

CHAPTER I

INTRODUCTION

1.1 Background of Research

In the era of globalization, entertainment is very important for people. Entertainment brings any refreshments in people's life. One of the entertainments is watching movies or TV. Most movies are produced by western countries such as the USA and UK. Many viewers do not understand what the actors say in the movies because the speaker's language is not their native language. The subtitle is needed in the movie.

The function of subtitles is to help the viewers understand what the actors say in the movie by using a foreign language and to understand the meaning in the movie. The subtitle is an important part in the movie business. This phenomenon is likely to make some problems for example different perception in the cultural and language aspects. The translator has to be able to use few strategies in the translation process to handle the problems. since the subtitle in the movie or series was worked by professional translator in translation.

In this era of digitalization, people can get the movie easily. People should not go to Cinema to watch movies. There is a streaming platform which people can watch movies both pay and free. That streaming platform can be accessed whenever the viewers want. One of the streaming platforms is *Netflix*. It is a platform that viewers can watch movies and series from around the world. Nowadays, many Indonesian movies have been known internationally. It can be

found or listed in *Netflix*. Indonesian movies use English subtitles so that viewers not from Indonesia can enjoy the movies in *Netflix*.

Sometimes it finds some problems occur during translating from Indonesian to English. One of the problems is about expressions in translating process. The expression from source language and target language are quietly different. The problem is about the different expressions which it is related to different cultures between the source language and target language.

A good translator must be able to omit or add some expressions without losing the meaning of idea, so that the meaning can deliver to the viewers very well. There are some translation strategies such as borrowing, adaptation, modulation, addition, omission, etc. in this study, the writer chooses the omission strategies since these strategies are considered the best way to solve the problem that mentioned earlier.

Omission is a process dropping words, phrases, clauses or sentences from source language to target language. sometimes, some parts in the source language subtitle have too much explanation that make the viewers confused. The best way to solve it is to eliminate some unimportant expression is by applying the omission strategy. The purpose of omission is to omit the unimportant expressions in the subtitle because a few of expressions are usually distracting the viewers with lengthy explanation. The another of the purpose is omitting some pronouns. The another one is about conjunction and transitional. A translator also omits the conjunction to a bridge some expressions. The example of using

omission is 'Just give us a f***ing chance'. It is translated into 'just give us a chance'. The translator deletes the word 'f***ing' because of censorship.

One of the strategies in the translation process is used lexical choices in subtitle. Lexical choices in subtitling play a critical role in delivering accurate meaning and maintaining cultural relevance, especially when translating audiovisual content. Translators must navigate space and time limitations while ensuring that the target viewers can understand the dialogue naturally and clearly. Poor word choices can lead to misinterpretation or reduce the emotional and cultural impact of the original message. That selecting appropriate vocabulary is essential for readability and viewer engagement (Hidayati, 2019).

The result of the translation subtitle from different language needs to be equivalent to the source language. the purpose of equivalence is to preserve the message in the target language that is similar with the source language. the translator needs to translate a subtitle accurately, there is a reason why equivalence is needed.

In relation to this phenomenon, *Keluarga Cemara* movie as one of the amazing movie which received great appreciation is considered a good example of movie to be observed. Some variations may occur in the translation process from Indonesian or local language into English such as omission. Therefore, the writer is interested to analyze the phenomenon about omission in subtitles in *Keluarga Cemara* movie from Indonesia language, which is the source language to Target Language, English whether omissions influence the meaning to Target Language.

1.2 Theoretical Framework

1.2.1 Translation

There are several definitions of translation based on experts based on Brislin, translation is general terms that deliver idea or thought from one language to another language. (in Hartono, 2003, p.11). Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL) (Catford, 1965, p. 20)

From all definitions about translation according to experts, it can be concluded that translation means to deliver meaning of a source text into a target text by using equivalent meaning of source language to target language.

1.2.1.1 Types of Translation

According to Roman Jakobson (in Munday, 2021, p.5), categorizes three types of translation which are:

1. Intralingual translation, or rewording means an interpretation of verbal sign by means other signs of the same language
2. Interlingual translation, or translation proper means an interpretation of verbal signs by means of some other language
3. Intersemiotic translation, or transmutation means an interpretation of verbal signs by means of signs of non-verbal sign systems.

1.2.1.2 Process of Translation

Process of translation is an activity of a person (translator) when doing translate from SL to TL. Nida has three steps of translation process that can be

use by a translator: 1) analysis, 2). transferring, and 3) restructuring (Nida, 1982, p.80).

1) Analysis

The translator should understand the content or the message, and the meaning of the source language text based on the context, to decide the right word in translating. Therefore, the translator must have the knowledge of both sources.

2) Transfer

The translator translates the analyzed meaning of the original language into the target language.

3) Restructuring

A translator checks the transferred text or the message in the target language. Therefore, it will look natural and readable for the target reader.

According to Alexander Fraser Tytler (in Bassnett, 2002, p. 69) in his *The Principles of Translation* as the first systematic study in English of the translation processes divided three basic principles.

1) The translation should give a complete transcript of the idea of the original work.

2) The style and manner of writing should be of the same character with that of the originals.

3) The translation should have all the ease of the original composition.

1.2.2 Subtitle

Subtitles are the translation or transcription of a movie or television dialogue presented synchronously at the bottom of the screen (Gottlieb, 2001, pp. 244-245). Subtitling is a process of translating or transferring information from one language to another language through audio visual media. Subtitles are limit to one or two lines with an average length of 35 characters per line (Gottlieb, 1992, p. 164).

It can be concluded that subtitle is the translation or transcription dialogue appearing at bottom of the screen and consist of two lines. It is in line with the rules of subtitling which allows only one or two lines of subtitle appear at the bottom of the screen. If two lines appear together, the second line should be shorter than the first line. It characterizes subtitles from technical and linguistic perspectives. Technically, there are two kinds of subtitles. (Gottlieb 1997, pp. 71-72)

- a. Open Subtitle, which goes with the original film or the television version. All film subtitles belong to this category, as even today, electronic subtitles are limited to television and video. It cannot be removed from video or movie screen and it can be found at television program.
- b. Close subtitles, which can be voluntarily added: both to teletext and satellite channels which offers various versions to different

frequencies. It mostly used DVD with interlingual subtitling. The subtitle can be off or on depends the watchers.

On the other hand, there are two kinds of subtitles in linguistic perspective. The following are the kinds of subtitles from a linguistic perspective (Munday, 1994, p. 105).

- a. Intralingual subtitles are the subtitles within the same language. Its purpose is on helping people learning languages and the deaf and hard of hearing people.
- b. Interlingual subtitle, it involves two languages and usually use for nonnative speaker. This usually happens when the movie is played in a country whose mother tongue is not English.

1.2.3 Omission

There are four theories of omission in translation based on experts. The first theory of omission is from Eugene Nida. Based on Nida (1964, p. 227) said there are three types of strategies: additions, subtractions (omissions), and alterations. Omission is to reduce or eliminate the word, phrase, or sentence in the text to eliminate ambiguous meanings and some expressions that are not required in the translation process from the source language to the target language.

Omission in translation happens because there are differences in grammatical structure in the source language and target language, the result in translation changes in the information content or the meaning of the messages. Nida frames omission as

one of the techniques of adjustment translators may use to achieve dynamic equivalence it also called functional equivalence, which focuses on producing the same effect in the target audience as the source text has in its original audience. “In many instances, certain elements in the source text may be omitted in the translation if they are redundant or their inclusion would result in unnatural expressions in the receptor language.” (Nida, 1982, p. 106)

One of these adjustments is omission, especially when SL content is redundant, culturally inaccessible, or stylistically awkward in the TL. “Adjustments involving omission may be required for repetition, specification of reference, vocatives, and certain adverbial and connective expressions.” (Nida, 1982, p. 136)

According to Baker (1992), a translator may omit certain words or expressions if their inclusion would require lengthy explanations that could disrupt the flow and clarity of the translation. In such cases, omission is used to maintain the naturalness, fluency, and readability of the target text. The strategy is particularly useful when dealing with cultural references, idiomatic expressions, or redundant information that might confuse or distract the target audience.

“Reduction and expansion are rather imprecise translation procedures, which the translator often practices intuitively. However, reduction may be justified in poorly written texts, particularly where redundancy or repetition occurs and the omitted parts do not contribute to the essential meaning.” (Newmark, 1988, p. 90)

Newmark acknowledges that reduction (omission) is often used by translators intuitively, especially when simplifying redundant or poorly constructed source texts.

Chesterman in his book *Memes of Translation* (1997) in *Memes of Translation*, classifies translation strategies into three types: syntactic, semantic, and pragmatic. Omission falls under pragmatic strategies, which are used to adapt the message for the target audience by altering the amount or type of information conveyed. It discusses how omission affects the accuracy and naturalness of a translated text. Omission is the opposite of the addition process. Simply put, the information that is omitted cannot be guessed or inferred again afterwards: this is what makes this strategy different from the implication strategy. (Chesterman, 1997, p. 106)

This explains the behind omission as both a pragmatic and ethically guided decision made by the translator. Chesterman identifies that cultural relevance plays a major role in determining what is omitted, especially when the omitted material is either: Culturally inaccessible, meaning the target audience would not understand or relate to certain concepts, or Redundant, as in repetitive or over-detailed information that does not add value to the translation. Experts do not formally divide omission into fixed types, based on the descriptions, omission usually occurs under these broader conditions:

1. Omission of Redundant words

When a word or phrase repeats an idea that is already clear, it can be omitted to make the sentence smoother, for examples:

SL: "He himself personally apologized."

TL: "Dia meminta maaf."

Words like "himself" and "personally" are omitted because they are redundant.

2. Omission of Culture-Specific References

When a cultural term does not exist or it is irrelevant for the target audience, it can be omitted, for examples:

SL: "They celebrated Thanksgiving with family."

TL: "Mereka merayakan bersama keluarga."

The word "Thanksgiving" is omitted because it is unfamiliar in Indonesia.

3. Omission of Difficult-to-Translate idioms or Expressions

When an idiom or fixed expression cannot be translated naturally, the translator may omit it. For examples:

SL: "He finally kicked the bucket." (idiom for "died")

TL: "Dia akhirnya meninggal."

The idiom "kicked the bucket" is omitted and replaced with basic meaning.

4. Omission to Avoid Long Explanations

When a term would require a complicated explanation that interrupts the reading flow, it can be omitted, for examples:

SL: "She wore a furisode to coming-of-age-ceremony."

TL: "Dia menghadiri upacara kedewasaan."

The specific clothing term “furisode” is omitted because it needs too much explanation.

5. Omission of Emotional Fillers and Discourse Markers

Words like “oh”, “well,” “you know” that serve emotional or conversational functions may be omitted, for examples

SL: “Well, I think it’s okay.”

TL: “Menurutku, itu baik-baik saja.”

The filler “well” is omitted because it is not necessary for meaning.

1.2.4 Keluarga Cemara movie (2018)

Keluarga Cemara (2018) movie is generally about Abah or father of a small family really wanted to survive after his house and property were confiscated by debt collectors to pay off the company debt caused by his brother-in-law, by temporarily moving to a house in a remote village in West Java. It was his childhood home, an inheritance from his father. But he faced difficulties because his case lost in court and his family was threatened forever living in poverty in the village. The project of this movie announced on 4 January 2018. Yandi Laurens announced as director. This film was first shown at the Jogja-NETPAC Asian Film Festival on 29 November and 1 December 2018, preceded by a press screening in Jakarta on 13 November 2018. On 3 January 2019, this film was shown throughout Indonesia and the language of this movie is Indonesian. The main characters in the *Keluarga Cemara* (2018) movie will be served below:

1. Abah

He is a father of his small family who really wanted to survive after his house and property were confiscated by debt collectors to pay off the company debt caused by his brother-in-law.

2. Emak

She is Abah's wife who always loyal to accompany her husband in all conditions.

3. Euis

She is a first daughter of Abah and Emak. She was forced to study in junior high school in a village because her family was bankrupt

4. Cemara

She is a last daughter of Abah and Emak, she is very happy to live in the village.

1.3 Review of Previous Study

In conducting this research, it is necessary to review previous studies related to omission in subtitles. It will be done to understand the overview of research on this topic. The review also will be done to avoid doing similar research. There are five studies selected to be reviewed.

The first study is an undergraduate thesis entitled Addition and Omission in the English-Bahasa Indonesia The Adventures of Tintin: *The Secret of the Unicorn Movie Texts*. The study is conducted by Agung Setyawan, Medy (2017). It aims to describe the types of addition and omission and the effects of addition

and omission on meaning accuracy in *The Adventures of Tintin: The Secret of the Unicorn* movie texts. The researcher used addition and omission based on Nida (1964) and Baker (1992) theorists. In this research, the researchers use qualitative and quantitative approaches.

The researcher finds out that there are three types of addition based on Nida's theory (1964): addition of information specification purpose, amplification from implicit status, the addition of categories. The addition of information specification purpose has the highest frequency with 22 cases (18,97%). Moreover, the researcher identifies three types of omissions based on Baker's theory (1992), simply omitting the information, omission specification of reference, and omission of conjunctions and transitional.

The researcher uses meaning equivalence to analyze the effects of the addition and omission in the subtitle the movie. There are two main categories of meaning equivalence: equivalent and non-equivalent. Equivalent is divided into two categories, fully equivalent and partly equivalent. Nevertheless, non-equivalent is categorized into two like meaning and non-meaning. The researcher finds the highest frequency with 40 cases (34,48%) is Simply omitting the information. Besides, in the degree of meaning equivalence, 115 cases (99,14%) are translated with equivalent meanings.

In analyzing the data, Agung Setyawan explains how the effects of the addition and omission on meaning accuracy in *The Adventures of Tintin: The Secret of the Unicorn* movie texts are clearly. The analysis also includes examples of the three types of addition and omission. It shows the researchers using the

triangulation method to gain the validation and trustworthiness of the data. This research requires a more in-depth analysis of the effects of the omission on meaning accuracy.

The second study is a master thesis entitled Omissions in the German Dubbing and the Dutch subtitles of *Boyhood*. The study was conducted by Margot Devos (2016). It aims to compare the behavior of dubbing translators and subtitlers regarding the omission of information from a source text. The dubbing and subtitlers were constructed with sentences containing words, phrases, and sentences omitted from the translations.

The researcher identified and analyzed those omitted parts as a language function from a classification composed using Biber and Quirk (1999), Halliday (1970), and Jakobson (1960). This study revealed which language functions were most often omitted in subtitling, and it describes that the omissions were periodically irretrievable in dubbing. In analyzing data, Margot Devos used analysis procedures like corpus analysis sheets and tables. The analyzing data using quantitative methods.

In this research, Margot Devos showed that the result of comparing dubbing translator and subtitler regarding information source text clearly explains the whole table that the researcher has. It is because it is only using quantitative approach and is not clear enough to explain more in-depth why dubbing and subtitle use omissions. The thesis also does not explain the specific meaning from Source Language to Target Language.

The third study is a journal article entitled Translation by Omission and Translation by Addition in English-Arabic Translation with Reference to Consumer-oriented Texts. The study was conducted by Alhanouf Alrumayh (2020). This study is to identify translation by omission and addition procedures in the area of consumer-oriented texts in English to Arabic. The Source Language is English and Target Language is Arabic.

The translation texts is find in-magazine articles. Researcher using techniques from Nida's (1964), which is adjustment that include both addition and subtraction are adopted to verify the goals of the translation. The main references that the researcher using for understanding the theoretical scope of the two notions are Dickins et al. (2017) and Vinay and Darbelnet (1995). The method that researcher use is qualitative and quantitative approaches.

The study is also using comparative study which allow researcher to identify translation by omission and translation by addition procedures used in translating specific words, phrases, and sentences. Alhanouf Alrumayh is using critical analysis after identification these procedures.

In the quantitative approach is presenting the total occurrences of translation by omission and addition. The majority of the texts in the data were originally written in English (32 out of 40 articles). It also makes it possible to identify the relative frequency of each procedure. The result this study is in translation by omission, there are 295 occurrences of omission at different textual such as word, phrase, clause, sentences, and paragraph). In translation by addition there are 429

cases. Most of the additions fulfill the need to give readers further significant information about cultural features, events or terms.

In analyzing the data, the researcher finds that additions at the sentence and paragraph are cases of transediting. It seems to reflect engagement with the source text to grasp it fully and then editing the materials in a well-organized manner. The omissions seem significant number of occurrences. This procedure is associated with translation loss. Omissions at sentence and paragraph used mainly for two types of transediting like omission after addition to a text to reshape the text, and pure omission to eliminate information of low importance or interest in specific topic.

In this research, Alhanouf Alrumayh (2021) showed the omission and addition translation in Consumer-oriented texts is clear and in-detailed. Compared to the first study by Agung Setyawan Medy (2017), the study conducted by Alhanouf Alrumayh is strong at some point. The analysis of the study is more specific. It focused explain the reason addition and omission are exist in the texts. The researcher elaborates the analysis the meaning in consumer-oriented texts. The researcher shows by using textual level for analysis duration of usage translation by addition and translation by omission.

The fourth is a journal article, it reviewed the journal article is conducted by Hajar Khanmohammad and Ali Aminzad (2015). It is a journal article entitled *A Study of Additions and Omissions in English Translations of Persian-based Social, Cultural and Political News Headlines: A case Study of ISNA News Agency in Arab Spring*. The study aims to analyze the extent to which news was

misrepresented when using additions and omissions in the translations of social, cultural and political news headlines.

This study also compares and contrasts the collected news headlines from ISNA news agency with corresponding headlines broadcast on Press TV and IRIB English Radio, it printed in Iran News and Tehran Times newspapers or with the house style headlines circulated on the website belongs to Washington post and independent.

In analyzing data, the researcher using quantitative approach. The data were collected in one month from May 1st 2012 to May 31st 2012, the data mostly from ISNA new agency website that offered both the original news headlines in Persian and its translated texts in English. The data were not only collected from ISNA new agency, but the data also were collected from seven other new agencies. The researcher found 19 equivalent translated news headlines by ISNA, 24 corresponding translated news headlines by other national news agencies, and 19 corresponding originally-English news headlines by overseas news agencies. The data of information was classified and placed in tables. The table consists of Word Class, Source News (Persian), Translated News (English), Addition, Omission, Overt TR, and Covert TR.

The researchers revealed this study by using a few theorists of translation for addition and omission that have been advocated and proposed by Baker (1992), Bielsa and Bassnett (2009), and van Dijk (1990, as cited in Salama-Car, 2007) are examples. The result of analysis when translating from Persian into English, ISNA manipulated political news by allowing 3/4th of the components in the

headlines to be vanished by omission, while there had only been around 20% compensation by addition. ISNA's orientation toward translation using Domestication.

It diminishes cultural and linguistic differences of two languages under the pretext clarity. The researchers are found that the strategy ISNA has developed for dealing with translation political news from English to Persian was similar to that of Persian into English. The addition is over 50% and the omission have been 30% which is not balance between loss and gain. It is also a hint of manipulation.

The researchers found there are changes in grammatical structures including tense and voice modifications, nominalization and omissions of articles had been acceptable based on global media translation norms. The researchers found that the translator working in the news agency have been skilled and trained for the job. This study is very clear because it shows the data in tables that the researchers found. The researchers show the frequency of addition and omission in the translation news very well. It is also the researcher explain the changes that occur in the meaning of the message when additions and omissions are applied on the news clearly.

The fifth study is a master thesis entitled Omission in the English Subtitles of The Finnish Film *Kummeli Jackpot* – Creating A New Method for Counting Omissions in the English Subtitles of a Finnish Film. The study was conducted by Maria Elina Varho (2013). This study concentrated on omission in the English subtitle of the Finnish Film *Kummeli Jackpot*. This research comprises into two parts: the first part aims at illustrating why word-based method for counting

omission is not suitable for Finnish research material by presenting an attempt to use this method.

The second part aims at creating and testing a new morpheme-based method for counting omissions. This research finds out how much of the original dialogue *Kummeli Jackpot* is missing in the English subtitles. In analyzing data, the researcher using quantitative and qualitative approaches. The researcher using quantitative method to explore the frequent omission types in the research material by categorizing the omitted words. In other hand, the researcher using qualitative approach to analyze data, which the first data using the word-based method and the second data creating and testing a new morpheme-based method. the lack of applicable methods for counting omissions in a Finnish material, the researcher explores new method for describing omissions in English subtitles of a Finnish film.

The researcher instead counting the word, the researcher counting the morpheme to achieve the results based on the new method. This study is very clear because it shows the data in tables that the researchers found. The researchers show the frequency of omitted word in English subtitle very well. It is also the researcher describes the comparing the results of data from new morpheme-based method with the old method only word-base method.

1.4 Research Question

This research is focused on the analysis of subtitling lexical omission strategy applied in the *Keluarga Cemara* movie. In conducting this research, the problem is formulated in the following research questions:

1. What omission strategy are found in the English Subtitle of the *Keluarga Cemara* movie?

1.5 Objectives of Research

By conducting this research, the following research objectives are expected to be achieved. The objectives of this research is to identify and categories omission strategy based on experts model in the English Subtitle of the *Keluarga Cemara* movie.

1.6 Scope of the Research

The focus of this research is to identify the omission strategy applied in the *Keluarga Cemara* movie. The omission strategy were analyzed based on the theories proposed by Nida (1982), Baker (1992), Newmark (1988), and Chesterman (1997). It focuses on finding and grouping examples of omission using experts model. Only the official English subtitles are analyzed, and the study looks mainly at missing words or phrases. The data were collected approximately 50 samples which presented all omission and yielding a total 50 data points for analysis.