

Subtitling Strategies of Cultural Words in The Subtitle of *Kartini* Movie

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Abstract: This research is entitled Subtitling Strategies of Cultural Words in the Subtitle of *Kartini* Movie. The purpose of this research is to identify the subtitling strategies of cultural words in the subtitle of *Kartini* Movie. In collecting the data, this research used a descriptive qualitative method. The data of this research were Javanese Language combined with Indonesian as the source language and English Language as the target language. The theory used to classify the cultural words in this research is by Newmark (1988:94-103) and the theory to classify the subtitling strategies is by Gottlieb (1992:66). There were 50 cultural words contained in the subtitles divided based on five classifications of cultural words, as follows: Ecology 2 data, Material Culture 6 data, Social Culture 5 data, Gesture and Habit 12 data and also Organization, Custom, Idea 25 data. On the other hand, after grouping the cultural words, then the words were analyzed using the subtitling strategies theory of Gottlieb that divided subtitling strategies, as follows: Transfer 20 data, Paraphrase 22 data, Expansion 3 data, Imitation 2 data, Condensation 1 datum, Deletion 1 datum, and Resignation 1 datum. The main subtitling strategy used in the translation of cultural word in *Kartini* Movie is the paraphrase type of a total of 22 data. The translator translates the text by changing the grammatical structure of the source language into the target language so that the translation results are easier to understand by the viewer.

Keywords: cultural words, subtitling strategies, kartini movie, subtitle, translation

RESEARCH BACKGROUND

In language, usually, there are also cultural values in it. Language is part of the culture. This is following Torop's statement (2002: 600) which states that "Culture possesses its symbol system or dialect that acts as the foundation of communication among its members. Consequently, comprehending a culture entails acquiring knowledge of its language, the symbol system that prevails within the culture." Torop's statement indicates that culture is a significant component of language. The cultural beliefs enshrined in language are the cultural practices that have been transmitted from one generation to the next by their forebears in that society. The values contained in the language are called cultural words. The cultural words in a language are usually used in the daily life of certain regional communities. In this case, the cultural words can only be understood by speakers of certain cultural languages. As we know, culture is a representation of language and of course, it is closely related to one another. In addition, in the current era, the development of cultural terms from various countries and regions can be accessed by many people. Through rapidly developing and advanced science, culture can be more easily accessed by several different groups or countries. In connection with the development of science, knowledge about language translation is discovered. When we translate from the source language to the target language, the primary factors to consider

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are translation and cultural elements. This is because we must carefully examine each word that holds a distinct connotation.

The translator must know the source language and culture of the target language to make a correct translation. The translator's ability to translate is also needed to make subtitles in films. This is because subtitles are a type of text translation found in movies. Subtitle serves as a written record of the conversation that appears on the screen when the character speaks. Movie captions are produced through the process of translation and serve as written records of the dialogues in the movie, typically presented at the lower part of the screen. This aspect is crucial in transmitting the intended message in the target language, especially considering the cultural disparities between the two languages. According to Gilbert & Kenneth (2009:7), subtitles are an indispensable tool to help viewers with little foreign language knowledge to overcome language barriers. In creating subtitles, it is crucial to be mindful of the variances in every term used in the original language that will be rendered into the desired language. Subtitles are needed so that the language in the film can be conveyed to audiences from various nations. For example, films that use Javanese will be easier to understand when there are English subtitles if watched by people who use English.

However, the use of words that contain cultural elements generally cannot be translated into the target language properly and correctly, due to differences in cultural understanding or background adapted by the two different languages. Therefore, translators must determine cultural terms from both languages, including translating certain texts that sound unique or related to cultural elements. Therefore, the translator needs a strategy to do the translation well. It should also be emphasized that this film is not about words but some expressions sometimes have a different meaning from the words spoken. This is the challenge of a translator to translate literary works that contain cultural values. To assist translators in translating words that contain culture in film subtitles, various theories are needed. In order to detect words that embody cultural values, it is essential to possess a fundamental understanding of cultural vocabulary. The Newmark theory of cultural vocabulary is employed by the researcher for this purpose. To classify the various methods of subtitle translation, the Gottlieb theory of subtitle tactics is applied.

In this research, the researcher focuses on the analysis of cultural words using subtitling strategies with the data source in the form of Javanese mixed with Indonesian as the source language and English as the target language in the subtitles of *Kartini* Movie, which are inspired by Javanese culture. Then the researcher analyzes and explains the cultural words and subtitling strategies of each word. *Kartini* Movie is a 2017 Indonesian biographical drama film directed by the Indonesian women's emancipation struggle, *Kartini*. This film is used as an object of research because its main core is inspired by culture. This film contains strong elements of Javanese culture where at that time there were still many people who applied them in their daily lives. In addition, this film has a diverse target audience, especially teenagers and adults. This film is adapted from Javanese culture with a storyline about the life of Raden Ajeng Kartini who struggles for women's emancipation which is a bit against Javanese cultural traditions. In addition, its use is also intended as a form of introduction to cultural history and preservation to foreign audiences.

REVIEW OF RELATED LITERATURE

There are several previous related studies related to the topic have been referenced in the writing process of this research: First, from Monika Rosalia Subrata and Jumanto (2023)

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“Subtitling Strategies Used in Translating Cultural Words in The Subtitle of Disney Animation Movie: Coco”. The main aim of the study is to examine the techniques employed in subtitling cultural terms in the Disney Animation Movie: Coco. The study intends to achieve this by identifying the various types of cultural words used in the movie and the most prevalent subtitling approach used to translate them. The research will employ Newmark's theory (1988:94 -103) to analyze the translation techniques and Gottlieb's theory (1992:66) to examine the subtitling strategies. In addition, the similarity between the previous research and the research analyzed by the researcher is that both examine cultural words and use the same theory by Newmark (1988:94-103) and Gottlieb (1992:66). But the significant difference is in terms of the object of research. Previous research analyzed the Disney Coco Movie which contains Mexican culture, while the object of this study uses the *Kartini* Movie which contains Javanese mixed Indonesian culture. The difference in cultural content also creates differences in the analysis of cultural words which will be translated using subtitling strategies so that the data of the analysis will be different.

Secondly, the research entitled "Subtitling Strategies in Translating Cultural Words in *Sobat Ambyar* Movie" (2022) by Aulia Mustika Sari. Researchers analyzed three languages, namely Javanese, Indonesian, and English. This film is analyzed using a subtitling strategy with Gottlieb's theory with Indonesian and English as the target language. The results of this research found several classifications of cultural words: ecology, material culture, social culture, organization, signs, and habits. In his research, researchers focused on cultural words in Javanese culture which were identified using the subtitling strategy, the result of which the dominant subtitling strategy used is Transfer. This previous research has similarities in using the Javanese language but has a different Javanese cultural context. Apart from that, this is influenced by the different film settings where in *Sobat Ambyar* Movie which is researched by Aulia is set in a more modern era so the language used mostly is Javanese ngoko which does not pay much attention to the level of language while this research with *Kartini* Movie is set in the old era which still thick using the Javanese language which contains levels such as ngoko, krama, and krama alus so that the cultural terms of Javanese language in it is more diverse. This causes the results of the two researches is different.

1.1 Cultural Words

Cultural words are words related to a specific language and cannot be translated verbatim. According to Newmark (1998:94), “It often results in translation difficulties due to cultural differences or dissimilarities that exist between the source language and the target language in translating culture.” Words that contain cultural elements are combined with the specific languages of various countries and cannot be easily translated correctly based on their meaning. Therefore, Newmark (1998: 95-103) says that the cultural words are divided into five classifications according to their respective types:

1) Ecology

Ecology is usually distinguishable from other cultural terms in that they are usually valuefree, political, and commercial. Ecology encompasses animals, plants, local winds, mountains, plains, valleys, hills, and others. According to Mustikasari (2022:18), an example of ecology is in the text below.

Example:

SL: *Kemarin ada kambing dibentak.*

TL: She even yelled at a goat yesterday.

2) Material Culture

Material culture consists of foods, clothes, houses to live in, and transportation. According to Mustikasari (2022:18), an example of material culture is in the text below.

Example:

SL: *Wagu! Sing bengak-bengok bakul sate, dudu adol sego goreng.*

TL: Satay vendors yell, not fried rice vendor.

3) Social Culture

According to Newmark (1998: 98), when dealing with social culture, it is important to differentiate between denotative and connotative problems of translation. Social culture encompasses work and leisure. According to Mustikasari (2022:18), an example of social culture is in the text below.

Example:

SL: *Mas aku gak mau lho jadi suster kamu.*

TL: I don't want to be your nurse.

4) Organization, Custom, Idea

Organization, custom, idea type is related to politics, social, art, and religion. According to Rahmah (2019:23), an example of organization is in the text below.

Example:

SL: *nazar*

TL: promise to himself.

5) Gestures and Habits

Different countries have their own culture in showing what is meant such as tradition, behavior that has existed since time immemorial. This can be shown through gestures and habits. According to Subrata (2023:33), the example of gesture and habit is in the text below.

Example:

SL: *Con permiso, I need to visit the Restroom.*

TL: *Permisi, aku ingin ke kamar kecil.*

1.2 Subtitling Strategies

Subtitles are translations of the original text or dialogue into the target language. Subtitles aim to help the audience understand the contents of the film being played. In presenting subtitles, it is done using the same language as used in the film dialogue which aims to help audiences who have hearing problems or who have limited knowledge of the language in the film. According to Gottlieb (1992:166), there are ten translation strategies for film subtitles, such as:

1) Expansion

Expansion is the type of subtitling strategy that gives additional meaning to the target language because some of the cultural nuances of the source language are not present in the target language. According to Simanjuntak and Basari (2013:7), an example of expansion is in the text below.

Example:

SL: Welcome to the bigs, junior!

TL: *Selamat datang ke pertandingan besar, junior!*

2) Paraphrase

Paraphrase is a subtitling technique employed when the expression in the source or target language differs in syntax from the original language. This strategy is used to change the structure of the subtitles so that they are at least easier to understand and read by the audience. According to Simanjuntak and Basari (2013:7), an example of a paraphrase is in the text below.

Example:

SL: Give me a minute.

TL: *Tunggu sebentar.*

3) Transfer

Transfer is a subtitling technique that aims to translate the source text in a literal, comprehensive, and precise manner. There are no additional explanations or display modifications. According to Simanjuntak and Basari (2013:7), an example of transfer is in the text below.

Example:

SL: One! Two! Three!

TL: *Satu! Dua! Tiga!*

4) Imitation

Imitation is the type of subtitling strategy that is a strategy to translate the source text to the target text while maintaining the same form. This results in an identical expression in the target text. It is usually applied when translating people or place names, proper nouns, or greetings. According to Simanjuntak and Basari (2013:7), an example of imitation is in the text below.

Example:

SL: Hey, mister. Is that Ambush?

TL: *Hei, tuan, apa itu Ambush?*

5) Transcription

Transcription is the type of subtitling strategy utilized when a word or term is uncommon even in the original text, such as the inclusion of a third language or nonsensical language, irregular speech, non-standard speech, or pronunciation with special emphasis on syllables. According to Simanjuntak and Basari (2013:7), an example of transcription is in the text below.

Example:

SL: jiu-jitsu, Muay Thai, and a thousand styles in between.

TL: *Jiu-jitsu, Muay Thai, dan ratusan lainnya.*

6) Dislocation

Dislocation is the type of subtitling strategy that is used when the source language has some kind of special effects, such as a silly song in it, where conveying the effect takes

precedence over the substance. It is used when there are song texts and metaphorical phenomena. According to Subrata and Jumanto (2023:50), an example of dislocation is in the text below.

Example:

SL: Where should I put my shoes? *Ay mi amor, ay mi amor*
TL: *Di mana harus ku taruh sepatuku? Sayangku, sayangku*

7) Condensation

Condensation is the type of subtitling strategy that is using short speech to get rid of unwanted speech, but the message is not lost. Condensation is used when there is a subtitle line limitation problem, a strategy used to solve the problem. The translator employs condensation when faced with a lengthy dialogue, utilizing only essential information to enhance coherence for the audience. According to Subrata and Jumanto (2023:51), an example of condensation is in the texts below.

Example:

SL: But shoes held them all together.
TL: *Tapi sepatu menyatukannya.*

8) Decimation

Decimation is the type of subtitling strategy that is an extreme form of condensation which is possible for reasons of speed of discourse. Even potentially important elements are omitted which leaves viewers confused. But the meaning in the source text can still be conveyed in the target text. For example, the use of taboo words in a fight scene or when arguing by speaking loudly and quickly. According to Subrata and Jumanto (2023:51), an example of decimation is in the texts below.

Example:

SL: Are those? Alebrijes! But those are real Alebrijes.
TL: *Apa itu? Alebrijes! Tapi itu nyata!*

9) Deletion

Deletion is a type of subtitling strategy that deletes part of the source text because the translator considers those parts unimportant. Deleted sections can be repetitions, question tags, and filler words from the source language to the target language. According to Simanjuntak and Basari (2013:9), an example of deletion is in the text below.

Example:

SL: Yes. I'm sure. I'm 11.
TL: *Ya, aku yakin.*

10) Resignation

Resignation is the approach of subtitling used when there is no feasible translation solution available. It used when the translator is dealing with untranslatable elements and difficult puns. According to Subrata and Jumanto (2023:51), an example of resignation is in the texts below.

Example:

SL: *Que bueno.*
TL: -

RESEARCH METHOD

This research employs a descriptive qualitative method. This method is used because it is research where the variables are unknown and require exploration to be explored and understood (Creswell, 2012). This descriptive research is appropriate when it is aimed at identifying characteristics, frequencies, trends, and categories. This is useful when not much is known about a topic or issue. The complexity of the research method is overcome by collecting, classifying, reading, and describing facts. This research aims to find subtitling strategies of cultural words in the subtitle of *Kartini* Movie. The unit of analysis in this research is in the form of several word, words, and phrase that contain cultural terms in the subtitle of the *Kartini* Movie in Javanese Language mixed with Indonesian language as the source language (SL) and English Language as the target language (TL). The data in this research were taken from *Kartini* Movie produced by Legacy Pictures Screenplay Films. According to Creswell (2012), qualitative research has several types of data sources: audiovisual recordings, documentation, interviews, observations, and physical artifacts. In this research, the researchers use two types of text as sources. There are two versions of subtitled languages in *Kartini* Movie, a Javanese version mixed with Indonesian and English. The data translation results were analyzed using subtitling strategies in translating cultural words.

RESULT AND DISCUSSION

1.1 Classification of Cultural Words

The following table is the frequency and the percentage that includes the classification of cultural words based on Newmark's theory (1998: 95-103) is divided into five classifications: ecology, material culture, organization, and gesture and habit with the total data contained in the subtitle of *Kartini* Movie is on below:

Table 1.1. Classification of Cultural Words

NO	Cultural Words	Quantity	Percentage
1.	Organization, Custom, Idea	25	50%
2.	Gesture and Habit	12	24%
3.	Material Culture	6	12%
4.	Ecology	2	4%
5.	Social Culture	5	10%
Total		50	100%

In the data table above, it can be seen that the classifications or types of cultural words that have the most use is the type of Organization, Custom, Idea which are divided into several types of comprises such as politics, religion, art, and social terms with a total of 25 data. Next, there is the classification of Gesture and Habit which includes habit and gesture related to Javanese mixed with Indonesian culture, the percentage total is 12 data, then, Material Culture with a total of 6 data which consists of words from the name of food, and houses. Next, there is the

classification of Social Culture which consists of works with a total of 5 data. Next, there is the classification of Ecology which consists of names of animal and plant with a total of 2 data.

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1.2 Classification of Subtitling Strategies

The following table is the frequency and the percentage that includes the classification of subtitling strategies based on Gottlieb (1992:166) that used to translating the cultural words in the subtitle of *Kartini* Movie.

Table 1.2. Classification of Subtitling Strategies

NO	Cultural Words	Quantity	Percentage
1.	Paraphrase	22	44%
2.	Transfer	20	40%
3.	Expansion	3	6%
4.	Imitation	2	4%
5.	Condensation	1	2%
6.	Deletiom	1	2%
7.	Resignation	1	2%
Total		50	100%

There are several types of subtitling strategies are distinguished by the respective types and functions in the process of translating cultural words in the subtitle of *Kartini* Movie. The researcher found the data Transfer 20 data, Paraphrase 22 data, Expansion 3 data, Imitation 2 data, Condensation 1 datum, Deletion 1 datum, and Resignation 1 datum. All data is calculated based on the total of 50 data that had been found in the subtitle of *Kartini* Movie subtitle.

1.3 The Classifications of Cultural Words and Subtitling Strategies in the Subtitle of *Kartini* Movie.

These are the following examples of data analysis of the classifications or types of cultural words in the subtitle of *Kartini* Movie.

1.) Ecology

Ecology is usually distinguishable from other cultural terms in that they are usually value-free, political, and commercial. Ecology encompasses animals, plants, local winds,

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mountains, plains, valleys, hills, and others. There is 2 data of ecology found in the Kartini movie.

Table 1.3.Ecology

Subtitling Strategies	Quantity
Transfer	1
Resignation	1
Total	2

Excerpt 1:

Source Language	Target Language	Cultural Words	Subtitling Strategy
<i>Mambu ketundung gudhel</i>	-	Ecology	Resignation

Based on the excerpt 1 above, the translator used Resignation as a subtitling strategy, due to the translator did not translate and explain what the actual meaning of “gudhel” in the target language. This strategy used because no translation solution could be found. It used when the translator is dealing with untranslatable elements and difficult puns. Based on *Kartini* Movie’s data, it is known that the word “gudhel” means the child of buffalo or the calf. The word “gudhel” is part of Animal in the type of Ecology in the classification of Cultural Words. According to Newmark (1998:95), animals can be classified as part of the cultural lexicon due to the fact that various countries have their own distinct names for them. These local names often contain cultural nuances that cannot be accurately translated into other languages.

Excerpt 2:

Source Language	Target Language	Cultural Words	Subtitling Strategy
<i>Daun Semanggi</i>	Clover Leaf	Ecology	Transfer

Based on the excerpt 2 above, The phrase “Daun Semanggi” means the clover leaf. The translator translated the phrase “Daun Semanggi” into “Clover Leaf”. It means the translator translated the source language by maintaining the grammatical form from the source language to the target language. This type of subtitling strategy is Transfer. The phrase “Daun Semanggi” is a type of Ecology in the category of cultural words because it is part of plant.

2.) Material Culture

Material culture consists of foods, clothes, houses to live in, and transportation.

Table 1.4. Material Culture

No	Subtitling Strategies	Quantity
1.	Paraphrase	4
2.	Transfer	1
3.	Imitation	1
Total		6

Excerpt 3:

Source Language	Target Language	Cultural Words	Subtitling Strategy
<i>Tempene wis, Nil?</i>	Is the Tempe ready, Nil?	Material Culture	Imitation

Based on the excerpt 3, the translator translated the word "Tempe" into "Tempe". It means the translator translated the original equivalent from the source language to the target language and did not change it. This type of subtitling strategy is Imitation. The form of the word "Tempe" Imitation is a type of subtitling strategy for translating people's names, place names, and also food names. Based on *Kartini* Movie's data, it is known that the word "Tempe" is one of the traditional foods made from fermented soybeans. The word "Tempe" is a part of Food in the type of Material Culture in the classification of Cultural Words.

Excerpt 4:

Source Language	Target Language	Cultural Words	Subtitling Strategy
<i>Saya ingin Yu Ngasirah tidak lagi tinggal di rumah belakang</i>	I want Yu Ngasirah to stop living in the outhouse	Material Culture	Paraphrase

Based on the excerpt 4, the phrase "Rumah belakang" is the house that location behind the main house or the noble's family of Java for the maid in the Javanese house culture. The translator translated the phrase "Rumah belakang" into "outhouse". It means the translator translated by changing the grammatical structure of the source language into the target language to make it easier to understand. This type of subtitling strategy is Paraphrase. The phrase "Rumah belakang" is a type of Material Culture in the category of cultural words because it is part of housing in Javanese culture.

3.) Social Culture

According to Newmark (1998: 98), when dealing with social culture, it is important to differentiate between denotative and connotative problems of translation. Social culture encompasses work and leisure.

Table 1.5.Social Culture

No	Subtitling Strategies	Quantity
1.	Transfer	4
2.	Paraphrase	1
Total		5

Excerpt 11:

Source Language	Target Language	Cultural Words	Subtitling Strategy
<i>Kyai niku sinten?</i>	Who is this pious man ?	Social Culture	Paraphrase

Based on the excerpt 11 above, the translator translated the word “Kyai” to “pious man”. It means the translator translated the source language by changing the grammatical structure of the source language into the target language to make it easier to understand. This type of subtitling strategy is Paraphrase. Based on *Kartini* Movie’s data, it is known that the word “Kyai” is the title for an Islamic religious figure a term or leaders of Islamic boarding schools. The word “Kyai” is a part of work in the Social Culture type in the category of cultural words.

Excerpt 12:

Source Language	Target Language	Cultural Words	Subtitling Strategy
<i>Kepala sekolah Tuan Baron Van Dietmar.</i>	Headmaster Baron Van Dietmar	Social Culture	Transfer

Based on the excerpt 12 above, the translator translated the word “Kepala sekolah” to “Headmaster”. It means the translator translated the source language by maintaining the grammatical form from the source language to the target language. This type of subtitling strategy is Transfer. The word “Kepala sekolah” is headmaster. The word “Kepala sekolah” is a part of work in the Social Culture type in the category of cultural words.

4.) Organization, Custom, Idea

These types are organization, custom, idea related to politics, social, art, and religion.

Table 1.6. Organization, Custom, Idea

NO	SUBTITLING STRATEGIES	QUANTITY
1.	Transfer	9
2.	Expansion	1
3.	Paraphrase	12
4.	Imitation	1
5.	Deletion	1
6.	Condensation	1
TOTAL		25

Excerpt 36:

Source Language	Target Language	Cultural Words	Subtitling Strategy
<i>Banyak umat Islam lebih puas hanya bisa membaca Bahasa Arab tanpa tahu makna dan artinya.</i>	Many Muslims prefer reading the Qur'an in Arabic without understanding the meaning of it.	Organization, custom, idea	Transfer

Based on the excerpt 36 above, the translator translated the phrase “umat islam” into “muslims” or by maintaining the grammatical form from the source language to the target language. This type of subtitling strategy is Transfer. Based on *Kartini* Movie’s data, it is known that the phrase “umat islam” is muslims. The phrase “umat islam” is a type of Organization in the terms of religion.

Excerpt 31:

Source Language	Target Language	Cultural Words	Subtitling Strategy
<i>Mulai besok, nggak ada lagi ginunjing.</i>	Start tomorrow, no more lullabies .	Organization, custom, idea	Paraphrase

Based on the excerpt 31 above, the word “Ginunjing” is from *Gending Ginonjing*, it is a song that often sung by *Kartini's* mother named M.A. Ngasirah. The song tells the story of a mother who is holding her child in her arms and hopes that when she grows up, she will be useful for her community and nation. The translator translated the word “Ginunjing” into “lullabies“. It means that translator translated the source language by changing the grammatical structure of the source language into the target language to make it easier to understand. This type of subtitling strategy is Paraphrase. The word “Ginunjing” is a part of artistic term in the idea type in the category of cultural words.

Excerpt 32:

Source Language	Target Language	Cultural Words	Subtitling Strategy
<i>Jadi Kartini menulis tentang Seni Ukir Japara.</i>	So Kartini wrote about the art of carving in Japara?	Organization, custom, idea	Transfer

Based on the excerpt 32 above, the phrase “Seni ukir” is a typical carving art that comes from Jepara. Jepara, which is known as the City of Carving, has now turned into the City of Carving of the World. The translator translated the phrase “Seni ukir” into “the art of carving“. It means that translator translated the source language by maintaining the grammatical form from the source language to the target language. This type of subtitling strategy is Transfer. The phrase “Seni ukir” is a part of artistic term in the idea type in the category of cultural words.

5.) Gesture and Habit

According to Newmark, cultural expressions such as gestures and habits can be classified using appropriate cultural terms, provided that a differentiation between their description and function can be established, especially in cases where ambiguity arises in the target culture. For instance, if a person smiles slightly when someone passes away or spits as a form of blessing. Different countries have their own culture in showing what they meant such as: Traditions, behavior that already exist since a long time ago. Gestures and habits are frequently described using language that is not influenced by culture.

Table 1.7. Gesture and Habit

NO	SUBTITLING STRATEGIES	QUANTITY
1.	Transfer	5
2.	Paraphrase	5
3.	Expansion	2
TOTAL		12

Excerpt 39:

Source Language	Target Language	Cultural Words	Subtitling Strategy
<i>Ora usah isin-isin.</i>	Don't be shy .	Gesture and Habit	Paraphrase

Based on the excerpt 39 above, the translator translated the phrase “isin-isin” to “shy”. It means the translator translated the source language by changing the grammatical structure of the source language into the target language to make it easier to understand. This type of subtitling strategy is Paraphrase. Based on *Kartini* Movie’s data, it is known that the phrase “isin-isin” is an expression when someone has gestures that show shyness. The phrase “isin-isin” is a part of gesture in the type of Gesture and Habit in the category of cultural words.

Excerpt 40:

Source Language	Target Language	Cultural Words	Subtitling Strategy
<i>Tapi kalo nyembah sampe pegel seperti ini baru saya alami sekarang, Mbakyu</i>	But to hold arms up like this for this long, its make me sore, sister.	Gesture and Habit	Expansion

Based on the excerpt 40 above, the word “nyembah” is an act which done by holding arms up to honoring someone who honorable in Javanese culture. The translator translated the word “nyembah” into “hold arms up“. It means that translator translated the source language by giving the additional meaning in the target language because some of the cultural words of the source language are not present in the target language. This type of subtitling strategy is Expansion. The word “nyembah” is a part of gesture in the type of Gesture and Habit in the category of cultural words.

1.4. The dominant Subtitling Strategy used in translating Cultural Words in subtitle of *Kartini* Movie.

Based on the data from the analysis above, it was found that the use of subtitling strategies to translate cultural words in the *Kartini* Movie is paraphrase type with 22 data. In addition, the analysis of the data, cultural words which include paraphrase consist in 12 data types of organization, custom, idea, 5 data of gesture and habit, 1 data of social culture and 4 data of material culture. The results show that translators have broad language skills by applying paraphrase techniques so that many translation results do not can be easily understood by the viewer.

CONCLUSION

As the researcher already mentioned in the first chapter that this research is focused in analyzing the subtitling strategies used in translating cultural words in the subtitle of the *Kartini* Movie which also consists of several objectives: identifying types of cultural words in *Kartini* Movie and dominant subtitling strategy used in translating cultural words in the subtitle of *Kartini* Movie.

Based on the results of analysis, it can be seen there are 50 data of cultural words has been collected. The data includes five cultural words classifications: Ecology, Social Culture, Material Culture, Gesture Habit and Organization, Custom, Idea. The most cultural words is Organization, Custom, Idea type that includes classifying political, administrative, historical, international, religious, and artistic terms with a total of 25 data. There is also the type of material culture with a total data of 6 which consists of words from the name of food and housing. Then, there is the type of social culture which consists of works with a total of 5 data. Besides that, there is also the type of gesture and habit which includes traditions related to Javanese mixed with Indonesian culture with a total of 12 data. Another one is the type of ecology that includes the name of animal and plant with a total of 2 data. After classifying the cultural words then the data were divided based on the use of subtitling strategies in translating cultural words are known that there are several types of subtitling strategies that are distinguished by the respective types and functions in the process of translating cultural words in the subtitle of *Kartini* Movie Transfer 20 data, Paraphrase 22 data, Expansion 3 data, Imitation 2 data, Condensation 1 datum, Deletion 1 datum, and Resignation 1 datum. All data is calculated based on the total of 50 data that had been found in the subtitle of *Kartini* Movie subtitle. There are only seven subtitling strategies out of ten type of subtitling strategies applied by the translator in translating subtitle in *Kartini* movie. The six strategies are expansion, paraphrase, transfer, condensation, 52 imitation, deletion, and resignation. The subtitling strategies that are not used by the translator are decimation, dislocation, and transcription.

Based on the results of the data analysis, transfer is the dominant subtitling strategy used by translators in translating the cultural words of *Kartini* Movie. There are many words from the source language which are literally translated into the target language, without any additions or subtractions. From these results it can be concluded that the use of the dominant transfer type of subtitling strategy to translate cultural words in the subtitles of *Kartini* Movie allows cultural words from the source language to be translated literally without any reduction or addition of information. This can reduce audience misunderstandings in capturing the meaning of words that contain the culture of the source language because it can be maintained to the target language.

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