THE ANALYSIS OF SUBTITLING STRATEGIES IN *MOON KNIGHT* EPISODE 6 TV SERIES

ANALISIS STRATEGI SUBTITLING DALAM SERIAL TV *MOON KNIGHT* EPISODE: 6

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Abstract

The objective of this research is to identify the subtitling strategies used in the Moon Knight TV series episode 6 and to find out the most commonly used subtitling strategy in the Moon Knight TV series episode 6. This researcher used the qualitative-descriptive method. Based on the data findings, the researcher found 10 out of 10 strategies, namely transfer, imitation, transcription, expansion, paraphrase, dislocation, condensation, deletion, decimation, and resignation. There are 139 data of transfer strategy, 72 data of imitation strategy, condensation strategy with the total 41 data, dislocation strategy with the total 33 data, paraphrase strategy with the total 29 data, expansion strategy with the total 12 data, transcription strategy with the total 9 data, decimation strategy with the total 5 data, deletion strategy with the total 3 data, and the last resignation strategy with the total of 1 data. The most used strategy in the Moon Knight *TV series episode 6 found by the researcher is the transfer strategy, with a total of 139. The least used strategy is the resignation strategy, with a total of the data 1. In short, utterance from the source language is can be translated accurately. In another occasion, translator used resignation strategy because translator doesn't have any solution to the translation process which causes a loss of meaning, beside that in audio-visual there are no part can provide an explanation of the meaning of the source language. And translating the subtitle or text just makes an ambiguous or incorrect translation in the TV series.*
Keywords*: Gottlieb, translation, strategies, subtitling*

Abstrak

Tujuan dari penelitian ini adalah untuk mengidentifikasi strategi subtitle yang digunakan dalam serial TV Moon Knight episode: 6 dan untuk mengetahui strategi subtitle yang paling umum digunakan dalam serial TV Moon Knight episode: 6. Peneliti ini menggunakan metode kualitatif deskriptif. Berdasarkan temuan data, peneliti menemukan 10 dari 10 strategi yaitu transfer, imitation, transcription, expansion, paraphrase, dislocation, condensation, deletion, decimation, dan resignation. Strategi transfer sebanyak 139 data, strategi imitation sebanyak 72 data, strategi condensation sebanyak 41 data, strategi dislocation sebanyak 33 data, strategi paraphrase sebanyak 29 data, strategi expansion sebanyak 12 data, strategi transcription dengan jumlah data sebanyak 9 data, strategi decimation sebanyak 5 data, strategi deletion sebanyak 3 data, dan terakhir strategi resignation sebanyak 1 data. Strategi yang paling banyak

digunakan dalam Moon Knight episode: 6 TV series yang ditemukan peneliti adalah strategi transfer dengan total 139 data. Strategi yang paling sedikit digunakan adalah strategi resignation dengan jumlah 1 data. Artinya, ucapan dari bahasa sumber dapat diterjemahkan secara akurat namun pada kesempatan lain penerjemah menggunakan strategi pasrah karena penerjemah tidak memiliki solusi terhadap proses penerjemahan yang menyebabkan hilangnya makna, selain itu dalam audio visual tidak ada bagiannya. dapat memberikan penjelasan mengenai makna bahasa sumber. Dan menerjemahkan subtitle atau teks hanya membuat terjemahan yang ambigu atau salah dalam serial TV.
Kata kunci*: Gottlieb, penerjamahan, strategi, teks dibawah film*

Introduction

Language is the identity of a country as well as a tool, like a bridge that connects people to communicate. As time goes by, technology becomes more advanced and so does the world of entertainment, one of which is the world of audiovisual. And the way to engage the audience around the world is used translation according to Hatim and Munday (2004: 6) define translation as *the process of transferring a written text from source language (SL) to target language (TL)*. On the other hand, according to Nida and Taber (1982: 12), on the other hand, state that *translating consists in reproducing in the receptor language the closest natural equivalent of the source language message*. Based on the two expert definitions above, translator must pay attention to subtitle structure so that the audience still feels the same message and not misinterpret the film

or so on. The category of audiovisual works includes films and TV series, video games, and the like. In audiovisual media, where sight and sound harmonize to convey the narratives and to engage audience sense. According to Kolawole (2008), audiovisual translation is translating a film or television programs in which the aim is to make them easily understood by the target audience who are not familiar with the original source language. Based on the expert above, audiovisual is transferring language for film or television programs to make the audience understand the content. Meanwhile, the role of audio is to tell us what the characters are saying and what meaning the characters want to convey to the audience. As seen in the film, a film or video contains both audio and subtitles. Beside that according to Cintas (2007) audio visual translation refers to the translation of a product in which the verbal dimension resides coupled with elements in

other media. However, Chiaro (2013: 1) stated audio visual translation (AVT) is a term that describes the translation of one language into other linguistic components found in audiovisual works and goods. Feature movies, television programs, theatre plays, musicals, operas, web pages, and video games are just a few examples of file sets audiovisual products are available and require translation.

While the subtitle is a tool that helps people all over the world understand each line and the significance of what the character said. Subtitles can be found not only in films but also in TV shows about foreign nations, literature, songs, and so on. Subtitles also play a role in the contribution of films and series on television. Of course, it aids the audience's enjoyment of a program displayed on the screen. The presence of subtitles at the bottom of the screen makes it simple for the audience to understand the content shown on the screen, and the audience doesn't misinterpret the scene. Aside from being able to entertain the audience, films or TV series can also be an easy way to learn English, as can the subtitle function, which is to translate the audio or source language (SL) from the film to the target language (TL). Subtitle strategies

should, in addition to translating, convey meaning to audience without using more or less words. According to Gottlieb (2004), diasemiotics translation in polysemiotic media (including films, TV, video, and DVD), in the form of one or more lines of written text presented on the screen in sync with the original dialogue. According to the experts above, subtitles are written text that appears below a film, video, TV, and television series, and at the same time, there is dialogue or monologue in the scene. Based on expert above subtitle is a written text displayed under the film, video, TV series appear in entire time.

The subtitle theory of this research the researcher used was Gottlieb (1992). According to Gottlieb's theory 10 strategies are transfer, imitation, transcription, expansion, paraphrase, dislocation, condensation, deletion, decimation, and resignation. Researchers chose Gottlieb's subtitle strategy theory as a research topic because subtitle strategies are suitable for films or TV series as research objects. Apart from that, researchers like films. Moreover, for source of this research data is *Moon knight* TV series episode: 6. *Moon Knight* is a character appearing in American comic books published by Marvel Comics created by

writer Doug Moench and artist Don Perlin. Marvel Studios produced a TV series for the Disney-streaming service, and it was directed by a team consisting of Mohamed Diab, Justin Benson, and Aaron Moorhead. *Moon Knight* has been released on March 30, 2022 and consists of 6 episodes the genre on this TV series is action-adventure, fantasy, psychological horror and superhero. The cast of the *Moon Knight* TV series includes are Oscar Isaac, who portrays the character of Marc Spector/Moon Knight, also known as Steven Grant/Mr. Knight and Jake Lockley. Ethan Hawke plays the role of Arthur Harrow, while May Calamawy takes on the character of Layla El-Faouly/Scarlet Scarab. Steven Grant believed he was sleepwalking, but it turns out he has dissociative identity disorder (DID), and he also fight Egyptian gods. They (Steven and Marc) have to balance their complex identities while uncovering the mystery of the powerful Egyptian gods. The researcher selected this TV series due to the character is unique and has three personalities which is different from the other MCU superhero characters, beside that the character has connection to Egyptian gods adds an iconic element to the show setting. Moreover, piqued the researcher curiosity about which of Gottlieb's translation

strategies the translator utilized on *Moon Knight* TV series episode: 6 for translating the English subtitles into Indonesian. Notably, this particular series has not been conducted by any other researchers yet. The significance of this research lies in its potential to enhance language learners' understanding of translation and its importance for other researchers interested in studying subtitle strategies as topic research.

After all the explanation about translation the aim of this research is what strategies are found and most commonly used stategy in *Moon Knight* Episode: 6 TV series of. There are some researchers who have conducted research on subtitle translation. The following are some appropriate previous studies. There are similarities and differences between this research and the first previous research by Seran & Subiyanto (2023), the similarity is the method, and the theory. The theory was from subtitle strategy by Gottlieb (1992), and descriptive qualitative as a method. The differences aim and object, the aim of previous research is analyzes and discusses the song translation 'All Too Well (10- minute version) from English into Indonesian. Another difference is the object the previous researcher used 'All Too Well (10- minute

version) by Taylor Swift. The last previous by Wigraha & Puspani (2022), the similarity prevrious research and researcher is the theory, used Gottlieb (1992). The difference previous research and researcher are aims, object, method. Previous research aim is the study were focused to find the types of subtitling strategies and the most frequent and least frequent subtitling strategies that can be found in the subtitles of Zootopia movie. The object previous used Zootopia Movie, and for method pervious research used qualitative.

Method

Qualitative descriptive method is applied. Calderon (1993) defined descriptive research as a purposive process of gathering, analysing, classifying, and tabulating data about prevailing conditions, practices, processes, trends, and cause-effect relationships and then making adequate and accurate interpretation about such data with or without or sometimes minimal aid of statistical methods. The data collected by the researcher is in the form of written text, specifically the scene from the dialogues such as pharse, and words that related to the subtitle acts based on Gottlieb's subtitling strategies theory.

The data collection following are the steps involved: (1) Watching *Moon Knight* TV series Episode: 6 on Disney plus Hotstar (legal application streaming film), to understand the plot and story in the *Moon Knight* TV series. (2) English and Indonesian subtitle and then pause the TV series to write down all the character talk or speak at table SL (Source Language) for English text and TL (Target Language) for Indonesian text. (3) Comparing the TL (Target Language) that has been write on the table with Gottlieb's strategy, and which from 10 strategies that really suit the data. (4) Counting all TL (target language) data that has been classified with Gottlieb's subtitle strategies theory.

Furthermore, there are several steps involved in analysing data of this research: (1) The researcher has been collected data, that data is SL (Source Language) English subtitle and TL (Target Language) Indonesian subtitle from *Moon Knight* TV series episode: 6. (2) Matching the data with Gottlieb's ten strategies, which include transfer, imitation, transcription, expansion, paraphrase, dislocation, condensation, deletion, decimation, and resignation. (3) Categorized the data based on the Gottlieb's subtitle strategis that fit in and then explain the data.

Result and Discussion

The data findings in the Moon Knight TV series Episode 6, There are 10 strategies can be found. Throughout the TV series, a total of 303 data exemplifying these strategies were identified and analysed. The chart below illustrates the distribution of these strategies in the TV series.

Based upon the chart above, it can be deduced that there are 139 data of the transfer strategy, 72 data for the imitation strategy, a condensation strategy with a total of 41 data, a dislocation strategy with a total of 33 data, a paraphrase strategy with a total of 29 data, an expansion strategy with a total of 12 data, a transcription strategy with a total of 9 data, a decimation strategy with a total of 5 data, a deletion strategy with a total of 3 data, and the last resignation strategy with a total of 1 data.

Transfer

The transfer strategy for subtitling involves translating the original subtitles directly from the source language to the target language without making any alternative to the words, sentences, structure, or meaning. The researcher selected one data for the representation transfer strategy used in the Moon Knight TV series:
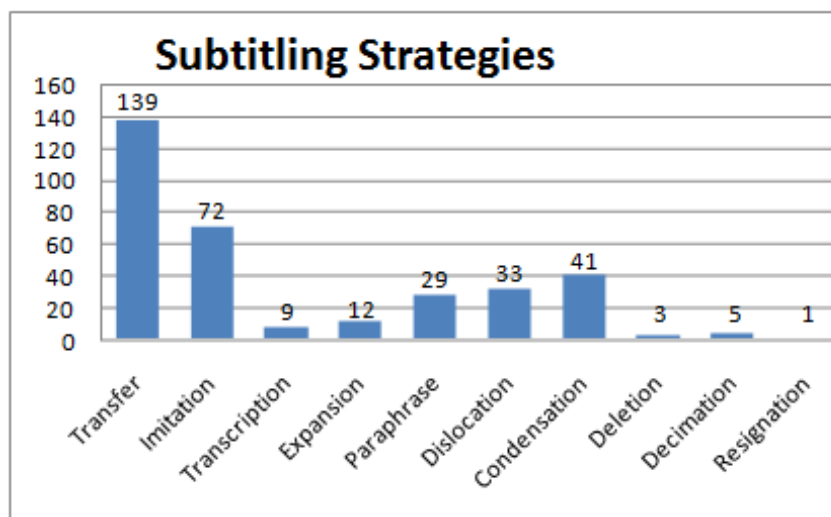

Figure 1. Frequency of Subtitle Usage in Moon Knight Episode: 6 TV Series

Datum 1

SL: He is going to need Khonsu.

TL: *Dia akan butuh Khonshu.*

Duration: 07:28 - 07:30

In the utterance above, it can be categorized as transfer strategy, because the translator still delivers full of the SL (source language) to TL (target language) correctly, appropriately and without changing any word or structure.

Datum 2

SL: I wanted his wife to be my Avatar.

TL: *aku ingin istrinya menjadi Avatar-ku.*

Duration: 38:58 - 38:59

In the utterance above, it can be categorized as transfer strategy, because the translator still delivers full of the SL (source language) to TL (target language) correctly, appropriately and without changing any word or structure.

Imitation

The imitation strategy entails the translation of film subtitles from a source language to a target language while preserving the original forms, including individual names and locations. The researcher selected one data for the representation imitation strategy used in the Moon Knight TV series:

Datum 3

SL: Break his ushabti.

TL: *Hancurkan usabti-nya.*

Duration: 07:31 - 07:32

In the utterance above, it can be categorized as imitation strategy because the word *ushabti* is same as SL (source language), and the translator still uses the origin form as in the SL (source language). It is done to maintain or show a specific character in the TV series since it is related to the original culture that cannot be changed in the TL (target language). Perhaps if it is changed, it will change the content, especially the original character in the TL (target language), which could cause an ungainly translation.

Datum 4

SL: He's gone, Marc. The Duat has him.

TL: *Dia tiada, Marc. Duat mengambilnya.*

Duration: 13:45 - 13:48

In the utterance above, it can be categorized as imitation strategy because the word *Marc* and *Duat* is same as SL (source language), and the translator still uses the origin form as in the SL (source language). It is done to maintain or show a specific character in the TV series since it is related to the original culture that cannot be changed in the TL (target language). Perhaps if it is

changed, it will change the content, especially the original character in the TL (target language), which could cause an ungainly translation.

Transcription

The transcription strategy is employed when there are terms that are not common in the source language. Like the use of a third language or another language. The researcher selected one data for the representation transcription strategy used in the Moon Knight TV series:

Datum 5
SL: What are you doing on this road?
(SPEAKING ARABIC)
TL: *Kenapa kalian di sini?*
Duration: 05:29 - 05:30

In the utterance above, it can be categorized as transcription strategy, because the setting place of this TV series on Egypt the translator uses English as the source language of subtitle, instead of keep in Arabic form because not all the audience can read the *hijaiyah* (Arabic alphabet), and make it easier to audience understand the context.

Datum 6

SL: Get in the van! Go inside! Get in!
(WOMEN SPEAKING IN ARABIC)
TL: *Masuk ke mobil! Masuk! Ayo!*
Duration: 28:16 - 28:18

In the utterance above, it can be categorized as transcription strategy, because the setting place of this TV series on Egypt the translator uses English as the source language of subtitle, instead of keep in Arabic form because not all the audience can read the *hijaiyah* (Arabic alphabet), and make it easier to audience understand the context.

Expansion

The expansion strategy employed involves adding explanations to the target language text to account for cultural or literary elements present in the source language but absent in the target language. The researcher selected one data for the representation expansion strategy used in the Moon Knight TV series:

Datum 7
SL: Hippo! Go, go!
TL: *Kuda nil! Kita harus pergi!*
Duration: 18:13 - 18:14

In the utterance above, It can be categorized as expansion strategy, because

translator added the word *Kita harus* that's not mentioned in the source language.

Datum 8

SL: Yes! I met him when I took him to the Field of Reeds.

TL: *Ya! Aku bertemu ayahmu waktu membawanya ke Padang Alang-alang.*

Duration: 22:41 - 22:42

In the utterance above, It can be categorized as expansion strategy, because translator added the word *ayahmu* that's not mentioned in the source language.

Paraphrase

The paraphrase strategy is used when the target language can't be rearranged in the same structure as source language. Although the arrangement is not the same, and the meaning of the content is still preserved and conveyed to the audience. The researcher selected one data for the representation paraphrase strategy used in the Moon Knight TV series:

Datum 9

SL: I don't know if you can hear me.

TL: *Entah apa kau dengar ini.*

Duration: 15:35 - 15:36

In the utterance above, it can be categorized as paraphrase strategy, because the target language is still delivering the same meaning to the audience although the structure is not same as source language.

Datum 10

SL: What if we believe something different?

TL: *Kalau kita tidak sepaham?*

Duration: 34:15 - 34:16

In the utterance above, it can be categorized as paraphrase strategy, because the target language is still delivering the same meaning to the audience although the structure is not same as source language.

Dislocation

The dislocation strategy focuses on emphasizing the emotional aspect of the film rather than adhering strictly to the dialogue's contextual accuracy. The researcher selected one data for the representation dislocation strategy used in the Moon Knight TV series:

Datum 11

SL: Why would I ever sign up for that?

TL: *Kenapa aku harus lakukan juga?*

Duration: 11:55 - 11:56

In the utterance above, it can be categorized as dislocation strategy, because the translator wants to emphasize emotion or feeling on the line or dialogue so the effect of translation is more important than the context of the line or dialogue.

Datum 12

SL: Wait! Think about this!

TL: *Tunggu! Pikirkan baik-baik!*

Duration: 14:28 - 14:30

In the utterance above, it can be categorized as dislocation strategy, because the translator wants to emphasize emotion or feeling on the line or dialogue so the effect of translation is more important than the context of the line or dialogue.

Condensation

The condensation strategy involves the concise reduction of the text. In the process of condensation, redundancy is eliminated, yet the meaning and form remain intact, ensuring comprehension in the target language. The researcher selected one data for the representation condensation strategy used in the Moon Knight TV series:

Datum 13

SL: Well, I did a whole little speech there.

TL: *Aku sudah sedikit pidato tadi.*

Duration: 17:19 - 17:19

In the utterance above, it can be categorized as condensation strategy, because translator does not translate sentence *Well* this strategy can be applied when translator remove or cut redundancy words for compress the sentences.

Datum 14

SL: The power of this room will help us bind Ammit to Harrow's body.

TL: *Kekuatan ruang ini akan mengikat Ammit pada Harrow.*

Duration: 31:02 - 31:04

In the utterance above, it can be categorized as condensation strategy, because translator does not translate sentence *will help us* and the word *body* this strategy can be applied when translator remove or cut redundancy words for compress the sentences.

Deletion

The deletion strategy focuses on the complete removal of text, as its name implies. This strategy can apply because dialogue was considered unimportant for the audience. However, the audience can gather information solely from the audiovisual

content. The researcher selected one data for the representation deletion strategy used in the Moon Knight TV series:

Datum 15

SL: Oh

TL: -

Duration: 22:13 - 22:14

In the utterance above, it can be categorized as deletion strategy, because translator does not translate the word "Oh" because the audience still gets the information from audio in the TV series.

Datum 16

SL: -

TL: *Dokter Garrison, ruang 126. Dokter Garrison 126.*

Duration: 37:35 - 37:39

In the utterance above, it can be categorized as deletion strategy, because audience from SL can get the information but the other side audience from TL can not get the information from the content that's the reason translator translate the sentence even though no sentence in the SL.

Decimation

The decimation focuses on the cutting subtitle caused by the fast tempo of

speech at the risk of omitting important passages, the difference between decimation and condensation is cutting the meaning if condensation cut the redundancy, the other side decimation extremely cut the meaning because of the fast tempo of speaking. The researcher selected one data for the representation decimation strategy used in the Moon Knight TV series:

Datum 17

SL: You need to show us your soul.

TL: *Tunjukkan jiwa kalian.*

Duration: 05:48 - 05:49

In the utterance above, it can be categorized as decimation strategy, because translator does not translate a whole sentence. In short, decimation can be use when translator cut or not translate the sentence because of the fast tempo of speaking the audience still understand the context by hearing the audio or saw the scene in the TV series.

Datum 18

SL: Are we doing this or what?

TL: *Jadi atau tidak?*

Duration: 22:45 - 22:46

In the utterance above, it can be categorized as decimation strategy, because

translator does not translate a whole sentence. In short, decimation can be use when translator cut or not translate the sentence because of the fast tempo of speaking the audience still understand the context by hearing the audio or saw the scene in the TV series.

Resignation

The resignation strategy is used by the translator if there is no solution to the translation process, which causes a loss of meaning. Apart from that, there are no audio-visual parts that can provide an explanation of the meaning of the source language. Translating the subtitle or text just makes an ambiguous or incorrect translation. The researcher selected one data for the representation resignation strategy used in the Moon Knight TV series:

Datum 19

SL: An empty world for your disciples to inherit?

TL: *Untuk dunia yang kosong bagi murid - muridmu?*

Duration: 15:05 - 15:06

In the utterance above, It can be categorized as resignation strategy because the translator doesn't have any solution in

the translation process, which causes a loss of meaning because the translation from the source language into the target language is wrong.

Conclusion

Based on the translation research in the *Moon Knight* TV series episode: 6 by using Gottlieb's subtitling strategies theory, based on data findings the researcher found 10 strategies namely transfer, imitation, transcription, expansion, paraphrase, dislocation, condensation, deletion, decimation, and resignation. There are 139 data of transfer strategy, 72 data of imitation strategy, condensation strategy with the total 41 data, dislocation strategy with the total 33 data, paraphrase strategy with the total 29 data, expansion strategy with the total 12 data, transcription strategy with the total 9 data, decimation strategy with the total 5 data, deletion strategy with the total 3 data, and the last resignation strategy with the total of 1 data. The most used strategy in the Moon Knight TV series episode 6 found by the researcher is the transfer strategy, with a total of data 139. The least used strategy is resignation strategy, with a total of data 1.

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