


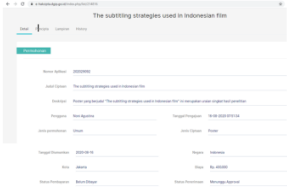




JUDUL:	
THE SUBTITLING STRATEGIES USED IN INDONESIAN FILM	
 Peneliti	 Ringkasan Eksekutif
<p>Ketua: Noni Agustina</p> <p>Anggota: Joni</p>	<p>The social phenomena can be represented through film providing images, soundtrack, voice- over, dance, and some art such as theatrical dan fine art. The Indonesian film played in XXI since 2017 must have English subtitling because the viewers nowadays are not only Indonesian people but also foreigner. The film subtitling is challenging because it is different from the other translation medium. A subtitler requires an appropriate translation strategy. Thus, this study aims to explore the subtitling strategies used in Indonesian film. The approach employed was qualitative with content analysis as a research design. The data used was English subtitling of ‘A Man Called Ahok’ film. The result showed that the dominant substitiling strategies used were repetition indicating the literal translation and addition strategy showing more information given. Respectively, transmutation and detracton strategies are also employed. Former indicated some changes in internal order such as lexical change, passive to active, etc. The latter showed deletion or condensation unnecessary or irrelevant information. Substitution strategy is the least used in subtitling which it indicates lack of pharaprasing. This study offers the theoretical and practical contribution on subtitling strategies especially from Bahasa Indonesia to English</p> <p>Key Words: Film, audiovisual translation, subtitling, translation strategies</p>
 HKI dan Publikasi	
<p>HKI poster dalam proses validasi (terlampir bukti validasi dan poster)</p> <div style="display: flex; justify-content: space-around;">   </div> <p>Artikel dipublikasikan dalam jurnal ELTIN Volume 7/II, 2019 dengan url address: http://ejournal.stkipsiliwangi.ac.id/index.php/eltin/article/view/1318</p>	

 Latar Belakang	 Hasil dan Manfaat
<p>Film is equipped by some technology consisting of images, soundtrack, voice-over, dance, and some art such as theatrical dan fine art. Delabastita (1989) dan Gottlieb (1998) in Mubenga (2010) urge that film has multisemiotic and multimodal. Mubenga also describes film as medium comprising verbal and non-verbal information in representing the information to the viewers. Thus, many generations are still keen on watching the film. The preliminary research conducted through interviewing one of marketing manager of XXI cinema Jakarta suggested that the Indonesian film played in XXI since 2017 must have English subtitling because many foreigners' viewers watch it in XXI cinema spreading in Indonesia. The subtitling is very important because it gives the viewers to grab the message or information of film especially for foreigners. They can follow the story well by comprehending it.</p> <p>Subtiting which is part of audiovisual translation develops rapidly because of the advancement of technology (Munday, 2008). The internet growth contributes to the subtitling thriving because Mac's research finding (2009) showed that amateur subtitlers came up to make the foreign movies subtitling and Japanese animation on internet (Tang, 2014). Moreover, the demand of Indonesian film subtitling also contributes to its enhancement.</p> <p>Some previous studies undertaken by some researchers to scrutinise the subtitling. Tang (2014) investigated the subtitling strategies conducted by professional and amateur subtitlers concerning on the cultural representation of Kung-Fu Panda film. It is translated from English to Mandarin. Mollanazar, Nasrollahi, & Allameh (2017) also focused on the subtitling strategies on western films which were subtitled into Persian language. Nisaa, (2011) analysed the technique, method and ideology of film subtitling entitled</p>	<p>The most dominant strategies used was repetitio. Its frequency was 632. It indicated that film used literal translation so the subtitler just imitated the source text to target text. The least strategy used was subtitio. Its occurrence was 47 times. The less subtitio use indicated lack of paraphrasing process in rendering the message. It was used mostly for rendering idioms, proverbs or saying.</p> <p>This study provides the theoretical and practical contribution. Theoretically, it enriches the subtitling strategies used in film. In practical, it can give insight for the students, educators and translator in applying the proper subtitling strategies.</p>

<p>Beckham Unwrapped. Kusumastuti (2011) investigated the technique used in dubbing and subtitling of Dora the Explorer film. Guillot (2010) studied the French thriller by exploring the English subtitles regarding the linguistic representation and culture. McClarty, (2014) explored the practice of creative subtitling. From the previous studies, English subtitling from Indonesian film is under researched. It is important to conduct the research by investigating the subtitling strategies in Indonesian film context.</p>	
 <p>Metode</p>	 <p>Skema LITABMAS</p>
<p>The research method used was content analysis with qualitative approach. The sources data was “A Man Called Ahok” film. It was played in November 2018 and in 4 days it reached five hundred thousand viewers. It was also watched by one million viewers. It was controversial film because some of Indonesian citizen thought that it brought political issues or political campaign but some of them considered it delivered the moral value such as empathy, honesty, hard-working, kindness, and so on. The data analysed were Indonesian voice-over and English subtitling.</p> <p>The research procedures undertaken were visiting the production house and giving the consent form, watching the film, transcribing the Indonesian dan Kek voice-over, rewriting the English subtitle and some Indonesian subtitle if the character uttered Kek language, analysing the voice-over and subtitling by applying Delabastita’s theories on ancient rhetoric (repetitio, adiectio, detractio, transmutatio and substitutio) and interpreting the findings and taking the conclusion.</p>	<p>The scheme is “Penelitian internal”</p>
 <p>Ucapan terimakasih</p>	
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