and English subtitles of Our Planet so that it is comprehensible in relation to the research purposes being addressed. Data display is the second element of the qualitative data analysis model, which presents an organized and compressed collection of information that allows conclusion drawing. The reduction and display of data are based on the formulation of the research problem. Following the presentation of the data, conclusions are drawn. The third stage of qualitative data analysis is drawing conclusions and verification, which begins after the data has been collected.

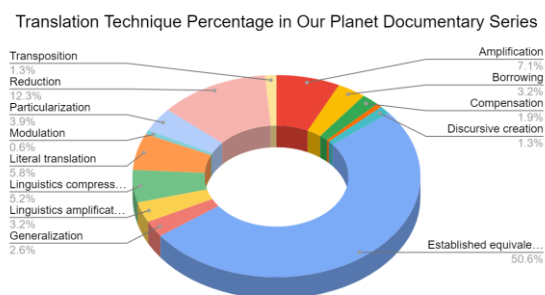
RESULTS AND DISCUSSION

After analyzing, the researchers found 14 translation techniques from 18 translation techniques proposed by Molina and Albir in the subtitle of the Our Planet

documentary series. The numbers of data found in this research were 154 data. The 14 techniques include amplification, borrowing, compensation, description, discursive creation, established equivalence, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, and transposition, with details as follows:

Table 1. Total of Translation Technique in Our Planet Documentary Series

Technique	Frequency	Percentage (%)
Amplification	11	7.1
Borrowing	5	3.2
Compensation	3	1.9
Description	1	0.6
Discursive creation	2	1.3
Established equivalent	78	50.6
Generalization	4	2.6
Linguistics amplification	5	3.2
Linguistics compression	8	5.2
Literal translation	9	5.8
Modulation	1	0.6
Particularization	6	3.9
Reduction	19	12.3
Transposition	2	1.3



Picture 1. Translation Technique Percentage in Our Planet Documentary Series

1. Amplification

Based on the data analyzed in the Indonesian subtitle of the Our Planet documentary series, 11 data (7.1%) were identified using the amplification technique.

SL: The females give birth to over a quarter of a million *calves*.

TL: Para betina melahirkan lebih dari seperempat juta *anak wildebeest*.

This technique introduces details that are not formulated in the source language. According to (Cambridge English Dictionary, n.d.), a calf means a young animal of various large mammals and it does not suggest a specific animal. In TL, the translator provided a detail that the said calf is wildebeest calves (*anak wildebeest*).

2. Borrowing

Based on the data analyzed in the Indonesian subtitle of the Our Planet documentary series, 5 data (3.2%) were identified using the borrowing technique.

SL: Seagrass absorb 35 times as much *carbon dioxide* as the same area of rainforest.

TL: Lamun menyerap 35 kali lebih banyak *karbon dioksida* dari hutan hujan dengan luas yang sama.

Karbon dioksida is borrowed and naturalized from the source language which is carbon dioxide.

3. Compensation

Based on the research, it was found that 3 data (1.9%) are identified using the compensation technique.

SL: *Many, in fact*, would not have germinated had they not received a baptism of fire.

TL: *Malah, banyak* yang tak akan berkecambah jika tak dibaptis oleh api.

In the SL, the word *many* is written at the beginning of the sentence and is followed by the phrase *in fact*. In the TL, the position is switched where the *many* or *banyak* in Indonesian is placed behind the *in fact* or *malah*. This can happen because the stylistics (style) in the SL cannot be applied to the TL.

4. Description

Based on the analyzed data, 1 data (0.6%) was identified using the description technique.

SL: They search for food using *echolocation*, a type of sonar.

TL: Mereka mencari makan menggunakan *gema lokasi*, sejenis sonar.

Echolocation has an equivalent translation in TL which is *ekolokasi*. However, the translator used *gema lokasi* because they wanted to describe the meaning of echolocation itself.

5. Discursive creation

Based on the data analyzed in the Indonesian subtitle of the Our Planet documentary series, 2 data (1.3%) were identified using the discursive creation technique.

SL: New Guinea's animals have become *truly bizarre*.

- TL: Hewan Papua Nugini telah menjadi *benar-benar ajaib*.
- The translator changed the meaning of *truly bizarre* into *benar-benar ajaib*. The equivalent word is considered as an out-of-context translation as *benar-benar ajaib* means *truly magical*.
6. Established equivalent
Based on the data analyzed in the Indonesian subtitle of the Our Planet documentary series, 78 data (50.6%) were identified using the established equivalent technique.
SL: The huge *flocks of cormorants and boobies* are all seeking one thing
TL: Kawanan besar *burung dandang dan angsa batu* mencari satu hal
The term *flocks of cormorants and boobies* in SL was translated using the equivalent term in TL to into *burung dandang dan angsa batu*.
 7. Generalization
Based on the analyzed data, 4 data (2.6 %) was identified using the generalization technique.
SL: There are parts where human beings never *venture*.
TL: Ada bagian-bagian yang tak pernah *didatangi* manusia.
The word *venture* was translated as *didatangi*. The original meaning of *venture* in Indonesian is *penjelajahan* or *petualangan*. However, the translator generalizes the word to be *didatangi* (to be visited by).
 8. Linguistic amplification
Based on the analyzed data, 5 data (3.2%) were identified using the linguistic amplification technique.
SL: It hides in *plain sight*.
TL: Ia tersembunyi di *tempat yang mudah terlihat*.
The translator adds a linguistic element in the translation of *plain sight*, a place that is easily visible into *tempat yang mudah terlihat* in the TL.
 9. Linguistic compression
Based on the analyzed data, 8 data (5.2%) were identified using the linguistic compression technique.
SL: *It is the very emptiness* of this landscape that has brought them here.
TL: *Kekosongan* dari lanskap ini yang telah membawa mereka ke sini.
There is a reduction of linguistic elements in the phrase *it is the very emptiness* which is only translated into *kekosongan* (emptiness).
 10. Literal translation
Based on the analyzed data, 9 data (5.8%) were identified using the literal translation technique.
SL: The lead whale dives first and *blows a curtain of bubbles* to concentrate the fish.
TL: Paus pemimpin menyelam duluan, dan *menghembuskan tirai gelembung* untuk mengumpulkan ikan.
The phrase *blows a curtain of bubbles* instantly translates *menghembuskan tirai gelembung*, transferring the expression word by word.
 11. Modulation
The research found 1 data (0.6%) identified using the modulation technique.
SL: These extraordinary events are taking place far from land, where *few of us* ever venture.
TL: Peristiwa luar biasa ini terjadi jauh dari daratan, di mana *beberapa orang* saja pernah menjelajahi.
The phrase *few of us* is supposed to mean *beberapa orang dari kita*. There is a change of perspective where the phrase is translated into *beberapa orang* (some people).
 12. Particularization
Based on the analyzed data, 6 data (3.9%) were identified using the particularization technique.
SL: They not only protect our coasts from the destructive forces of *hurricanes*.
TL: Mereka tak hanya melindungi pantai kita dari *angin topan* yang merusak.
The word hurricane is equivalent to the word *badai* in the TL. However, it is translated more specifically according to context as *angin topan*.
 13. Reduction
Based on the analyzed data, 19 data (12.3%) were identified using the linguistic compression technique.
SL: Bald eagles, *normally solitary birds*, have assembled in numbers for the feast.
TL: Elang bondol, *biasanya penyendiri*, berkumpul bersama untuk pesta makanan.
There is an omission of the word *birds* (*burung*) which is not translated, but this does not cause distortion of meaning. At the beginning of the sentence, the phrase *bald eagles* already indicate that it is a kind of eagle.
 14. Transposition
Based on the analyzed data, 2 data (1.3 %) were identified using the transposition technique.
SL: Every *drink* is now a risk, but the buffalo have no choice.

TL: Setiap kali *minum* sekarang *berisiko*,
tapi kerbau tak punya pilihan.

The word *drink* is positioned as a subject in SL, and *a risk* is a part of an object. The part of speech of those words changes in the translation. *Minum* is a verb, and *berisiko* is an adjective.

CONCLUSION

Based on the description of the results of the analysis that has been carried out in the Indonesian subtitle of the Our Planet documentary series, it can be concluded that 14 techniques were identified out of 18 techniques proposed by Molina and Albir (2002, pp. 509–511). The fourteen techniques include amplification, borrowing, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, and transposition. Four techniques not found in this data source are adaptation, calque, substitution, and variation techniques.

The translation technique with the highest frequency level or often appeared in translating the Indonesian subtitles of the Our Planet documentary film is the established equivalent technique with 78 data (50.6%). The established equivalent translation technique is widely used because this technique uses familiar terms or expressions in the TL. Meanwhile, the translation technique with the lowest frequency of use is the modulation and description technique, each with 1 data (0.6%). The least used techniques might not be ideal in translating the Indonesian subtitle of the Our Planet documentary series. Other than the previously mentioned techniques, the study found other techniques, which included reduction with 19 data (12.3%) were found, amplification with 11 data (7.1%), literal translation with 9 data (5.8%), linguistic compression with 8 data (5.2%), particularization with 6 data (3.9%), linguistic amplification and borrowing with 5 data (3.2%), generalization with 4 data (2.6%), compensation with 3 data (1.9%), discursive creation and transposition with 2 data (1.3%).

The researchers suggest that further research discuss matters not discussed in this study. The study can develop research on the assessment of translation quality, including accuracy, readability, and acceptability. The study will determine whether the Indonesian audience can understand the translation of Indonesian subtitles in the Our Planet documentary series.

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