

## **REDUCTION IN THE MOVIE SUBTITLE ENTITLED THE BOSS BABY**

**Gretty Yan Ari Dewi<sup>1)</sup>, Dwi Aji Prajoko<sup>2)</sup>**

<sup>1, 2)</sup>English Study Program (Madiun Campus), Faculty of Communication Science  
Widya Mandala Catholic University

Email: <sup>1)</sup>gretty2201@gmail.com, <sup>2)</sup>dwi.aji.prajoko@ukwms.ac.id

### ***Abstract***

*Translation had become a part of our lives, especially in the movie industry. Translation was needed by those needing any help understanding the meaning. In translating language units such as words, phrases, and clauses, the translation techniques were needed. The assumption that subtitling needs space saving made reduction translation techniques were badly required. Reduction consisted of two types of translation techniques, namely concision and deletion. This research aimed to find language units from The Boss Baby movie subtitle translated with concision and deletion translation technique. This study was descriptive qualitative research. The data collection technique was document analysis. The data analysis technique was ethnographic, namely by differentiating the data with non-data, taxonomizing the data, describing their components, and analyzing their cultural theme. The findings showed that language units that was translated with concision translation techniques are 35 data and deletion 23 data. The most dominant was concision. Myriad data about reduction conformed significantly the previous researches by Fitria (2015) about subtitling and Fitria (2018) about the translation of journal. Nevertheless, the findings did not conform the reduction in Prafitasari, et al., (2019) doing research on the poem translation.*

**Keywords:** *translation, translation techniques, reduction translation techniques*

### **1. INTRODUCTION**

The translation is an extraordinarily broad notion and can be comprehended in many different respects. The translation is currently needed by the wider community including in the field of the film—many people like watching domestic movies, foreign movies, or both of them. The translation is needed so that the audience better understands the meaning of the film through the dialogue shown in the film. Even movies from their own countries still use subtitles so that what the characters talk about in the film can be delivered perfectly. Nowadays, people often watch movies from foreign countries in which they do not understand their language. In this case, translation or subtitling is badly needed in order that they can appreciate the movies. The results of translation in the forms of units of language like words, phrases, and clauses are the effects of the application of translation techniques. The translation techniques are adaptation, amplification (explicitation, addition, paraphrase, footnotes), borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction (implication, concision, deletion), substitution, transposition, and variation. Here, the researcher wants to analyze the reduction--consisting of concision and deletion—that appears in The Boss Baby movie.

Reduction suppresses source text (ST) information item in the Target text (TT), and it is in opposition to amplification. The reduction includes two translation techniques, namely concision and deletion. Deletion is to delete a part of the whole part of the SL text and the message is not conveyed in the other part of the TL text. In this technique, the meaning of the text is lost as well as the text (Molina and Albir, 2002). Concision is also deletion but it omits the details of the form only while the meaning is retained. Reduction is one of the most used translation techniques in subtitling. Reduction is used because the space in subtitling is limited. Therefore, it needs to shorten some phrases from the source language without changing the meaning. This helps people to understand the dialogue quickly while watching the visual of the movie. Subtitling can be defined as ‘the rendering in a different language of verbal messages in filmic media, in the shape of one or more lines of written text presented on the screen in sync with the original written message’ (Gottlieb 2001b: 87, emphasis added). The written, subtitled text has to be shorter than the audio, simply because the viewer needs the necessary time to read the captions while at the same time remaining unaware that he or she is actually reading. According to Antonini (2005: 213), the words in the original dialogues tend to be reduced by between 40 and 75 percent in order to give viewers the chance of reading the subtitles while watching the film at the same time.

The translation technique of reduction in the subtitles of the movie entitled *Boss Baby* has not been done before. Therefore, this can fill the research gap. Prafitasari, Nababan, and Santosa (2019) explore the translation techniques and translation quality in a poem book entitled *Love & Misadventure*. The writers show the data of the translation but none of them is using reduction translation technique. Tira Nur Fitria (2018) explores the translation technique found in English to Indonesian abstract translation of *Journal Edunomika*. There is reduction translation technique but the focus of the research is not reduction. She also explores the use of translation technique in *Doraemon Stand By Me* movie. But in this research, she explains the translation technique found and used, not specifically limit the research to explore about reduction translation technique.

Therefore, this research focused on language unit translated using reduction translation technique found in the movie subtitle entitled *The Boss Baby*. The problems can be state as what language unit found in *The Boss Baby* movie subtitle translated using concision and deletion translation technique. Based on the problems, this research aims to find language unit in *The Boss Baby* movie subtitle translated using concision and deletion translation technique.

## **2. RESEARCH METHOD**

This research is qualitative research so that by itself it is descriptive because the data is mostly in the form of words. Furthermore, this qualitative research covers the properties of content analysis, case studies, and comparative which are actually research methods. Research on this fictitious work remains qualitative research because it also has participants, places, and events (Santosa, 2012). Reduction in the subtitle of a movie entitled *The Boss Baby* is related to participants (*Boss Baby*, Tim Templeton, Tim’s parents, Mr. Francis), places (Tim’s house, pet company), and events (meetings, romance, parties, fightings, and so on).

The location of this research is not geographical names, but the media, namely the movie entitled *The Boss Baby* by DreamWorks Animation and distributed by 20th Century Fox in 2017 which, like other types of research locations—although only the author's fiction—also has elements of place, participants, and events (Santosa, 2012).

The data for this research are words, phrases, or clauses about translation techniques, especially concision and deletion grouped in reduction in the subtitle of English movie entitled *The Boss Baby* and its Indonesian translation. Data sources according to Patton (1980) are places, information, events, statuses, and so on from which researchers obtain data. In this research, the data sources are documents, namely English movie entitled *The Boss Baby* and its Indonesian translation.

The data collection technique of this research is document analysis. Documentary analysis can help develop a hypothesis or prove or disprove an existing theory. Documentary analysis method refers to the analysis of documents that contains information about the phenomenon we wish to study (Bailey 1994). The object of the documentary in this research is subtitle in *Boss Baby* movie. Then the object is read thoroughly. Thus, the translation process of the noun phrase from source language text into target language text can be found as the phenomenon of this research. After the data is read and analyzed, all of noun phrases in *Boss Baby* movie are highlighted and noted. There are four data analysis technique which are domain analysis, taxonomy analysis, componential analysis, and cultural theme analysis.

Domain was any symbolic category that included other categories (Spradley, 2007, p. 140). Therefore, the research domains were separated from those that were not the research domains at this stage. In other words, data was disaggregated by non-data. In this research, the lingual unit containing reduction which is consist concision, implicitation, and deletion translation technique in a movie entitled *Boss Baby* was the data. The lingual units referred to were words, phrases or clauses. Techniques include: adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. They can become domains. In this case, each domain was analyzed based on its structure, namely the covered terms, semantic relations, and covering terms (Spradley, 2007, p. 140). Taxonomy analysis is a step that the researches understanding the domain-domain appearing in research. Taxonomies are obtained the conceptual construct by establishing semantic relationship (Garrido, 2017:45). Taxonomic analysis refers as a classification system that inventories domains into a flowchart or the pictorial representation to help the researcher understand the relationship among domains (Spradley, 1980). In this study, taxonomy analysis will use to classify the data and apply data of translation text on the movie. The data that analyzed in analysis domain are type of translation technique of reduction. In this step researches trying to mix up the result of the analysis. Spradley (1979: 174) states that its systematic search for attributes (component of 39 meaning) associated with cultural symbols. According to Garrido (2017:46) componential analysis determined similarities and differences the relationship among domain that has been classified. This study applies componential analysis after the researcher finds the result analysis of translation technique and quality in the taxonomy analysis and it used to recap the result. In this analysis, the researcher connected component to the category that have been classified into analysis taxonomic. The process begins by searching the component of data classification in the translation technique analysis that used. Cultural theme analysis is the final process in analysis technique. Cultural analysis conducts by developing themes that go beyond such as inventory of domains to discover the conceptual themes that members of a society use to connect these domains (Spradley, 1979: 185). Conducting analysis theme is by referring the domain and classification taxonomic to connect

with the context, thus the researcher can find the interpretation appropriately. In this step the researches find an answer about the data that analysis.

### 3. RESULT AND DISCUSSION

In this research, there are 58 data that match with the topic of the research. There are 35 data of language unit that are translated using concision and 23 data of language unit translated using deletion translation technique.

NO	REDUCTION TYPES	TOTAL
1	Concision	35
2	Deletion	23
<b>TOTAL</b>		<b>58</b>

#### 1. Concision in The Boss Baby subtitle

Basically, the concision translation technique is the opposite of addition. Similar to the subtraction translation technique which subtracts the description of information from the source text.

*1/Con/0:11:34.65*

SL: Trust me, one day you're gonna get to know this little guy.

TL: Percayalah, suatu hari kau akan mengenalnya.

Here, the translation result especially the translation of the language unit “this little guy” translated into “nya”. The source language is compressed, from three words into one but the real meaning still can be delivered and not changed. The translator chooses the word in order to make people who watch the film can read and understand the meaning quickly.

*2/Con/0:17:05.69*

SL: Wake up, little halflings!

TL: Bangun, kerdil!

Here, the translate result showing that it using concision translation technique. The language unit “little haflings” is translated into “kerdil”. The source language also compressed from two word into one, but did not change the meaning.

*4/Con/0:40:40.89*

SL: And the godless witch was miserably burnt to death.

TL: Dan penyihir itu mati terbakar.

In this example, the language unit “godless witch” is translated into “penyihir”. The language unit is compressed into one word but still contain the meaning.

#### 2. Deletion in The Boss Baby subtitle

Deletion translation technique is like truly deleting some part in the target language also its meaning.

*18/Del/0:01:28.96*

SL: You see, I was seven years old.

TL: Dulu usiaku tujuh tahun.

In this example, the word “you see” is deleted by the translator. This deletion does not only omit the clause but also change the meaning of the source language. Sometimes what the readers need is the meaning in a short time while watching the visual of the movie and also the subtitle. So, the translator uses the deletion translation technique to cut some word counts not that important.

*23/Del/0:02:37.19*

SL: They worked for the biggest pet company in the world.

TL: Mereka bekerja di perusahaan hewan peliharaan terbesar.

In this second example, the word “in the world” is deleted in the target language. The translator thinks that the word is not necessary so they deleted it. Because of that, the meaning from the source language is change a little but it is not a big deal because the core meaning is delivered.

*49/Del/0:37:2.25*

SL: So, once we find the file on the new puppy,

TL: Begitu menemukan anak anjing baru ini,

In this example, there is two language unit that are omitted in the target language. The word “we” and “the file” is omitted and the meaning also disappear.

From the explanation above, it can be concluded that the most dominant translation technique used is concision. It has 35 data, while deletion is in the second rank with 23 data. Concision is often used because it omits some unimportant parts in the language unit but not change or delete the meaning so the target text still contains pure meaning from the source text.

According to the previous research on translation techniques and quality in a poem (Prafitasari et al., Nababan, and Santosa, 2019), the dominant translation technique is established equivalent. Reduction is in 7th rank that is not so significant. This is because the previous translation does not really matter with the space while the subtitles need some reduction types such as deletion and concision in order to save the space. Fitria (2015) researching on the movie subtitle entitled *Doraemon Stand By Me* finds that the most dominant translation technique is established equivalence, but the second dominance is reduction. This confirms that the reduction is the required technique. Nevertheless, when Fitria (2018) does research on the translation of journal, reduction also occupies on the second rank.

#### **4. CONCLUSION**

There are two types of reduction translation techniques used in translating subtitles of *The Boss Baby* movie, namely concision and deletion translation technique. The most dominant translation in this research is concision. It is followed by deletion in the second rank. The findings of myriads data about reduction consisting of deletion and concision conform significantly the previous researches by Fitria (2015) about subtitles and Fitria (2018) about the translation of journal. The second mention is an interesting phenomenon because the translation of journal does not need saving the space. Because of not requiring to save space much, research on the translation on poem (Prafitasari, et al., 2019), the reduction tends not dominant. In this case, the reduction only occupies the seventh rank.

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