

CNN News Indonesia "Interview with Oprah Winfrey And Meghan Markle": The Translation Technique Analysis on Subtitles in Television Series *Victorious: Free Shipping*

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Abstract: This research discusses translation techniques that focus on subtitle translation on CNN News Indonesia. The researchers took one of the news from CNN NEWS where the topic of the news was an interview between Oprah Winfrey and Meghan Markle as one of the analyzed data. This study used qualitative methods to explore the purpose of this analysis. This research was carried out separately in data collection and went through several steps: reading news texts from the source language to the target language, determining what translation techniques were used in the target language, analysis and classification according to the theory of translation techniques proposed by Molina and Alibir. The findings obtained from this study indicate that; first, the subtitle version uses some of the eleven techniques in the translation process; second, the most common translation techniques applied in the subtitled version are literal translation and established equivalent, while the most common version translation techniques are paraphrase, deletion and addition. Lastly, the researchers draw conclusions from the results of data analysis on one CNN News news.

Keywords: *cnn news, subtitle, translation, translation technique*

RESEARCH BACKGROUND

Subtitle is one way to convey an information message from one language to the target language. This is because it can help readers to understand the meaning of the context of the message or information. Like a quote from Gambier in Hastuti (2011:58) which states that subtitles are translations of film dialogue written at the bottom of the film. As with voiceovers, the purpose of 'subtitling' is to help viewers enjoy a film, whether it is a documentary or a story, drama, action, etc. Subtitle is one component in completing a video context, film, song, news, and other things (Basari and Nugroho, 2017; Nugroho et al, 2019). there are many works made by Indonesian children such as films, videos, songs to news that have been on going to foreign countries. therefore, subtitles are very important in that context. maybe for some people, still having trouble understanding subtitles. There are many the problem with subtitles, one of the problems is that it can interfere with focus on concentration so that it can be torn between seeing the display on the screen or reading the subtitles below it. and also the existence of miscommunication in conveying messages from the source language to the target language. but there are some people also think that subtitles can help learning, especially text translation techniques are very useful for improving the ability to understand the foreign language being studied because dialogue in subtitles can find words that are not learned in class. That's why in this research, we will discuss and analyzes translation techniques for subtitles that focus

on news items, namely CNN News Indonesia. According to Molina and Albir (2004) in Suryaningtyas et al. (2019), translation techniques have five basic characteristics; (1) They affect the result of the translation; (2) they are classified by comparison with the original; (3) they affect text micro units; (4) they are essentially discursive and contextual; (5), and they are functional. If the translator makes a wrong decision, it will affect the translation result such as shifting speech act. In subtitling translation, there are several aspects or approaches applied by a translator, including the method used by the translator, procedures, strategies, cultural and social background, linguistic aspects, and many more. In this research, the focus will be on the translation technique of CNN News Indonesia subtitles. quoted from (Wikipedia.com) CNN Indonesia is a digital and pay television news network, as well as a news site owned by Trans Media by taking the CNN name license from WarnerMedia, a division of AT&T. [3] This channel premiered on Monday, 17 August 2015. Its main launch occurred on 15 December 2015 to commemorate Trans Media's 14th anniversary. Broadcast in Indonesian from the Trans Media studio, the CNN Indonesia channel features local and international content, with a focus on general news, business, sports, technology and entertainment. Meanwhile, the news site CNN Indonesia.com was launched on October 20, 2014 with Yusuf Arifin as chief editor. Currently CNN Indonesia broadcasts 24 hours a day and can be watched on pay television channels Transvision, UseTV, live streaming, terrestrial digital channels in several regions in Indonesia and through Trans TV and Trans7, both analog and digital. According to a report released by the Reuters Institute for the Study of Journalism and the University of Oxford in 2021, CNN Indonesia is the media most trusted by the public with a confidence score of 69%. From this focus, it is hoped that it can help researchers to better understand translation techniques and can help news lovers in Indonesia understand the meaning of the news. We have prepared several questions related to this analysis. which is the first What translation technique is used in translating the source language into the target language in the CNN News Indonesia subtitles? and the second is whether the difference in translation techniques in translating the source language into the target language of the CNN News Indonesia subtitle will have an impact on the understanding of news audiences? From these questions, this research has the following objectives: To find out what translation techniques are used by CNN News Indonesia in translating the source language into the target language in the form of subtitles and to explain the causes of differences in the application of the source language to the target language in translation techniques on CNN News Indonesia in the form of subtitles. The results of the research are knowledge about the differences and the application of translation techniques used in subtitles. this is especially useful for translators and news audiences who are interested in translations. The following are the benefits of research in terms of theory: 1, provide the latest consequences on research on subtitle translation techniques in the news world so that it can be accepted and appropriate by the surrounding community. 2. carry out the latest innovations in research on translation, especially subtitle translation, so as not to always display the translation in written form. Of course, this research is also expected to be useful and help other translators as consideration in developing research, especially research on translation techniques in subtitles.

RESEARCH METHOD

This research focuses on the product of translation, so this research is product oriented and does not make any connection between the product of the translation and the background of the translator or the translation process (Nugroho, 2010; Nugroho, 2016). This study uses a pragmatic approach, the research method used is descriptive qualitative. This research was conducted by collecting data, analyzing the data, and drawing conclusions. The purpose of the descriptive qualitative analysis used in this study was to learn more about the differences in the application of the source language to the target language. language in translation techniques on CNN News Indonesia in the form of subtitles, what translation techniques are used and the

effects of these translation techniques. Descriptive qualitative research aims to explain and summarize different realities, circumstances, or social phenomena. Then, as a function, nature, existence, model, symbol, or explanation of a certain state, condition, or phenomenon, the fact is drawn to the surface (Bungin, 2012). This study uses a purposive sampling technique because the data and data sources in this study were selected purposively. In this study, only one type of data source is used, namely documents. The document was obtained from the translation of the CNN News Indonesia news where the document serves as a source of written information for researchers. The selected document has criteria, namely (1) taken from a news platform in Indonesia (2) the platform is a well-known and well-known platform in Indonesia (3) the translation results contain several translation techniques. Domain analysis was carried out to obtain a general and comprehensive picture of the translation technique in the subtitles studied and the object of research (Putri, 2017, p.9). In the analysis, the researcher collects data by means of reading carefully repeatedly, then separating, and then identifying from each data. After analyzing the domains, the researcher proceeds to analyze the data using taxonomic analysis. Taxonomic analysis is an analysis of all data collected based on a predetermined domain (Putri, 2017, p.9) in which this study will identify translation techniques using the theory of Molina and Albir (2004). Then proceed with component analysis. Component analysis is used to analyze the quality of translation based on the types of speech acts and their subcategories, the application of translation techniques used, and the impact of using these techniques on the quality of translation. The quality of translation was analyzed based on the translation model proposed by M. Nababan et al. (2012). and finally the analysis of cultural themes. with the aim of linking the translation results in the target language to the target language according to the context of the translation technique and its impact.

RESULT AND DISCUSSION

News belongs to the category of news items. where the generic structure consists of three parts, namely the main event, elaboration, and resources. The three sections have different translation techniques. According to Molina & Albir (2002) the translation techniques consist of Addition, Paraphrase, Established Equivalence, Literal Translation, and Reduction. The following are The results of the data according to the structure of the news items.

Main Events

The main event that deserves to be newsworthy where this paragraph introduces the background of something happening and where something started. This paragraph is more like an introduction

Tabel 1 Main Events.

Number	Source language	Target Language	Translation Technique
1.	But, the idea of our son not being safe.	Gagasan bahwa putra kami tidak aman.	Deletion / EE/ Literal

2.	And also, the idea of the first member of color in this family.	Dan juga, gagasan tentang anggota pertama kulit hitam dalam keluarga.	Literal/ EE/ Addition/ Literal
3.	Not being tittled in the same way that other grandchildren would be.	Tidak akan diberi gelar dengan cara yang sama jika dibandingkan dengan cucu lainnya.	EE/ EE
4.	He's not going to be given a tittle.	Dia juga tidak akan diberi gelar.	Addition/ EE
5.	And also concern and conversations about how dark this skin might be when his born.	Dan juga percakapan soal seberapa gelap kulitnya saat dia lahir.	Literal/ EE

Elaboration

A review of the events raised, the reader will be brought into several situations that are usually the supporting idea of the main event where the content can be the causes of the main events. This is where the explanation of the main events is discussed, including the time, actors, events, etc.

Tabel 2 Elaboration.

Number	Source Language	Target Language	Translation Technique
1.	In those months when i was pregnant.	Pada bulan-bulan saya hamil	Literal

2.	All around this same time.	Semua terjadi di waktu yang sama	Established Equivalent (EE)
3.	So we have in tanderm the conversation of he wont be give security.	Ada percakapan bahwa dia (putra Markle dan harry) tidak akan diberikan keamanan	Deletion/ EE/ Addition/ Literal
4.	Who,who is being that conversation with you?	Siapa yang melakukan percakapan itu,denganmu?	EE/ Literal
5.	There is conversation	Jadi ada pembicaraan soal	Literal/ Addition
6.	Hold it up, hold up	Tunggu sebentar,sebentar	Literal

Resource

A final stage on news items where there is something absolute so it is necessary to have sources listed in the form of experts, notes from experts and research carried out by experts

Table 3. Resource

Number	Source Language	Target Language	Translation Technique
1.	They're seperate now theres several conversation	Ada percakapan terpisah	Paraphrase
2.	There's conversation with you?	Ada percakapan dengan anda?	Literal
3.	With Harry?	Dengan harry?	Literal
4.	About how dark your baby is going to be?	Tentang seberapa gelap bayi anda nantinya?	Established Equivalent (EE)
5.	Potentially and what	Secara potensial	Estbalished

	that would be or look like	dan terlihat seperti i itu	Equivalent (EE)
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1. Addition

1. The purpose of addition is to introduce details that are not formulated in the ST. In short, this technique is opted to improve the understanding of the target readers on the translation.

2. Works on word, phrase, clause, or sentence. Mostly occurred to amplify an SL word..

SL: *He's not going to be given a tittle.*

TL: Dia (juga) tidak akan diberi gelar. (**Datum No.4 in main events**).

Translation uses addition to translate the sentence "He's not going to be given a title" because it helps in conveying information to the reader, but does not reduce the message to be conveyed.

2. Paraphrase

The purpose of this technique is to introduce a more easily understandable structure of phrase, clause, or sentence of TL.

SL: *They're seperate now theres several conversation*

TL: Ada percakapan terpisah (**Datum No.1 in resource**)

translation uses paraphrase to translate the sentence "They're seperate now theres several conversations" because to assist in conveying information to the reader, by changing the words but not changing the message of the sentence or text.

3. Established Equivalent

To translate an SL item into its established or natural equivalent in the TL; also contextual (grammatical and lexical). Working on words, phrases, or clauses.

A term is established if it is EITHER used in daily life conversation or used in a contextual discourse OR existent in the dictionary.

SL: *Not being tittled in the same way that other grandchildren would be.*

TL: Tidak akan diberi gelar dengan cara yang sama jika dibandingkan dengan cucu lainnya

(**Datum No. 3 in main events**)

SL: *About how dark your baby is going to be?*

TL: Tentang seberapa gelap bayi anda nantinya? (**Datum No. 4 in resource**)

translation uses established equivalent to translate the sentence "Not being tittled in the same way that other grandchildren would be " and other examples because to translate terms in the

source language with terms that are familiar in the target language and the term is in the form of the source language, generally based on a dictionary or everyday expressions.

4. Literal Translation

To translate a word or an expression word for word, and it creates natural set of expression in TL. Working on words, phrases, or clauses.

SL: *In those months when i was pregnant.*

TL: Pada bulan-bulan saya hamil (**Datum No. 1 in ellaboration**)

The translation uses Literal Translation to translate the sentence "In those months when I was pregnant " and other examples because to transfer an expression in SL word by word into SL

5. Total Reduction/Deletion

This technique deletes a whole item of SL in the translation. In other word, this technique does not translate an SL item. Working on words, phrases, or clauses. Reduction is the opposite of amplification technique. This technique compresses / compresses the information contained in the SL into the SL. This technique is almost similar to omission but there are slight differences. This omission technique is different from or is not included as a reduction technique which was redefined by Molina and Albir. They mention that the reduction is related to the implication of the SL message in the SL. Meanwhile, omission is the disappearance of messages in TL. Therefore, these two techniques need to be distinguished due to context. In other words, information that is explicit in the source language text is made implicit in the target language text.

(<http://sari-atsani.blogspot.com/2016/04/teknik-penerjemahan.html>)

SL: *So we have in tanderm the conversation of he wont be give security*

TL: Ada percakapan bahwa dia (putra Markle dan harry) tidak akan diberikan keamanan

(**Datum No.3 in ellaboration**)

Translation uses total l Reduction/Deletion to translate the sentence "So we have in tanderm the conversation of he wont be give security" and other examples because to compress the information contained in the source language into the target language. The information compaction carried out must not change the message in the source language text

CONCLUSION

According to the research, the researcher got the results according to the theory of translation techniques from To Molina & Albir (2002). which states that it is a translation technique. Based on the results of the study, it can be concluded that in the CNN News Indonesia news which was amazed at the interview with Oprah Winfrey with Meghan Markle, there were sixteen utterances spread from three generic structures in the news item. Of the sixteen utterances, there are five types of translation techniques used, namely addition, parphrase,

established equivalent, literal translation, and total reduction or commonly known as deletion. In the application of translation techniques on CNN News Indonesia news, which was amazed at the interview with Oprah Winfrey and Meghan Markle, there were differences where the differences were still in the context of translation techniques. This is because in order to obtain translation results that can be accepted by the community and accurate translation results. there are differences in the application of this translation technique also because of the compatibility of the source language with the target language. not only that, translation must also pay attention to aspects of cultural meaning so that the translation results are of very good quality and do not deviate from the rules of etiquette language according to the EYD guidelines.

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