

## Translation Methods in “The Greatest Showman” Movie Subtitle

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**Abstract.** This research examines the translation strategies employed in the movie "The Greatest Showman." This research examines the impact of eight translation methods on the audience's experience. These techniques include word-for-word translation, literal translation, idiomatic translation, faithful translation, semantic translation, adaptation translation, free translation, and communicative translation. The research utilizes qualitative methods to analyze their effects. The analysis reveals that the combined utilization of these diverse translation methodologies has a substantial influence on the picture, enabling the preservation of source language precision, the exploration of profound significance, and the communication of messages with artistic liberty. These findings emphasize the crucial significance of translation approaches in a movie that has cross-cultural nuance. This research has the potential to significantly enhance our understanding of movie industry professionals and advance additional research on the impact of translation on cinematic creativity and communication.

**Keywords:** *movie, translation methods, the greatest showman*

### RESEARCH BACKGROUND

Language is a crucial element of human daily existence, as it facilitates communication and contact. Language encompasses several types and features, as individuals from different nationalities talk in distinct languages. Consequently, each person must acquire or at least translate unfamiliar languages into ones they are familiar with in order to facilitate communication. Language is categorized into two primary forms: oral language, which is employed in our daily interactions using our lips and voice, and written language, which is utilized in various literary works such as novels, essays, poetry, and books. In spoken language, grammar is often not as strictly emphasized as long as the spoken words are still comprehensible. However, in written language, proper grammar is essential in order to ensure accurate interpretation. In the contemporary day, translation services have experienced tremendous expansion due to advancements in technology, as well as the progress of the economy and science. These services are no longer limited to translating books or printed materials, but are also utilized in many forms of media such as movies, songs, and television shows.

Translation is the act of converting messages from one language to another, allowing readers who are familiar with the target language to comprehend the content. Individuals may encounter challenges in comprehending the substance or significance of Western films that employ the English language. Translation is essential for the production of movie subtitles. Translation is commonly employed to convert written or spoken text resources from one language into a comparable written text or spoken language. The primary objective of translation is to replicate diverse forms of text, encompassing literary, scientific, and philosophical writings. Text translation, sometimes known as subtitling, is a cinema translation method that aids the audience in comprehending the film. According to Hatim and Munday (3-4), they assert that translation is a highly expansive concept that can be interpreted in several manners. For instance, translation can be described as either a process or a result, and other sub-categories can be identified, such as U.S. literary translation, technical translation, subtitling, and machine translation. In addition, although it commonly pertains to the transmission of written texts,

the phrase occasionally encompasses interpretation as well. The source cited is from Munday, pages 3-4.

Movies, also known as films, are a contemporary form of media that draw inspiration from real-life events or fictional stories. They encompass a wide range of genres, including drama, action, and musicals. Unlike stage performances, movies are typically recorded and presented on large screens in venues such as movie theaters, television, and streaming platforms. Due to its audio-visual nature, movies offer a more immersive and easily comprehensible source of information and entertainment. As movies are produced, translators have the opportunity to translate international films for their own nation's citizens to enjoy. According to Newmark (1988), translation is the process of accurately conveying the intended meaning of a text from one language to another, ensuring that the target language content aligns with the author's original intention. According to (Hatim & Munday, 2009), translation is the act of moving a written text from one language (source language, SL) to another language (target language, TL).

Subtitling is a method used to translate spoken speech by displaying the translated text. Díaz Cintas, in (Cabrera & Bartolomé, 2005), states that subtitling translation is a method used to visually present written language on the screen in order to transmit dialogue cues, as well as other materials such as song lyrics. The subtitles should be presented in a manner that does not obstruct the full screen and should only appear when a word is spoken. Thus, this method presents a sufficient level of difficulty for the translator. Some individuals found it unsettling to attend audiovisual presentations that included text translation, as their focus was divided between watching the show on screen and reading subtitles below. book translation is a valuable approach for foreign language learners to enhance their ability to comprehend the language being studied. This is because the dialogue in the book may contain vocabulary that have not been covered in class. Furthermore, the translated text provides an opportunity for the learner to acquire the ability to comprehend and reproduce the intonation and pronunciation of the spoken dialogue. This enables them to speak the foreign language with fluency and a resemblance to native speakers.

In audiovisual translation, the translator consistently strives to align the elements of the target language with those of the source language, ensuring that the same message is conveyed in the target language during each translation process. The process of correspondence frequently yields divergent outcomes compared to the original text. This is attributed to the disparity in linguistic rules inherent to each language, which ultimately results in a linguistic shift. The research reviewed in this study departs from the assumption that complete translation of a text from one language to another is not possible. Instead, the process involves finding parallel meanings between the source and target languages, and then identifying the corresponding linguistic forms in each language. When there is no direct linguistic correspondence between the source language and the target language, either the source or target language needs to be supplemented, and some terminology must be simplified.

Based on the provided definition, it is evident that a translator's task is to convey the same meaning or message from the source language (SL) to the target language (TL) accurately. Additionally, the translator must be cognizant of the various contexts in the SL in order to achieve the desired TL text. To prevent errors, translators should utilize established translation methods. Newmark (1988) categorizes translation methods into eight distinct methods. As per Hatim (2001), subtitling is a language transfer method employed in the translation of mass audio-visual forms of communication like movies and TV shows. The subtitle serves as the primary means for individuals to comprehend the content and context of films and other foreign language media. Movie translators face challenges due to time constraints and restricted formatting options.

Subtitling layout rules include positioning the translation at the bottom of the monitor, limiting it to

a maximum of two lines, restricting each line to 35 characters, using the Helvetica or Arial font without serifs, ensuring the font color and background are white, aligning the text in the middle, and starting the dialogue without a dash.

This study will examine the translation method employed in the translation of *The Greatest Showman*. This film depicts the biography of Phineas Taylor Barnum, an American impresario, entrepreneur, and creator of Barnum's Circus. The film showcases nine unique compositions by Benj Pasek and Justin Paul, together with a musical arrangement created by John Debney and Joseph Trapanese. The narrative depicts Barnum's ascent from destitution to achieving triumph as a prosperous impresario, presenting remarkable and unprecedented live performances on the circus platform. The video conveys a profound message of embracing diversity and displaying bravery, which is highly relevant to the contemporary society. Therefore, there is a strong motivation to do this research, with the aim that it would serve as a valuable reference or provide useful information for future scholars.

## **REVIEW OF RELATED LITERATURE**

### **1. Word to Word Translation**

Word-for-word translation is a type of translation that involves translating each word of the source text into the target language without considering the context and grammar of the target language. This type of translation is often used for technical, legal, or scientific texts. However, it can lead to mistranslated idioms, making the text unintelligible. Word-for-word translation can be used as a preliminary translation step, but it is not applied in real-life situations. It is not a great option for understandable communication, and it is usually followed by editing and modifications to ensure that the translation follows the word order of the target language and that the meaning is conveyed accurately (Newmark, 1998).

### **2. Literal Translation**

Literal translation is a type of translation that involves translating each word of the source text into the target language without considering the context, grammar, and idiomatic expressions of the target language. This type of translation can lead to mistranslated idioms, making the text unintelligible. Literal translation is often used for technical, scientific, legal, or technological texts, but it can cause confusion and misunderstanding in regular content. Literal translation can also result in the loss of nuance, grammar, and sentence structure, making the text hard to read and understand. Professional linguists and translators avoid literal translation by focusing on conveying the general meaning of the message and reproducing the message's richness in its entirety. (Newmark, 1998)

### **3. Idiomatic Translation**

Idiomatic translation is a type of translation that involves translating the meaning of an expression or phrase in the source language to an equivalent expression or phrase in the target language. This type of translation takes into account the context, grammar, and idiomatic expressions of the target language, making the text sound natural and intelligible to the target audience. Idiomatic translation is often used for literary, creative, and marketing texts, where the message's tone and style are essential. It is the opposite of literal translation, which translates each word of the source text into the target language without considering the context and idiomatic expressions of the target language.

Idiomatic translation is a more effective way of conveying the message's meaning and tone in the target language. (Verity & Larson, 1986)

#### **4. Faithful Translation**

Faithful translation refers to a type of translation that accurately conveys the meaning, context, and intentions of the original text while maintaining the grammar and style of the target language. In a faithful translation, the translator aims to preserve the essence of the source text, ensuring that the nuances and subtleties of the original message are effectively communicated to the target audience. This approach is essential when translating texts that carry deep cultural, religious, or emotional significance, as it helps maintain the integrity and impact of the original work.

#### **5. Semantic Translation**

Semantic translation is a type of translation that focuses on conveying the meaning of the source text in the target language, rather than translating each word or phrase literally. This type of translation takes into account the context, grammar, and idiomatic expressions of the target language, making the text sound natural and intelligible to the target audience. Semantic translation is often used for literary, creative, and marketing texts, where the message's tone and style are essential. It is the opposite of literal translation, which translates each word of the source text into the target language without considering the context and idiomatic expressions of the target language. Semantic translation is a more effective way of conveying the message's meaning and tone in the target language.

#### **6. Adaptation Translation**

Adaptation in translation involves making transliterate interventions to create a text that may not be generally accepted as a translation but still conveys the original meaning. It is a free form of translation method that can be used when the context in the original text does not have direct equivalents in the target language, necessitating some form of re-creation. Adaptation focuses on altering the source text to correspond to the style, grammar, semantics, and syntax of the target language, making it a creative translation method. This approach may not always produce completely accurate translations, but it is used to ensure the message is effectively conveyed in the target language, especially when cultural or contextual differences exist.

#### **7. Free Translation**

Free translation is a type of translation that aims to convey the general meaning of the original text, rather than focusing solely on word-for-word accuracy. It may or may not closely follow the form or organization of the original text. This approach is often used when the original text needs to be adapted for a specific audience or when translating literature, poetry, or creative content. Free translation allows for more creativity in the translation process, helping to preserve the tone and style of the original text

#### **8. Communicative Translation**

Communicative translation is a type of translation that focuses on conveying the meaning of the source text in a way that is most effective for the target audience. This approach takes into account the cultural and linguistic differences between the source and target languages, and aims to produce a translation that is fluent, clear, and direct. Communicative translation is more subjective than other

translation methods, as it prioritizes the reader's understanding over the accuracy of the original text. This approach was proposed by Peter Newmark and is considered one of the most important contributions to translation theory.

## RESEARCH METHOD

This journal will adopt a qualitative methodological approach to analyze translation in the film "The Greatest Showman." The qualitative method was chosen because it allows researchers to explore and understand in depth the nuances and context of the translation process in the cinematic work. By focusing on the quality and meaning contained in translation choices, this research will explore aspects such as accuracy, continuity and acceptability of the messages conveyed by the film's characters and narrative. Through this approach, it is hoped that this journal can provide deeper insight into the translation strategies used in the making of the film "The Greatest Showman," as well as how this influences the audience's understanding and response to the work. A qualitative approach provides space for more holistic and contextual research, thereby enriching understanding of the impact of translation on cinematic experience.

## RESULTS AND DISCUSSION

### 1. Word to word

The word-to-word translation is demonstrated through the line:

#### Excerpt

"I drank champagne with kings and queens"

From the song "From Now On" in the movie "The Greatest Showman." In the Indonesian version of the film, this line is translated to "*Saya minum sampanye bersama raja dan ratu.*" Here, each word in the original English sentence is directly translated to its equivalent in French, preserving the meaning and context of the original phrase. This word-to-word translation method ensures that the essence of the dialogue is maintained across different languages, allowing the audience to grasp the intended message without losing the impact of the original line.

### 2. Literal

The literal translation method is demonstrated through the line:

#### Excerpt

"Say that the world can be ours"

From the song "Rewrite the Stars" in the movie "The Greatest Showman". In the Indonesian version of the film, this line is translated to "*Katakanlah dunia bisa menjadi milik kita.*" Here, the translator focuses on preserving the literal meaning of the original phrase, rather than paraphrasing or rephrasing it. This method ensures that the original intent and message of the dialogue are maintained across different languages, allowing the audience to understand the intended meaning of the line without losing the impact of the original phrase.

### 3. Idiomatic

The idiom translation method is demonstrated through the line:

#### Excerpt

"Why aren't we in tails?"

In the movie "The Greatest Showman." In the Indonesian version of the film, this line is translated to "*Kenapa kami tidak memakai jas?*" Typically, the term "tails" would be rendered as "*ekor*". However, in both America and Europe, "tails" is used idiomatically to describe a formal coat with long split ends at the rear. This is why the translation opted for a colloquially rendition.

#### Free

The free translation method is demonstrated through the line:

#### Excerpt

"I'm not scared to be seen"

From the song "This Is Me" in the movie "The Greatest Showman." In the Indonesia version of the film, this line is translated to "*Saya tidak takut menjadi diri saya sendiri*". The translator uses their creativity and artistic license to convey the meaning of the original line, rather than adhering strictly to a word-for-word or literal translation. This method allows for a more dynamic and engaging translation, ensuring that the essence of the dialogue is maintained across different languages and cultures.

#### Adaptation

The adaptation translation method is demonstrated through the Indonesia title of the movie "The Greatest Showman." The original title is adapted to "The Extraordinary Story of the Man Who Makes Dreams Come True" in Indonesia. This adaptation translation goes beyond a literal or direct translation of the original title to capture the essence of the film's narrative and themes in a way that resonates with the French audience. By creatively re-imagining the title, the adaptation translation aims to convey the central message of the movie and make it more appealing and relatable to the target audience. This method showcases the importance of adapting the language and expression to effectively communicate the core elements of the film across different cultural and linguistic contexts.

#### Semantic

In the context of the movie "The Greatest Showman," an example of semantic translation can be observed in the adaptation of the song "This Is Me." The line:

#### Excerpt

"I am brave, I am bruised"

That is translated to "*Aku berani, aku tegar*" in the Indonesia version of the movie. The translation focuses on conveying the underlying meaning and emotion of the original line, ensuring that the essence of the message is preserved in the target language, rather than providing a literal word-for-

word translation. This semantic translation method aims to capture the true intent and sentiment of the dialogue, allowing the audience to connect with the emotional depth of the song across different linguistic and cultural backgrounds.

### Faithful

The free translation method is demonstrated through the line:

#### Excerpt

"Come! Join the Great American Railroad!"

In the Indonesia version of the film, this line is translated to "*Bergabunglah dengan Great American Railroad!*" The term "Great American Railroad" has remained unchanged as the source language. The sentence demonstrated the utilization of the faithful translation approach, which maintained both the word structure and letter structure, as well as the intended meaning.

### Communicative

An example of communicative translation in the movie "The Greatest Showman" can be illustrated through the adaptation of culturally specific references and idioms to ensure audience comprehension and engagement. For instance, the line:

#### Excerpt

"500 pounds"

That is translated to "*250 kilogram*" in the Indonesia version of the movie. The translation prioritizes the communicative impact and naturalness of the dialogue in the target language, aiming to resonate with the French audience while maintaining the essence of the original line. This exemplifies the application of communicative translation theory, which focuses on effectively conveying the intended meaning and cultural nuances to the audience, ensuring a seamless and engaging viewing experience across different linguistic and cultural contexts.

**Table 1** Translation Data Analysis

Method	Frequency	Percentage
Word to word	645	44,6%
Free	354	24,48%
Literal	175	12,1%
Semantic	123	8,5%
Communicative	99	6,84%
Idiomatic	23	1,59%
Faithful	23	1,59%
Adaptation	4	0,27%
<b>Total</b>	<b>1.446</b>	<b>100%</b>

[Aji & Hasan, 2023]

The findings of an investigation into the translation strategies that were utilized in the movie "The Greatest Showman." The study identified eight different translation methods that are utilized in the film industry. These translation methods include word-to-word translation, literal translation, idiomatic translation, faithful translation, semantic translation, adaption translation, free translation,

and communicative translation of the text. Based on the findings of the research, it has been determined that the utilization of a mixture of these strategies enables films to preserve the authenticity of the source language, investigate profound meaning, and communicate messages with artistic freedom. When it comes to the production of cinematic works that are capable of effectively communicating with audiences who come from a variety of linguistic origins, these eight translation strategies play a significant role. By doing so, this journal makes a contribution to the comprehension of the complexities involved in the translation process within the context of the entertainment business, and more specifically within the context of the movie "The Greatest Showman."

According to the findings of this study, the translation strategies that were utilized in the production of "The Greatest Showman" are as follows: word-for-word translation, literal translation, idiomatic translation, faithful translation, semantic translation, adaptation translation, free translation, and communicative translation. The findings of the investigation indicate that the utilization of these diverse strategies in conjunction with one another has a significantly substantial effect on the experience that the audience has. The movie was successful in preserving the authenticity of the original language, delving into profound significance, and communicating messages while staying true to the spirit of artistic freedom. By utilizing these eight translation methods, the film is given a rich dimension, cultural expression is enriched, and a narrative is presented that may be enjoyed by viewers that come from a variety of language backgrounds. In light of this, the findings of this research offer a significant amount of insight into the ways in which translation procedures have an impact on the creative process of film production.

The results of the analysis of translation methods in the movie "The Greatest Showman" demonstrate that these translation choices are not only a tool to ensure that the meaning of words is accurate, but they also enrich the artistic and communicative aspects of the movie. This is revealed by the observation of the results of the analysis. It is possible for films to remain faithful to the essence of the original while giving a unique interpretation thanks to the adaptation of translation procedures, which gives freedom for artistic creation. In addition, the utilization of communicative translation methods affords the chance to successfully communicate cinematic messages to the audience by taking into consideration a variety of communicative situations.

## **CONCLUSION**

In the conclusion of this journal, it can be concluded that the film "The Greatest Showman" uses various translation methods which include word-to-word, literal translation, idiomatic translation, faithful translation, semantic translation, adaptation translation, free translation, and communicative translation. Through the application of these eight methods, this film succeeds in conveying the messages and nuances contained in the original language in various ways. Word-to-word and literal translation methods provide accuracy in maintaining the structure of original words and sentences, while idiomatic translation and faithful translation focus on understanding in-depth meaning. The application of semantic translation shows sensitivity to the context and nuances of words, while adaptation translation and free translation provide artistic freedom in transforming source material into a film work. Finally, the communicative translation method proves its effectiveness in conveying messages to the audience by considering different communicative contexts. Overall, the use of a variety of translation methods creates films that are entertaining and able to reach audiences with various language backgrounds, illustrating the complexity of the translation process in the context of the entertainment industry.



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