

AMPLIFICATION AND REDUCTION IN THE MOVIE SUBTITLE ENTITLED 500 DAYS OF SUMMER

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Abstract

In subtitling, both reduction and amplification techniques are used even though, theoretically, reduction techniques are preferable because of space efficiency. This research aimed to analyze (1) the amplification techniques and (2) the reduction techniques movie subtitle in the movie entitled 500 Days of Summer. The data collection technique was document analysis. The documents analyzed were the ones containing theories on translation techniques, the English subtitle of 500 Days of Summer and the Indonesian subtitle of 500 Days of Summer. The result was that there were amplification techniques consisting of addition, explicitation, and paraphrase, in which the most dominant technique was explicitation. There were also reduction techniques consisting of implicitation, deletion, and concision, in which the most dominant technique was concision. The number of reduction techniques was more than the number of amplification techniques.

Keywords: Translation, Translation technique, Reduction, Amplification.

1. INTRODUCTION

Every country has its language to deal with communication. English is the most commonly used language for communication in the whole world. The problem is not all people around the world can understand English well in order to know its meaning. Therefore, translation is needed to make them understand the meaning.

Translation techniques can be seen at the micro level, such as words, phrases, and clauses. According to (Molina & Albir, 2000), translation techniques include: Adaptation, Amplification, Explicitation, Paraphrase, Footnote, Pure borrowing, Naturalized borrowing, Calque, Compensation, Description, Discursive creation, Established equivalent, Generalization, Linguistic amplification, Linguistic compression, Literal translation, Modulation, Particularization, Reduction, Implicitation, Deletion, Substitution, Transposition, and Variation.

Amplification techniques can be in the forms of explicitation, addition, paraphrase, and footnote. This tends to require space and time. Reduction techniques reduce the source text information item in the target text. Reduction techniques can be in the form of implicitation, concision, and deletion. This tends to require less space and time. Amplification technique is the opposite of reduction. Reduction is more widely used in subtitling activities when talking about

the limitations and effectiveness of a subtitle. However, amplification techniques are also needed to explain implicit words in the source language because the characteristic of subtitling is the accuracy of the target language.

Subtitling must also use space and time effectively due to its limitation. Theoretically, this makes reduction translation techniques more favorable than amplification ones. Nevertheless, it must be proved in the research on amplification and reduction in the subtitle. The purpose of this research is to find, discuss and compare the reduction and amplification, which technique is used more by the translator, so analyzing the amplification and reduction techniques in the subtitle, such as *500 Days of Summer*, therefore, is not only interesting but also challenging.

2. RESEARCH METHOD

This research data are words, not numbers. Accordingly, this research uses qualitative research. Qualitative research often involves an inductive examination of data to identify recurring themes, patterns, or concepts and to explain and interpret these categories. This qualitative research is concluded based on the data analyzed.

The data forms are language units, namely words, phrases, and clauses in the data sources. The data sources are English and Indonesian versions of *500 Days of Summer* movie subtitles. The SL is the English version and translated into the TL, the Indonesian version. In this research, the data sources are documents, namely the subtitle of *500 Days of Summer*.

The documents analyzed were in the following. Firstly, any books or articles about translation techniques especially related to the ones proposed by Molina & Albir (2002). Secondly, English movie entitled *500 Days of Summer*. Thirdly, the documents which are analyzed are the English subtitle and the Indonesian subtitle of *500 Days of Summer* movie.

There are five data analysis techniques: Firstly, analysis is differentiating data and non-data; this is called domain analysis. (Spradley, 2017) Domain was any symbolic category that included other categories. Each domain was analyzed based on its structure, namely the covered terms, semantic relations, and covering terms. In this case, the researcher chooses *500 Days of Summer* movie subtitle as a source of data. Secondly, The data are, then, taxonomized or grouped; this is called taxonomy analysis. Taxonomy analysis used to classify the data and apply data of translation text on the movie. The data are English and Indonesian subtitles of *500 Days of Summer* movie. Thirdly, The grouped data are analyzed by their components; this is called component analysis data. This research 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. This analysis begins by searching the component of data classification in the translation technique analysis that was used. In this analysis, the researcher collected subtitles that used Amplification and Reduction techniques in the *500 Days of Summer* movie. Fourth, The data findings are analyzed contextually and the dominant data findings are compared to the previous research; this is called cultural theme analysis. (Spradley, 2017) Cultural analysis conducts by developing themes that go beyond such as inventories of domains to discover the conceptual themes that members of a society use to connect these domains. In this analysis, the researcher compares the Amplification and Reduction techniques in the *500 Days of Summer* movie subtitle. The last, the data findings and the results of cultural theme analysis are concluded.

3. RESULT AND DISCUSSION

The amplification techniques consist of addition, explicitation, paraphrase, and footnote. Nevertheless, footnote cannot be found in this research. There are twenty-three amplification techniques. The reduction techniques consist of implicitation, deletion, and concision. There are twenty-five reduction techniques.

A. Amplification techniques

Amplification introduces details that do not exist in the source text. This addition of the information/details in this technique is only used to assist the delivery of the message or the reader's understanding. The addition should not alter the message in the source text. The application of this technique helps the target readers have an idea about the meaning. Amplification consists of addition, explicitation, footnote, and paraphrase techniques. The distribution of twentythree amplifications techniques can be seen in Table Amplification techniques.

Table 1. Amplification techniques in 500 Days of Summer.

No	Amplification techniques	Total
1	Addition	2
2	Explicitation	11
3	Footnote	-
4	Paraphrase	10
TOTAL		23

1. Addition technique

Addition is adding detailed information not stated in the source language. This technique assists in conveying information to readers but does not reduce the message conveyed. Addition means translating additional words, short sentences, or long sentences to more accurately render the contextual meaning of the source text while conveying the logic, colloquialism, and rhetoric of the target language. It is a translation technique that is added to the text that has been written. This heading discusses the addition technique in the movie subtitle entitled 500 Days of Summer. For example,

1/Add/00:14:31.278

SL: She's- well, she's not like I thought at all.

TL: Dia tak seperti yang kubayangkan. Dia mengagumkan.

In this example, the translator used Addition technique by adding the words that do not exist in SL. The TL should be 'Dia tak seperti yang kubayangkan' the translator added "Dia mengagumkan" to support the previous word.

Table 2. Addition technique in 500 Days of Summer.

No	Code	Source Language	Target language	Technique
1.	00:14:31.278	She's- well, she's not like I thought at all.	<i>Dia tak seperti yang kubayangkan.</i> <i>Dia mengagumkan.</i>	Addition
2.	00:44:54,568	<u>And leave us alone?</u>	<i>Bagaimana jika kau tinggalkan kami?</i>	Addition

2. Explicitation technique

Explicitation is a translation technique of creating information in the SL that is implicit because of the context or situation into explicit details in the TL. Explicitation occurs when a target text is more explicit than the corresponding source text. This heading discusses the explicitation technique in the movie subtitle entitled 500 Days of Summer. For example,

3/Exp/00:42:23.907

SL: Just don't be a pussy.

TL: Jangan jadi penakut.

In this example, the word “pussy” means cat if it is translated into Indonesia, and this word not suit the existing scene. The translator used explicitation to change the word ‘pussy’ which implicit in the SL become an explicit word ‘penakut’ which match with the scene.

Table 3. Explicitation technique in 500 Days of Summer.

No	Code	Source Language	Target language	Technique
1.	00:58:47.681	Literally?	<i>Benar terjadi?</i>	Explicitation
2.	00:12:05.674	You <u>any good?</u>	<i>Kau hebat dalam hal itu?</i>	Explicitation
3.	00:42:23.907	Just don't be a <u>pussy.</u>	<i>Jangan jadi penakut.</i>	Explicitation
5.	00:09:22.846	Dude, I hear she's a <u>bitch</u>	<i>Kudengar dia wanita yang sombong</i>	Explicitation
6.	00:25:56.879	Did you <u>bang</u> her?	<i>Kau bercinta dengannya?</i>	Explicitation
7.	00:15:19.493	I'm sorry. What <u>shit?</u>	<i>Maaf. Percaya apa?</i>	Explicitation
8.	00:26:05.930	<u>Level with me man.</u>	<i>Jujurlah padaku.</i>	Explicitation

9.	00:10:55.990	Arthur, did you get a <u>piece</u> ?	<i>Arthur, kau sudah dapat kue?</i>	Explicitation
10.	00:41:29,405	Well, why rock the <u>boat</u> , is what I'm thinking	<i>Kenapa merusak suasana, itu yang kupikirkan.</i>	Explicitation
11.	00:42:04,648	and, well, she's <u>in bed</u> with Lars from Norway.	<i>dan dia bercinta dengan Lars dari Norway.</i>	Explicitation

3. Footnote technique

Footnote is a translation technique used to provide additional information and to highlight differences between the original and the translation. Footnotes allow a writer to direct their reader to additional information or further review without disrupting the flow of the sentence. Footnotes used to characterize or clarify a word or thought that may require further clarification to a larger audience. A definition or clarification can be provided within the footnote without causing any visual or consistent disruption to the text. Unfortunately, the researcher did not find any footnote technique in 500 Days of Summer.

4. Paraphrase technique

Paraphrase is a technique of replacing a word/phrase/clause with a word/phrase/clause that has the same meaning. A paraphrase typically provides an explanation or clarification of the text being paraphrased. This technique also is a helpful technique for the reader, as it allows the readers to quickly grasp the meaning of a phrase. This heading discusses the footnote technique in the movie subtitle entitled 500 Days of Summer. For example,

7/Para/00:45:56.536

SL: Was that for my benefit?

TL: Demi kehormatanku?

In this example, ‘benefit’ means ‘keuntungan’ in TL, which is less precise when interpreted directly and does not fit the movie scene. The translator paraphrase the word ‘benefit’ into ‘kehormatan’ to suit the existing movie scene.

Table 4. Paraphrase technique in 500 Days of Summer.

No	Code	Source Language	Target language	Technique
1.	00:06:43.018	So you'll-you'll meet <u>somebody new</u> .	<i>Kau akan bertemu dengan gadis lain.</i>	Paraphrase

2.	00:09:42.030	Think they can treat people like crap and get away with it?	<i>Selalu berpikir kalau mereka bisa memperlakukan orang lain seenaknya?</i>	Paraphrase
3.	00:01:35.378	Did not share thi belief	<i>Tak percaya akan hal semacam itu</i>	Paraphrase
4.	00:09:26.890	Yeah. Patel tried to talk to her in the copy room. She's totally not having it.	<i>Ya. Patel mengajaknya bicara di ruang Fotokopi dan tidak digubris</i>	Paraphrase
5.	00:26:01.342	I'm still unemployed. We kissed.	<i>Tak ada apa-apa. Kami hanya berciuman.</i>	Paraphrase
7.	00:45:56.536	Was that for my benefit?	<i>Demi kehormatanku?</i>	Paraphrase
8.	01:07:14.021	a little more into sports.	<i>sedikit menyukai olahraga.</i>	Paraphrase
9.	00:05:50.893	This can't come as a total surprise to you	<i>Kau pasti sudah menduga hal ini</i>	Paraphrase
10	00:05:22.699	I think we should stop seeing each other.	<i>Kurasa kita harus putus.</i>	Paraphrase

B. Reduction techniques

Reduction is technique of reducing an ST information item in the TT. In reduction, the translator removes words from the original text that are considered redundant in the target language. Reducing the information item may not modify the message in the source-language text. The translator should use extreme caution and awareness when using this method to navigate any challenges and deliver the intended original message. Reduction consists of implicitation, deletion, and concision techniques. Three techniques of Reduction techniques are discussed. The distribution of 19 amplifications techniques can be seen in Table Reduction techniques in 500 Days of Summer. The table is the following.

Table 5. Reduction techniques in 500 Days of Summer

No	Reduction techniques	Total
1	Implicitation	-

2	Deletion	12
3	Concision	13
TOTAL		25

1. Implicitation technique

Implicitation is a technique grouped into reduction. It is a technique of transferring SL explicit information into the implicit TL. Implicitation is the deverbalization of information that the recipient can infer. A given target text is considered implicit if it is more implicit than the corresponding source text. Unfortunately, the researcher did not find any footnote technique in 500 Days of Summer.

2. Deletion technique

Deletion is a technique grouped into reduction. Deletion is a technique of omitting a part or the whole of the SL text in the TL text. Deletion is a strategy specifically used to summarize meaning or information from long dialogues. Deletion is also assumed to be used because the viewer does not want to read long texts as they concentrate on the scene. This heading discusses the footnote technique in the movie subtitle entitled 500 Days of Summer. For example,

3/Del/00:58:51.353

SL: That’s disgusting. Jesus.

TL: itu menjijikan.

In this example, the translator used deletion technique to cut the unnecessary words to make the sentence more efficient.

Table 6. Deletion technique in 500 Days of Summer

No	Code	Source Language	Target language	Technique
1.	00:15:17.742	Can you believe that <u>shit?</u>	<i>Bisa kalian percaya itu?</i>	Deletion
2.	00:45:52.365	<u>You were so completely.</u> Completely uncool in there.	<i>Tingkahmu sungguh tak baik tadi..</i>	Deletion
3.	00:58:51.353	That’s disgusting. <u>Jesus.</u>	<i>Itu menjijikkan</i>	Deletion
4.	00:13:36.265	I don't know, <u>man.</u> I think it's official	<i>Entahlah, Kurasa resmi sudah.</i>	Deletion

5.	01:07:14.021	Probably... <u>You know</u> , she'd probably be	<i>Mungkin,</i>	Deletion
6.	00:09:46.587	<u>You know what?</u> Screw her. I don't care.	<i>Persetan dengannya. Aku tak peduli</i>	Deletion
7.	00:25:50.008	<u>The same girl</u> you've been obsessing over for weeks now?	<i>Gadis obsesimu selama berminggu-minggu?</i>	Deletion
8.	00:33:46.234	So, did you get her back <u>yet or what?</u>	<i>Kau sudah mendapatkannya kembali?</i>	Deletion
9.	00:44:54,568	<u>So why don't you go over there</u> and leave us alone?	<i>Bagaimana jika kau tinggalkan kami?</i>	Deletion
10.	00:45:28,936	<u>It happened like—</u> It felt like it happened fast, but really,	<i>Terjadi sangat cepat, tetapi sungguh...</i>	Deletion

3. Concision technique

Concision is a technique that makes the translation more concise by deleting the words but not the meaning. The translator should pay more attention and awareness when using this method to navigate any challenges and deliver the intended original message. This heading discusses the footnote technique in the movie subtitle entitled 500 Days of Summer. For example,

6/Con/00:19:46.969

SL: Can you just be serious, for just a second?

TL: Kumohon seriuslah.

In this example, the translator used the concision technique to concise the unnecessary word without losing the meaning of the sentence.

Table 7. Concision technique in 500 Days of Summer

No	Code	Source Language	Target language	Technique
1.	01:16:08.430	<u>Next time you look back</u> , I, uh, I really <u>think you should look again.</u>	<i>Menurutku kau harus kenang lebih dalam.</i>	Concision

2.	00:23:04.249	He drinks, and he sings and <u>just loses his shit.</u>	<i>Dia minum, menyanyi dan mabuk.</i>	Concision
3.	00:26:05.930	<u>Come on. This is your best friend.</u> <u>huh</u>	<i>Aku sahabatmu.</i>	Concision
4.	01:14:30.623	<u>Not, you know, some words that Some strangers put in their mouths.</u>	<i>Bukan kata yang diucapkan oleh orang asing.</i>	Concision
5.	00:19:46.969	<u>Can you just be serious, for just a second?</u>	<i>Kumohon seriuslah</i>	Concision
6.	00:04:20.011	<u>We didn't know who else to call.</u>	<i>Entah harus hubungi siapa.</i>	Concision
7.	00:04:43.409	<u>Help me how?</u>	<i>Bagaimana?</i>	Concision
8.	00:45:56.536	<u>Oh, really? Was that for me?</u>	<i>Sungguh? Untukku?</i>	Concision
9.	00:10:29.588	<u>You have good taste in music.</u>	<i>Selera musikmu bagus.</i>	Concision
10.	00:11:48.709	<u>No, I don't even want to do it now.</u>	<i>Tidak. Bahkan sekarang tidak.</i>	Concision
11.	00:14:55.771	<u>That's not really where we live.</u>	<i>Kita tak tinggal di sana.</i>	Concision
12.	00:25:53.011	<u>that you'd never have a chance with.</u>	<i>tak mungkin kau dapatkan.</i>	Concision

C. Discussion

Based on the findings, the most dominant technique in 500 days of Summer is Reduction techniques. Reduction is technique of reducingan ST information item in the TT. In reduction, the translator removes words from the original text that are considered redundant in the target language. While amplification introduces details that do not exist in the source text.

This addition of the information/details in this technique is only used to assist the delivery of the message or the reader's understanding. The addition should not alter the message in the source text. The application of this technique helps the target readers have an idea about the meaning. This means reduction should be the favorite technique due to the limitation of subtitling.

4. CONCLUSION

This research used translation techniques by Molina and Albir, especially the reduction and amplification techniques. The purpose of this research is to find, discuss and compare reduction and amplification techniques, which technique is used more by the translator in the movie subtitle entitled 500 Days of Summer.

Subtitling must also use space and time effectively due to its limitation. Theoretically, this makes reduction techniques more favorable than amplification ones. Nevertheless, it must be proved in the research on the use of amplification and reduction in subtitle.

Firstly, the researcher found twentyfive techniques include implicitation, deletion, and concision. In this research the most dominant technique of reduction is concision. Secondly, the researcher found twentythree amplification techniques include addition, explicitation, footnote, and paraphrase. The most dominant technique of amplification is explicitation. In short, the techniques of reduction are used more than amplification. This means that the translator pay attention of the effectiveness and the limitation as the nature of the subtitling.

Based on the findings, that reduction are more dominant than amplification techniques similar to several previous studies. This means that reduction techniques more favorable than amplification ones related to therevious studies. Therefore, itcan be concluded that reduction is the dominant technique of this research. Nevertheless, amplification is also used more in some subtitling activities.

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