

Cultural Aspects on Subtitling Videos from Bahasa Indonesia into English

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Abstract

Translation activity is the way to translate one language into another language. In this process some aspects may involved. One of them is cultural aspect. Katan and Munday (2009) said that cultures in translation are languages, behaviour patterns, and values. Culture developed in society includes educational system, arts, architecture, the way of life, and ideology. While Newmark (1988) said that culture is the way of life and manifestation of peculiar community that uses a particular language in expressions. Furthermore, Newmark categorization on cultural aspects includes ecology (flora, fauna, winds, plains, hills), material culture (artifacts, food, clothes, houses and towns, transport), social culture (work and leisure), organizations, customs, activities, procedures, concepts (political and administrative, religious, artistic), gestures and habits. Based on those definitions and categories, the writer analyze student's assignment on translations course. It consisted of 5 videos with folklore theme. The result shows that all those categories found. It shows that every language has its own cultural aspects and translation can give new knowledge to the writer and students as well.

Keywords: cultural aspects, subtitling videos from bhs Indonesia into English,

Introduction

Translation develops rapidly through the increase of technology usage. Everyone is common with technology like computer, tablet, cell phone, and other gadget so that it will be easier to get information needed. All the information can be seen in our hand and our finger. With this condition, translation involved to help people get understanding on the meaning of words, phrases, sentences or information from source language into target language. Translation activities also increase because of two reasons. First, this condition built many audiovisual product which can be seen on TV program, video streaming, and other product related to online device. Second, some application can be used to facilitate the result of translation into different form.

Munday (2009) said about the scope of translation includes intralingual and interlingual translation. Intralingual refers to paraphrasing or rephrasing in the same language and inter-semiotic to a change of a medium. For example when a composer put words into a music or when musical sound replaces verbal words. While interlingual means translate between two verbal languages like English and Arabic, Chinese and Spanish). It can be in a form of written or spoken. For instance, when watching a film in English-UK subtitled into English Speaking-US audience can not categorized into intra-lingual or inter-lingual translation. The other example is subtitling a TV program from Bahasa Indonesia into different dialect in Indonesian.

¹ Subtitling is also a type of audiovisual translation. It is a renewal of Source Text (ST) spoken oral code by Target Text (TT) oral written code with visual or other acoustic signs such as a written indications of telephone ringing, dog barking, characters

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shouting or sometimes non-translation or visual elements as nods or head-shakes that are obvious from the image and so on (Delia Chiaro in Munday 2009).

Subtitling consists of incorporating on the screen written text which is condensed version in a TT what can hear on the screen. In projection mode, subtitles can be printed on the film itself (open caption), selected by viewers from her DVD or teletext menu (closed caption), or projected onto a screen. The written subtitle text should be shorter than the audio because viewers unconsciously need time to read the caption while at the same time remaining unaware what she reads. Antoini (2005) in Chiaro (2009) said that the words contained in original dialogues tend to reduce 40 – 75 percent in order to give a chance for viewers in reading subtitle while watching the film.

There are three principles operation in order to carry effective subtitle, they are: elimination, duplication, and simplification. Deletion consists of cutting out elements that do not change the meaning in original dialogue but only the form such as redundancies, false start, hesitations, etc. or removing intelligible information from each image. Rendering means eliminating features such as dialects, slang, taboo languages. The simplification and fragmentation of original syntax facilitates comfortable reading.

Subtitling consists of one or two lines with 30 to 40 characters including spaces that are displayed at the bottom of the screen on the centre or left-aligned. Subtitles are read for left to right, the letters are white, space proportionally with a grey-coloured shadow or background box that darkens when underlying pictures becomes darker. Finally, the fact that subtitles are added to the original version, rather than substituting part of it (verbal code), renders subtitling an uncharacteristic possibly unique type of translation. The viewers have an opportunity to listen the original dialogue and able to understand the whole meaning of dialogue itself.

As an audiovisual translation, subtitling involve cultural aspect because translation played an important role in intercultural communication. Every language brings its own culture. As Katan in Munday (2009) said that cultures in translation are languages, behaviour patterns, and values. Culture developed in society includes educational system, arts, architecture, way of life, and ideology. Language and culture can be seen as two different things. First, translation is linguistic process of transferring meaning from source language (SL) into target language (TL). Second, language is a part of culture that can be negotiated based on the context. The meaning is not carried out by language but it can be negotiated between readers within their own context of culture.

Cultural Aspect in Translation

The message should be easy to understand and read when translated. This is because translator produce the same message or meaning in different languages. Katan in Munday (2009) said that culture refers to humanitarianism of what civilized in an advanced society (the educational system, art, architecture). It also refers to the way people lived together. In terms of time, culture refers to primitive cultures and tribal practices. Ideology also related to culture as the development of sociology and cultural studies.

The translation takes place in a real life situations involving members of different cultures. Languages are part of cultural development of societies and complex systems. It is divided into paracultures (norms, rules, and practices that apply to society as a

whole) and diaculture (norms, rules, and practices that apply to specific groups within society such as clubs, businesses, or community groups) and indigenous cultures (one person's culture and another person's culture).

On the other hand, the limit of cultural system and subsystem are difficult to define. It is not only simply associate with a language sector. For example, the linguistic features of English or bahasa Indonesia will be mismatch in several situation and very close in others. While Dutch and Germans have different language but close in value system. In multiracial societies we can not represent a single culture. So that, translator should be able to aware of this different task between groups or subgroups to bridge the language barrier. When learning a new language, the attention will be on recent lexical items and syntactic forms, then continue listening and speaking. These elements called rich point that is from vocabulary elements that act on basic ideas about how the world works.

While Newmark (1988) define culture as the way of life and those expressions are use in community as their language. These cultural words are associated with a specific language and cannot be translated literally, but many cultural practices can be explained in plain language. The cultural categories are divided into: first is ecology includes flora, fauna, winds, plains, and hills. The features of ecological are related to the nature without human intervening. Every country have different geographical area that will vary in flora and fauna. In tropical country with two seasons: dry and rainy season and subtropical country show different types of climate, winds, plains, hills terms. For example from the film Ratatouille Khasanah (2009) in her thesis analyze some words related to ecology. The example words are stated in the table below:

| No. | SL | TL |
|-----|--------------------|--------------------|
| 1. | Mignon | Omitted |
| 2. | Oregano | Oregano |
| 3. | Anchovy | Ikan |
| 4. | Dried white fungus | Jamur putih kering |
| 5. | Liquorice | Akar manis |

Second is material culture (artefacts) includes food, clothes, houses and town, transport. It is happened because local people create their own terms like *kebaya* for traditional cloth for Javanese women and the word *joglo* as a name of Javanese house. Below are examples of material culture from Cahyani (2017).

SL : *Kau sadari, anak lelaki adalah tiang lamin, adalah mandau dan sumpitan dan perisai baja, dalam keadaan tertentu ia adalah panah yang secepat kilat memburu mangsa.*

TL : You are aware that a son is the pillar of the longhouse, **the sacred decapitating blade**, the blowpipe and the steel shield, and at certain times he is the arrow swift as lightening hunting its prey.

Third is social culture like work and leisure. Socio-culture manifests itself on the habits of people in society. Newmark (1988) recognizes work and leisure activities as

socio-cultural issues. Labor terms are like ‘mass’, ‘worker’, ‘proletariat’, etc. The terms badminton, cricket, hockey, and the Melbourne Cup sporting fall under sporting recreational activities. Some examples of socio-culture from the film *Ratatouille* are in the following table:

| No. | SL | TL |
|-----|-------------------|------------------|
| 1. | Chef | Chef |
| 2. | Gourmet | Juru masak |
| 3. | Champagne | sampanye |
| 4. | Top food critique | Kritikus ternama |
| 5. | Souse chef | Wakil chef |

Fourth is organizations, customs, activities, procedures, concepts involves political and administrative, religious, and artistic. For example Australian political system that show Prime Minister as their chief and Indonesia that has President as its chief. Australian adopt Parlemetary system and Indonesia has a presidential system. Below are examples of this type of culture from a novel of Layun Rampan entitled *Upacara* (ceremony) analyzed by Khasanah (2009).

SL: *Upacara senteau, yaitu upacara pencari sebab penyakit, telah diadakan kemarin dulu.*

TL: The *senteau* ritual of clairvoyance that searches for the cause of sickness, was held the day before yesterday.

Fifth is gesture and habit. Gestures and habits are often important issues in cultural words. Newmark (1988: 102) states that there is a distinction between description and function that can be made if necessary in case of ambiguity. This means that the same gesture and habit can have different meanings in different countries. For example, in Japan, it is appropriate to let the Japanese initiate the handshake, and a weak handshake is preferred. The Japanese do not have a tradition of shaking hands and prefer to formally bow (with hands bent by their sides) to each other, but they will greet non-Japanese with a handshake. In Korea, senior person will initiate a handshake, which it is preferred to be weak. It is a sign of respect to grasp the right arm with the left hand when shaking hands. It is also disrespectful to have your free hand in your pocket while shaking hands. It is considered disrespectful to put one's hand in your pocket while shaking another person's hand. Bowing is the preferred and customary way of greeting people in Korea. (Wikipedia)

Below is the example of gesture and habits from *Ratatouille* film.

| No. | SL | TL |
|-----|------------|----------------------|
| 1. | Nod | Mengangguk |
| 2. | Head shake | Menggelengkan kepala |

Result of analysis

The result of analysis were from assignment on translation subjects. Students has to make a video subtitle form bahasa Indonesia into English in various theme. In this paper I want to show the result of analysis related to cultural aspects from 5 videos in the theme of Indonesian folklores with the titles: Sangkuriang, Lake Rawa Pening legend, Reog Ponorogo, King Ampat from dragon egg, and The Crying Stone. Here is the explanation:

First is from a video entitled Sangkuriang.

1. Ecology term

SL : *hati rusa*

TL: deer heart

The meaning of heart in Bahasa Indonesia is *jantung* but it is common for Indonesian to use this term.

2. Material culture (artifacts)

There are four (4) words in this part. It can be seen below:

| No. | SL | TL |
|-----|------------------|---------------|
| 1. | <i>Pondok</i> | hut |
| 2. | Tangkuban Perahu | facedown boat |
| 3. | <i>Centong</i> | spoon |
| 4. | <i>Nyai</i> | miss |

In this table, Tangkuban *Perahu* is a name of the place but in English there is no terms so it is translated into facedown boat as its description. Then, *centong* is name of Javanese kitchen tool that has the same meaning as spoon in different size.

Second is from a video entitled *Lake Rawa Pening Legend*:

1. Material culture (artifacts)

There are three (3) terms in this part. It can be seen below:

| No. | SL | TL |
|-----|----------------------|----------|
| 1. | <i>Baru Klinting</i> | New bell |
| 2. | <i>Klindungan</i> | Bell |
| 3. | <i>Lesung</i> | Mortar |

The words *baru klinting* is translated into new bell while it has the same message. It also happened to the word *klinding* has the meaning bell with different shape and sound like klinding.....klinding. The word *lesung* means a rounded kitchen tool for crushing something.

2. Social culture

There are three (3) terms included in this part. It can be seen below.

| No. | SL | TL |
|-----|--------------------|---------------|
| 1. | <i>Peninggalan</i> | Belonging |
| 2. | <i>Bertapa</i> | Be imprisoned |
| 3. | <i>Pertapaan</i> | Hermitage |

The word *peninggalan* means someone's goods that is left at home. It is common to use this term to say that someone has gone but he/she left his/her goods. The words *bertapa* means live in one place quietly far away from society, then it has the same meaning as be imprisoned. The word *pertapaan* is a place for someone who wants to live apart from society especially for religious reasons. Then the meaning of *pertapaan* is hermitage or a place for hermit.

3. Organization, customs, activities, procedures or concepts

In this part, the words *pesta sedekah bumi* is a custom of Indonesian and traditional ceremony for saying thanks to God for the mercies and fortune. This ceremony came from the ancient time in Java especially for farmer.

Third is from a video entitle *Reog Ponorogo Legend (A creature with two heads)*.

1. Material culture (artifacts)

There are Four (4) terms in this part. It can be seen in the table below:

| No. | SL | TL |
|-----|----------------------|--------------------------|
| 1. | <i>Sayembara</i> | Competition |
| 2. | <i>Pecut</i> | Whip |
| 3. | <i>Reog Ponorogo</i> | An animal with two heads |

2. Gesture and habit

In this video there is one term related to gesture and habit. The word is bow that has a meaning to bend the head because her father angry with her. It a gesture of respect or honor to the elder or king.

SL: *Sang putri menundukkan kepala*

TL: The princes bow her head

Fourth is a video entitle *King Ampat from Dragon Egg*

1. Social culture

There are three (3) terms in this part. It can be seen below:

| No. | SL | TL |
|-----|---------------------|------------|
| 1. | <i>Istriku....</i> | My wife... |
| 2. | <i>.....Suamiku</i> | My husband |
| 3. | <i>Astaga...</i> | Oh my god |

The words *istriku* and *suamiku* in SL translated into my wife and my husband are words for calling husband or wife. Then, the word *astaga* is an expression of surprise because of looking unusual thing. It is translated into oh my god.

2. Organization, customs, procedures or concepts.

SL: Satu tahun sekali *dimandikan dalam upacara tradisional*.

TL: When it is **bathed in a traditional ceremony** once in a year.

The words bathed in a traditional ceremony is a ceremony for showing the egg to the public. It is usually done to respect the king but symbolized as a stone.

The last video entitled The Crying Stone

1. Material culture

There are two expressions in this part. It can be seen below:

| No. | SL | TL |
|-----|-------------------|------------|
| 1. | <i>Bau tungku</i> | Like smoke |
| 2. | <i>Kendi</i> | A jar |
| 3. | <i>Luluran</i> | Scrubbing |

The words *bau tungku* translated like smoke because *tungku* is a traditional stove in Javanese culture. The word *kendi* translated into a jar because they have the same meaning but different in shape and size. The word *luluran* translated into scrubbing because they have the same meaning but the material of scrubbing is different. It contains traditional ingredients.

2. Social culture

There are six (6) expressions in this part. It can be seen below:

| No. | SL | TL |
|-----|--|---------------------------------------|
| 1. | <i>Aduh, aku tidak bisa membayangkan</i> | No, I can't imagine. |
| 2. | <i>Ih amit-amit...</i> | Don't even think of it |
| 3. | <i>Berdo'a dalam hati</i> | Pray silently |
| 4. | <i>Ampun bu....</i> | Please forgive me |
| 5. | <i>Menangis pilu</i> | Crying miserably |
| 6. | <i>Hamba sudah tidak kuat...</i> | I could not hold my daughter attitude |

The expressions in the table show that Indonesian people use to say those expressions commonly in everyday living.

Conclusion

From the result of analysis it can be concluded that all the cultural aspects meets in those video subtitling. It is shown that not all of Indonesian expressions especially in cultural aspect can be translated. Indonesian have some terms related to kitchen tools, expressions of calling husband and wife, brother and sister, traditional tools, traditional ceremony. It also happened because cultural aspect influence more by ancient society, tools, and ceremony. Indonesian culture also influenced by religion of Hinduism, Budhist, Islam, and Chinese. Food also has influence on the terms. By subtitling videos from Bahasa Indonesia into English, students learned both culture of English and Bahasa Indonesia as well.

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