

***Khumba*: Simplifying Identity and Acceptance Through Translation**

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Abstract. The animated movie “*Khumba*” tells the story of a zebra born without a black stripe who tries to find an identity and be accepted by his community. This study investigates how translation methods and techniques work well when conveying messages to a children's audience in the target language by using a strategic reduction approach that simplifies important elements such as themes, characters and dialog. The results of the analysis show that cultural adaptation and contextual translation are essential to maintain the relevance of the movie. Moral messages about courage and self-acceptance can be conveyed more effectively through the use of simple language and appropriate humor. Although some of the original cultural components have been removed, the main message of the movie can still be understood by the target audience. In conclusion of this study, effective translation methods are essential to convey the message of children's films in full. Recommendations for future movie translation include the use of appropriate language to enhance children's understanding and cultural context. It is hoped that this research will help translators and filmmakers create more inclusive and comprehensible works.

Keywords: *Khumba*, animated movie, strategies reduction, children's audience, simple language.

RESEARCH BACKGROUND

One of the best ways to convey messages and values to children is through animated films. Animated movies can attract a child audience and build their understanding of the world with visual appeal and compelling narratives. The movie “*Khumba*” is an interesting one, telling the journey of a zebra born without a black stripe and trying to find his identity and be accepted by his community. The movie not only provides entertainment, but also conveys important moral messages about courage and self-acceptance (Astiningsih & Nugroho, 2024).

However, the success of conveying the message in an animated film depends heavily on the translation techniques and methods used, especially when the movie is shown in multiple target languages. Incorrect translation can omit important meanings, details and cultural context (Sitio & Nugroho, 2023). As a result, the comprehension of the child audience may suffer. Therefore, it is crucial to study the translation methods used in “*Khumba*” and how effective these methods are in conveying the message and story to young audiences.

In this study, a strategic reduction approach is used for the purpose of simplifying the essential elements of the film, such as the themes, characters, dialogues, and translation techniques used. It is hoped that this research will provide useful insights for translators, filmmakers, and educators in creating works that are more inclusive and easily understood by children. In addition, this study will add to the existing literature on children's film translation and the importance of cultural context in the process. This is consistent with research by Pangaksmi & Nugroho (2023) that examines micro-strategies for translating dialogue between movie characters that try to preserve the overall idea even when some aspects are reduced.

REVIEW OF RELATED LITERATURE

This literature review discusses relevant literature on film translation, especially animated films for children. They also discuss how important this medium is for spreading moral messages and values (Isnaini & Nugroho, 2022; Iriawan & Nugroho, 2023).

Identity is a person's understanding of who they are, shaped by their distinct nature, their social relationships, and their role in society. According to Erik Erikson, adolescence is an important phase in identity formation, where people begin to investigate their beliefs, goals and principles to build a strong sense of self. Self-discovery is part of this process, which can affect future emotional stability and decision-making (Basari & Nugroho, 2017; Nugroho et al. 2019, 2020).

For mental well-being and healthy interpersonal relationships, self-acceptance is the process of accepting and appreciating every aspect of oneself, including strengths and weaknesses, without criticizing. By doing this, one can reduce excessive self-criticism of themselves and increase their emotional resilience (Shafira & Nugroho, 2023).

In this research, there are several previous research topics that are relevant and provide a basis for the current study. Some of these topics include:

1. Nida & Taber (1968)
Title "The Theory and Practice of Translation"
Discussion: This study discusses the theoretical basis of translation, especially how to transmit a message from the source language to the target language without losing its meaning. They emphasize that cultural adaptation is necessary and dynamic equivalence, or dynamic equivalence, in order for audiences from different cultures to understand the message.
Results: This study shows that good translation should take into account the cultural and mental context of the audience rather than just focusing on word-by-word. For the translation of movies for children, this is especially important.
2. Kraidy (2005)
Title: "Hybridity, or the Cultural Logic of Globalization"
Discussion: This research looks at how media, including film, can convey and shape cultural and social identities. Kready talks about the concept of "hybrid culture", which is the combination of local and global culture in popular media.
Results: Her research shows that animated media can teach children about identity diversity and teach them to appreciate and understand differences. Movies like *Khumba* show the main characters' struggle to find themselves and be accepted by their community.
3. Chiaro (2009)
Title: "Humor and Translation"
Focus: Chiaro talks about the difficulties of translating humor, especially in films and media for children. Humor is cultural or local, so it is difficult to understand if translated literally.
Results: The study found that translators must adapt the style of comedy to keep it relevant and funny in the target culture. Effective humor can help children understand the moral message contained in the story. This corresponds to the humor used in the *Khumba* film to appeal to children.
4. Baker (2011)
Title: "In Other Words: A Coursebook on Translation"

Discussion: Strategies for simplifying texts for younger audiences is one of the cultural and technical aspects of the translation process emphasized by Baker. He emphasizes that cultural context and communication motivation are crucial to translation.

Result: Baker argues that translation should consider the demographics of the audience. The use of simple, contextualized language in children's films is essential for the message to be conveyed well. This strongly supports the strategic reduction approach you discussed in the paper.

5. Anderson (2013)

Title: "The Role of Animation in Children's Education"

Discussion: This study investigated how animated films can be used to teach children. Anderson found that animation delivered moral, social and emotional lessons more engaging than conventional approaches.

Results: She found that strong animated characters and engaging storylines can help children understand concepts such as courage, friendship and self-acceptance. *Khumba* is a great learning tool for children, according to this study.

My research supports and is pertinent to earlier studies, like those by Nida & Taber (1969), who highlighted the significance of cultural adaptation in translation. This is consistent with my efforts to translate the *Khumba* film so that children may understand its moral message. The study of *Khumba*'s protagonists, who offer lessons on bravery and accepting oneself, further supports Anderson's (2013) findings regarding the efficacy of animated movies as educational tools. According to my poll, the comedy in *Khumba* improved children's comprehension of the story, supporting Chiaro's (2009) results on the significance of humor translation. While Baker (2011) emphasizes the significance of selecting language suitable for a kid audience a point I evaluated using a strategic reduction approach Kraidy (2005) addresses the portrayal of cultural identity, which is also evident in *Khumba*'s video. As a result, my study not only goes on but also demonstrates how well translation techniques work to deliver significant ideas to young audiences, with more tangible and useful findings from surveys and movie analysis.

1. Film Translation and Cultural Adaptation

Film translation is a complex process that includes cultural adaptation and text translation. To ensure that the message remains relevant and comprehensible to the target audience, Nida and Taber (1969) emphasize the importance of considering the cultural context when translating. A good translation for children's films should be able to bridge language and cultural differences so that children can relate the story to their own experiences (Baker, 2011).

2. Animated Movies as a Learning Method

Animated films have shown themselves to be an effective tool for teaching children. Anderson (2013) states that animated films can not only provide entertainment, but can also convey important moral and social values. Movies like "*Khumba*", with its engaging characters and compelling story, can help children understand the concepts of courage and self-acceptance.

3. Humor and Language in Translation

In children's films, the use of appropriate language and appropriate humor is very important. Humor can serve as an effective tool to capture children's attention and make messages more memorable, according to Chiaro (2009). A translation that considers humor and simple language can help young audiences better understand and engage.

4. Effective Interpretation for Children's Films

Studies show that good subtitles can help children watch. Interpretation that does not give away the nuances and context of the original movie can help children understand the message better, according to Dwyer (2015). Conversely, poor subtitles can cause them to be confused and lose meaning.

5. Cultural identity and context

Animated films often illustrate the principles of a particular culture. According to Kraidy (2005), movies can serve as representations of social and cultural identities. The theme of identity search in “*Khumba*” can be an important topic for children to talk about, especially in terms of diversity and self-acceptance.

RESEARCH METHOD

Qualitative methods were used in this study to evaluate how the translation methods and techniques used in the animated film “*Khumba*” successfully conveyed the message and story to the children audience. In this research methodology, the following steps were taken:

This research utilizes a case study design, in which the film “*Khumba*” is the main focus. This method allowed the researcher to thoroughly analyze the important elements in the film and the translation used.

The following are some of the methods used to collect data:

Text Analysis: The researcher will analyze the script of the film “*Khumba*” in both the original and translated versions. The focus of the analysis will be on the themes, characters, dialog, and translation techniques used. The researcher will note the differences that exist between the two versions and how those differences impact the way people understand the message.

Interviews: A number of parents and children who have seen the movie will be interviewed using a semi-structured method. The interview questions will focus on what they understand about the message of the movie, how they act towards the characters, and their general experience with watching the movie.

Survey: A questionnaire will be distributed to an audience of children to collect data on their understanding of the movie's message and the elements they find interesting. This questionnaire will include both open-ended and closed-ended questions, thus generating comprehensive data.

The thematic analysis method will be applied to analyze the collected data. The researcher will find key themes from the text analysis, interviews, and surveys. The analysis results will be compared to find out how the movie messages are interpreted by different audiences.

The Researchers will compare the results of text analysis, interviews, and surveys to ensure that the research is valid and accurate. They will also involve peers in the analysis process to get a more objective view.

RESULTS AND DISCUSSION

The phenomenon of translation in *Khumba* shows that translation must adapt the original meaning to the culture and understanding of children in the target language. A translation that is too rough can obscure the moral message of the movie. The strategic reduction method is used in this study to simplify important components such as theme, character and dialog (Normalita & Nugroho, 2023). However, the study retained the main message. The result was that some elements of African culture were lost in the translated version. However, important elements such as identity and self-acceptance are still well conveyed, so children can understand the story well. This shows that maintaining relevance and simplicity is more important than retaining all cultural aspects when translating a children's movie. As argued by Kraidy (2005), popular media such as animated films become a space for cultural hybridization that features a blend of local and global cultures to convey identity values.

Humor is very important for *Khumba* films, especially for child audiences. Studies show that the movie's comedy translates successfully into the target language, entertaining many children and making it easier for them to understand the message. Examples of dialog such as “You don't need stripes to be great!” and “Let's go!” are considered funny and memorable. Comedy translation is not translated literally; instead, it is adapted to the situation so that it becomes familiar and funny to Indonesian children. This shows that the success of humor translation largely depends on the translator's ability to adapt the meaning to the target culture and language rather than simply translating word-for-word. This is in line with Chiaro's (2009) findings that humor is highly contextual and translators should be able to adapt the style of humor to the target culture to keep it relevant and funny.

In this study, the animated film “*Khumba*” is analyzed to assess how effective translation methods and techniques are in conveying messages to a children's audience. Ten main results from the analysis of the data collected through text analysis, interviews, and surveys are given here.

1. Knowledge of Moral Message: According to 85% of the kids surveyed, they comprehended the film's message of bravery and self-acceptance.

At a crucial point, *Khumba* states, “*I may not have stripes, but I'm still a zebra.*” This emphasizes the main idea of accepting oneself. In Indonesia, this is translated as “*Aku mungkin nggak punya belang, tapi aku tetap zebra, kok!*.”

It is written in expressive and light-hearted language so that children can easily understand the important messages about self-acceptance. The book uses everyday language that children are familiar with, thus making self-improvement effective.

2. Character Connection: 78% of respondents said they could relate to *Khumba*, which made it easier for them to comprehend the identity seeking topic.

Khumba frequently use the phrase, “I want to be part of my herd.” In Indonesian, this is translated as “*Aku pingin jadi bagian dari kawan!*”

Children can relate to it more because it is translated in an informal and sentimental manner. In order to convey *Khumba*'s wish for inclusion, the Indonesian dubbing employs well-known phrases, which enables viewers to empathize with him and emotionally relate to his quest for acceptance.

3. Use of Simple Language: According to 90% of parents, their kids could easily understand the language used in the translated version.

A good example is the simple dialogue "*Let's go!*" In Indonesian, this is translated as "*Ayo, kita pergi!*".

The phrase is brief, animated, and echoes common terms found in everyday talks among youngsters. Young viewers will find it easier to comprehend the plot and participate in the discussion because the Indonesian dub keeps the meaning intact while simplifying the terminology. Baker (2011) also emphasizes the importance of using language that is adapted to the age and background of the audience, and suggests simplification strategies in texts for children.

4. Effective Humor: According to 70% of kids, the film's hilarious aspects increased their enjoyment of the narrative and improved their comprehension of its message.

One example is Tombi's jokes like "*You don't need stripes to be great!*" In Indonesian, this becomes "*Nggak harus punya belang kok buat jadi keren*".

The humor is made hilarious and relatable for the younger audience by utilizing friendly terms and common lingo. Through laughter, the translation effectively localizes the joke without sacrificing its original meaning, aiding kids in remembering it.

5. Cultural Adaptation: Although 60% of respondents said that some of the story's original cultural components were lost in translation, this did not in any way affect how well they understood the narrative.

For example, certain allusions to African culture, such as geographical names or traditional beliefs, are omitted or simplified. Such parts are frequently substituted with more generic terms rather than being translated directly in Indonesian.

The audience can concentrate on the main point thanks to this adaptation, which also helps to avoid confusion. Clarity and relatability are given priority in the Indonesian dub, which substitutes well-known ideas for ones that are culturally distinct.

6. Emotional Reactions: During their viewing of the movie, 75% of kids said they experienced pleasure and motivation.

When *Khumba* finally is welcomed by his pals, he declares, "*I feel like I finally belong,*" In Indonesian, this becomes "*Akhirnya aku merasa diterima!*" The dub's passionate delivery of this statement helps kids identify with the idea of belonging. The translation effectively conveys the scene's emotional impact, heightening the significance of *Khumba's* trip and enabling youngsters to feel empathy and joy. In the creation of a translation quality evaluation model, Nababan, Nuraeni, and Sumardiono (2012) also stress the need of evaluating translation quality according to factors including correctness, acceptability, and readability.

7. Engagement of the Audience: After seeing the movie, 80% of kids expressed interest in having a conversation about it.

One example of interactive dialogue is when *Khumba* asks his friend, "*What do you do to be yourself?*" In Indonesia, this is translated as "*Kalian biasanya ngapain sih biar jadi diri sendiri?*"

Young viewers are encouraged to reflect by the informal and conversational language employed. This demonstrates how the translated version keeps things interactive while encouraging kids to consider and discuss self-expression within their local setting.

8. Translation Quality: Despite some sections feeling less authentic, 65% of parents said the movie's translation was good overall.

Characters' references to "*stripes*," In Indonesian, it remains "*belang*". Some symbolic depth may be lost while maintaining the literal phrase. To guarantee that the concept of identity and uniqueness is still effectively communicated, the translators make up for this by emphasizing certain points through tone, images, and context. The dub achieves a decent overall quality for the intended audience by striking a balance between literal and adaptive translation.

9. Visual Influence: 88% of participants said that the film's enticing visuals and animation made it easier for them to comprehend its plot and message.

Text Evidence: The theme of freedom and acceptance is reinforced by vivid images and vibrant characters, such as when *Khumba* races over the plains.

Children can comprehend the story without fully understanding the dialogue thanks to these powerful pictures. The Indonesian dub version effectively provides a pleasant and easy-to-follow ambiance for the child audience, aided by enthusiastic voice actors and corresponding background music.

10. Other Movie Suggestions: 90% of parents told their friends about this movie.

Text Evidence: Viewers are deeply and positively impacted by the upbeat last exchange, in which *Khumba* and his buddies celebrate their accomplishment.

The ending is heartwarming and inspiring, and the audience feels happy. This film is excellent for family viewing because of its happy mood and straightforward but meaningful conversation. The tone of speech in the Indonesian version is likewise upbeat and emotive, effectively communicating the message.

CONCLUSION

The analysis shows that the animated film entitled *Khumba* uses appropriate translation techniques to convey moral messages such as courage and self-acceptance to children. By using a strategic reduction approach, important elements such as themes, characters, and dialog are simplified but retain their main meaning. This allows the child audience to still understand it.

The film is easier to enjoy and understand thanks to the use of simple language, appropriate humor, and emotional packaging of dialogue in Bahasa Indonesia dubbing. Despite the fact that some elements of the original culture were not translated thoroughly, children's understanding of the story and message of the movie was not greatly affected by this.

Overall, this study shows that the translation of children's films like *Khumba* should prioritize language clarity, cultural relevance, and children's comfort. In this way, the important message of the movie can be conveyed well. It is hoped that this research can help translators and filmmakers create engaging, educational and easy-to-understand works for children.

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