Subtitling Strategies in “The Boss Baby: Back in Business” Series

¹ Muhammad Kholiq

² Emrinne Agustinne

¹ ² Universitas Gunadarma, Indonesia

Abstract

This research aims to find out the translation strategies in “The Boss Baby: Back in Business” series from the application called Netflix. This research uses descriptive qualitative method in which the data is collected in the form of words or pictures rather than numbers. The analysis of this research focuses on the translation strategies used in the web television series on Netflix. This research applies strategies of translation theory by Gottlieb to analyze the subtitle of the series. The result of this research shows that there are six strategies in the web television series entitled “The Boss Baby: Back in Business,” namely transfer strategy, decimation strategy, deletion strategy, paraphrase strategy, imitation strategy, and transcription strategy.

Keywords

translation strategies

subtitle

Netflix

Ethical Lingua

Vol. 7, No. 1, 2020

ISSN 2355-3448 (Print)

ISSN 2540-9190 (Online)

Corresponding Email

Muhammad Kholiq

m_khlq@yahoo.com

Article's History

Submitted 7 February 2020

Revised 17 February 2020

Accepted 17 February 2020

DOI

[10.30605/25409190.156](https://doi.org/10.30605/25409190.156)

Copyright © 2020

The Author(s)

This article is licensed under
CC BY-NC-SA 4.0 License

Subtitling Strategies in “*The Boss Baby: Back in Business*” Series

Translation is a craft consisting of an attempt to replace a written message statement in one language by the same message or statement in another language (Newmark, 1988: 7). On the other hand, translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL) (Catford, 1974:20). For instance, the translator translated the subtitle of “*You wanna bring your man-baby to the office*” into “*Mau bawa bayi besarmu?*” in Indonesian, because if the word “*office*” was being translated into “*kantor*” it would not be an effective sentence because they are literally in the office and the translation strategy of this sentence was decimation. And translator translated the subtitle of “*Uh, no, the factory down stairs*” into “*Itu tugas pabrik di bawah*” in Indonesian was translated that way because when they talk about it, the screen is showing the factory’s staffs doing their own jobs and the translation strategy of this sentence was condensation.

In relating to the research, Martasari (2016) analyzed the types of subtitling strategies found in the subtitle text of Big Hero 6 movie. Based on the analysis, there are eight out of ten types of subtitling strategies found in the movie. The dominating subtitling strategy is transfer strategy, which consists of 69 numbers of data with a total percentage of 37.70%. Simanjuntak (2013). In her study, the researcher found the translation strategies used in ‘Real Steel’ movie that was translated from English into Indonesian. The results of this research showed that not all of the parts subtitling strategies are used. There are some subtitling strategies unused: dislocation strategy, condensation strategy, decimation strategy, and resignation strategy.

The two previous researches above which have the same topic concerning with the translation in subtitling. Furthermore, the objectives between this research and the previous researches are different. This research used web television series as the object of the research, but the previous researches used movies as the object of the research. This research is aimed to know the translation strategies the subtitler used in subtitling the English subtitle into the Indonesian subtitle of ‘*The Boss Baby: Back in Business*’ web television series.

Method

Research design itself refers to the strategy to combine the different components of research projects cohesively and coherently. According to Creswell (2009:3), research design refers to plans and the procedures for research to specific methods of data collection and analysis. In this research, the researcher used descriptive qualitative method in analyzing the series, because this research was created in order to know the translation strategies that the subtitler of this web television series used in subtitling the scripts from Source Language (English) into Target Language (Indonesian). Sherman & Webb (1988) assume that qualitative research is concerned with meaning as they appear to, or are achieved by persons in lived social situations.

Source of Data

In doing this research, the researcher used ‘*The Boss Baby: Back in Business*’ web television series as the source data. This web television series was developed by Brandon Sawyer and released in 2018. The duration of each episode of this series was around twenty-five minutes

long. The researcher chose this web television series for the source of data because every single character that talked in a different way, and there were many translations that had strategies and techniques to be analyzed.

Techniques for Collecting Data

To find out the kinds of translation strategies, the subtitler used in this series. The researcher took some observations; first, the researcher watched the series on *Netflix*. After that, the researcher wrote down the subtitles that contained the translation strategy in it and then took notes to write the time of the subtitles.

Data Analysis Procedure

After collecting the data, the researcher needed to analyze the data. First of all, the researcher watched the series in Indonesian subtitle and listened to it carefully, then wrote down the list of the subtitles that contained kind of translation strategies on loss and gain in the translation. However, she needed to find out the data that was categorized in loss and gain techniques first before classifying it into the translation strategies. Moreover, after the data were completely found, the researcher analyzed the reason why the chosen data were classified into the translation strategies and the loss and gain techniques.

Results & Discussion

There were ten strategies to classify the words in analyzing the data of translation strategies in ‘*The Boss Baby: Back in Business*’ subtitle. Those were expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. The researcher used Gottlieb’s translation strategies. In this research, only five strategies of Gottlieb’s theory is applicable.

Figure 1. Translation Strategy

Paraphrase

No	Time	Source Language	Target Language	Strategy
1.	10:20 – 10:21	He's a total lost.	<i>Dia tak terselamatkan</i>	Paraphrase

The words 'total lost' were classified into Paraphrase Strategy because they were not translated accurately because there was a different structure between English and Indonesian, so these words cannot be reconstructed in the same syntactic way.

Transfer

No	Time	Source Language	Target Language	Strategy
1.	00:50 – 00:52	I would never betray planet earth.	<i>Aku takkan khianati bumi.</i>	Transfer

The sentence was classified into Transfer Strategy because the subtitler delivered the accurate and correct meaning from the source language into the target language.

Transcription

No	Time	Source Language	Target Language	Strategy
1.	12:01 – 12:02	What's wrong, widdle grump-grump? Tummy gurgles? Izzum sweepy?	<i>Apa yang salah, Penggerutu? Sakit perut? Mengantuk?</i>	Transcription

The words 'widdle grump-grump? Tummy gurgles? Izzum sweepy?' were classified into Transcription Strategy because those words are unusual terms, and the character said the words to the baby. Hence, these words are also nonsense language.

Condensation

No	Time	Source Language	Target Language	Strategy
1.	15:37 – 15:38	So we are taking Scooter Back?	<i>Kita kembalikan?</i>	Condensation

The sentence was classified into Condensation Strategy because in Indonesian, the word 'taking' means '*mengambil*', but the subtitler changed it into '*kembalikan*' so it would not be misunderstood if it is translated into the target language. The subtitler needed to shorten the text to avoid misunderstanding, the translation becomes shorter, but it does not lose the meaning.

No	Time	Source Language	Target Language	Strategy
2.	04:14 – 04:15	Let's do some business.	<i>Mari berbisnis.</i>	Condensation

The sentence was classified into Condensation Strategy because in Indonesian, the words 'let's do some business' means '*ayo melakukan beberapa bisnis*'. However, in order to avoid misunderstanding, the subtitler translated the text becomes '*mari berbisnis*'.

No	Time	Source Language	Target Language	Strategy
3.	11:54 – 11:56	What do we have for tooth pain?	<i>Apa solusi sakit gigi?</i>	Condensation

The sentence was classified into Condensation Strategy because in Indonesian the words ‘what do we have for..’ means ‘*apa yang kita punya untuk..*’. However, the subtitler shortened the translation, it becomes ‘*apa solusi sakit gigi?*’ to avoid the misunderstanding in subtitling the text.

No	Time	Source Language	Target Language	Strategy
4.	10:18 – 10:19	Better you don’t know.	<i>Kau tak perlu tahu.</i>	Condensation

The sentence was classified into Condensation Strategy because in Indonesian the words ‘netter you don’t know’ means ‘*lebih baik kau tak tahu*’, but the subtitler omitted the word ‘better’ in the source language and added the word ‘*perlu*’ in the target language.

No	Time	Source Language	Target Language	Strategy
5.	10:30 – 10:33	Staci, I like the problem solving.	<i>Aku suka solusi.</i>	Condensation

The sentence was classified into Condensation Strategy because in Indonesian the words ‘problem solving’ means ‘*pemecahan masalah*’ but the text was solidified by the subtitler to shorten the subtitle and translated into ‘solution’ and the subtitler also omitted the character’s name ‘Staci.’

Deletion

No	Time	Source Language	Target Language	Strategy
1.	15:35 – 15:37	Look, maybe this was a mistake.	<i>Mungkin ini kesalahan.</i>	Deletion

The sentence was classified into Deletion Strategy because the subtitler omitted the word ‘look’ and ‘a’; both two words were not translated by the subtitler. Deletion usually used if the text carries less semantic meaning; it is used to eliminate the part of the text without changing the important information.

No	Time	Source Language	Target Language	Strategy
2.	03:19 – 03:20	Thanks for covering.	<i>Terima kasih.</i>	Deletion

The sentence was classified into Deletion Strategy because the subtitler omitted the words ‘for covering’ which means ‘*karena melindungi*’, but it does not make the sentence loses its whole meaning.

Conclusion

The research highlights the subtitle translation strategies of *The Boss Baby: Back in Business* web television series season 1 (episode 1). Based on the analysis results and discussion,

there were 34 data found, which consist of 10% paraphrase strategy, 10% transfer strategy, 10% transcription strategy, 50% condensation strategy, and 20% deletion strategy. It can be concluded that the translation strategy that most frequently used was condensation strategy of subtitling. The least used translation strategy were paraphrase, transfer, and transcription strategies of subtitling.

Acknowledgment

N/A

References

- Catford, J. G. (1965). *A Linguistic Theory of Translation: An Essay in Applied Linguistics*. London: Oxford University Press.
- Creswell, J. (2014). *Research Design Qualitative, Quantitative, Mixed Approaches*. USA: Sage Publication, Inc. Methods A.
- Martasari, A. O. (2016). *Subtitling Strategies in Big Hero 6 Movie*. Skripsi, Fakultas Ilmu Budaya. <http://eprints.dinus.ac.id/id/eprint/21485>
- Newmark, P. (1988). *A Textbook of Translation*. Michigan: Prentice-Hall International.
- Sherman, R. R., & Webb, R. B. (1988). *Qualitative Research in Education: Focus and Methods*. New York: RoutledgeFalmer.
- Simanjuntak, N. V. N. (2013). *Subtitling Strategies in "Real Steel" Movie*. Skripsi, Fakultas Ilmu Budaya. <http://eprints.dinus.ac.id/id/eprint/5849>