An Analysis of Subtitling Strategies in Inside Out Movie Based on Gottlieb's Theory

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ABSTRAK *Movie subtitling is a critical aspect of audiovisual translation, bridging the gap between languages and cultures. This study aims to explore the strategies used in the subtitle translations of the the movie Inside Out and evaluate the accuracy level of the translations associated with the identified strategies. In this study, the research uses the script and subtitle of the movie Inside Out (2015) by utilizing the ten translation strategies in Gottlieb's theory to review the data found. The results show that the transfer strategy is the most applied strategy by the translator while translating this Inside Out (2015) movie.*

Keywords: *Analysis; Subtitle; Movie; Gottlieb.*

ABSTRAK Subtitle film adalah aspek penting dari terjemahan audiovisual, yang menjembatani kesenjangan antara bahasa dan budaya. Penelitian ini bertujuan untuk mengeksplorasi strategi yang digunakan dalam terjemahan subtitle film Inside Out dan mengevaluasi tingkat akurasi terjemahan terkait dengan strategi yang diidentifikasi. Dalam penelitian ini, penelitian menggunakan naskah dan subtitle film Inside Out (2015) dengan memanfaatkan sepuluh strategi penerjemahan dalam teori Gottlieb untuk meninjau data yang ditemukan. Hasilnya menunjukkan bahwa strategi transfer merupakan strategi yang paling banyak diterapkan oleh penerjemah saat menerjemahkan film Inside Out (2015) ini.

Kata Kunci: Analisis; Subjudul; Film; Gottlieb.

PENDAHULUAN

Movie subtitling is a critical aspect of audiovisual translation, bridging the gap between languages and cultures. It involves the delicate task of conveying not just the spoken words but also the nuances, humor, and cultural references from one language to another. The theory of translation, particularly in audiovisual translation (AVT), provides a framework for this process. In my view, movie translation and its analysis are complex yet fascinating tasks that require linguistic proficiency, cultural knowledge, and creative problem-solving skills.

Inside Out is a 2015 (Docter, 2015) animated movie that tells the story of Riley, a young girl who moves from Minnesota to San Francisco with her parents. The movie depicts the inner workings of Riley's mind, where five emotions—joy, sadness, fear, disgust, and anger—control her actions and reactions. The movie shows how Riley's emotions cope with the changes and challenges in her new life and how they affect her personality and memories. The movie also

shows how Joy and Sadness embark on a journey to restore Riley's core memories and happiness after they are accidentally lost in the depths of her mind.

There are many researchers who have conducted research on movie subtitle strategies. One of them is the research by Widyaningsih (Widyaningsih et al., 2022). In their research, they identified and analyzed the subtitling strategies based on Gottlieb translation theory and the translation accuracy according to translation theory by Larson. The result of the study showed that there were 389 data points found in the Paterson movie: transfer (129 data), paraphrase (93 data), deletion (59 data), condensation (55 data), imitation (21 data), expansion (17 data), decimation (14 data), and resignation (1 data). However, there were no transcription and dislocation strategies that had been found in the Paterson subtitle translation. Meanwhile, for the translation accuracy, the findings show there were 281 out of 389 pieces of data that the translator translated accurately and 108 out of 389 pieces of inaccurate translation. Therefore, the Indonesian subtitle of the "Paterson" movie was categorized as an accurate translation text.

The other research on subtitling was done by Muhammad Kho and Emrinne Agustinne (Kholiq & Agustine, 2020). They tried to find out the translation strategies in "The Boss Baby: Back in Business" series from the application called Netflix. This research uses a 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 the strategies of translation theory developed by Gottlieb to analyze the subtitles 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.

The next research on subtitling was conducted by Batmanathan (Batmanathan et al., 2022). This study aimed to explore the strategies used in the subtitle translations of the Malaysian movie Ejen Ali: The Movie and evaluate the accuracy level of the translations associated with the identified strategies. Ten translation strategies were developed by Gottlieb (1992), and the parameter "accuracy" was purposefully selected out of the three criteria of the translation quality assessment proposed by Nababan et al. as the theoretical framework of this study. The three main strategies used in the most accurate translations were "transfer," "paraphrase," and "expansion." The subtitles of this movie were generally found to be accurate. In most of the accurate translations, the "transfer" strategy was utilized, whereas "dislocation" was identified in most of the inaccurate translations. Moreover, the findings revealed that there were inaccuracies in the translations, which could have been avoided by using other relevant strategies. Gottlieb's nine of 10 strategies (except transcription) in addition to the nine mixed strategies were identified and described in the process of analysis.

From the three research studies, it can be said that they used the same grand strategies as Gottlieb's, which are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. Apart from the two studies by Pavithra Devi et al. and Muhammad Kho et al., Widyaningsih et al. used Larson's translation theory, which is called translation accuracy. Widyaningsih et al. applied the theory to analyze the movie and found out the data. Meanwhile, Muhammad Kho reviewed several strategies used in analyzing the movie. The research by Pavitra reviewed what kinds of strategies were used in analyzing the movie. In conclusion, research by Widiyangsih showed more details about how the strategies were applied and proved by the specific data. Widiyaningsih and Pavitra used the same theory in analyzing the subtitling, i.e., evaluating the accuracy level of the translations. Previous studies

have shown how researchers used strategies that were appropriate to their analyses. The differences that emerge in the results of the analyses are a potential indication of the complexity of the relationships between the variables under study. Therefore, in this article, I use the script and subtitle of the film The Inside Ou**t** Movie by utilizing the ten strategies in Gottlieb's theory to review the data found.

THEORY REVIEW

Agreeing to Gottlieb (Ni Made Sila Ulati et al., 2022), there are 10 strategies that can be used to analyze movie subtitle strategies. The strategies are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation (Alohaidb & Altuwairesh, 2022). By using Gottlieb's strategies, the method of analyzing data was divided into three steps.

RESEARCH METHOD

First, I group the English and Indonesian subtitles into the respective subtitling strategies. Second, I analyze the data by checking the translation in the English and Indonesian subtitles to make sure that the subtitling strategies are correct. Third, I described the context and analysis results of English and Indonesian subtitles according to their respective subtitling strategies. Through these three steps, this research involves a structured and comprehensive approach to analyzing translation strategies in subtitling.

RESULT AND FINDINGS

Datum 1 Expansion

According to Gottlieb (1992), expansion is used when the dialog in the source language needs an explanation to gain the audience's comprehension because they cannot retrieve the cultural nuance of the source language. There are two data sets that use the expansion strategy, as follows:

Script analysis:

English	Indonesian	Scene/Time
Here we go. Alright, open	Ini dia, baiklah. Buka **mulutmu**	00:03:22-00:03:24

Subtitle analysis:

The table above shows that the translator used an expansion strategy to translate the source language "Here we go. Alright, open" into the target language "Ini dia, baiklah. Buka mulutmu". The translator added the word "mulutmu" in the target language since the scene in the movie where this occurs is when Riley's father feeds him a spoonful of broccoli. Therefore, the translator translates the utterance by adding the word "mulutmu" which is used in the target language to describe that what is being asked to open is Riley's mouth. This is intended to create an audience that clearly understands the meaning of the utterance.

Script analysis:

English	Indonesian	Scene/Time
Oh, yeah, the spoon stood up in the soup by itself.	Oh, ya, sendoknya berdiri sendiri di dalam **mangkuk** supnya	00:11:46-00:11:50

Subtitle analysis:

The table above shows that the translator used an expansion strategy to translate the source language. "Oh, yeah, the spoon is standing up in the soup by itself" was translated into "Oh, ya, sendoknya berdiri sendiri di dalam mangkuk supnya." The translator added the word "mangkuk"

to the target language since it appears in the scene where Riley is talking to her mother about a memory of the two of them eating soup together and the spoon suddenly stood up. In order to ensure that the audience understood the meaning of the statement, the translator translated the utterance by adding the word "mangkuk" to depict the spoon being stood up in the soup bowl.

Datum 2 Paraphrase

According to Gottlieb (1992), paraphrase is used when the phrase in the source language cannot be reconstructed in the same syntactic way in the target language; in other words, the translation in the target language is syntactically different from the source language, but the meaning is still maintained to be comprehended by the audience. There are two data sets that use the paraphrase strategy, as follows:

Script analysis:

English	Indonesian	Scene/Time
Anyway! These are Riley's memories-- and they're mostly happy, you'll notice, **not to brag**	Ngomong-ngomong! ini adalah ingatan Riley~ dan kebanyakan merupakan ingatan bahagia, **Bukannya menyombongkan diri**	00:04:41-00:04:043

Subtitle analysis:

The table above shows that the translator used a paraphrase strategy to translate the source language. "Anyway! These are Riley's memories—and they're mostly happy, you'll notice, not to brag." was translated into "Ngomong-ngomong! ini adalah ingatan Riley~ dan kebanyakan merupakan ingatan bahagia, Bukannya menyombongkan diri." The translator used paraphrase translation because there is an idiom "not to brag" in his speech. The idiom "not to brag" is often used to mean not intending to brag. The idiom "not to brag" is often used as a prefix when making statements that can sound haughty or arrogant. As seen in this scene, Joy expressed her feelings that she did not mean to brag, so these words were spoken in the source language.

Script analysis:

English	Indonesian	Scene/Time
Okay, **not what I had in mind**	Baiklah, **aku tak mengiranya**	00:07:30-00:07:33

Subtitle analysis:

The table above shows that the translator used an paraphrase strategy to translate the source language. "Okay, not what I had in mind" was translated into "Baiklah, aku tak mengiranya." The situation goes when Riley's dad has a plank written 'sold' set in front of the house and is ready to move. Then, all of Riley's emotions look surprised, and one of them, Joy, says okay—not what I had in mind. It is because she never expects that Riley's family will decide to move to another city. From the reason explained above, the clause baiklah, aku tak mengiranya appears in the target language. Therefore, the paraphrase strategy is used since the translator does not translate the utterance literally.

Datum 3 Transfer

According to Gottlieb (1992), transfer is used when referring to the strategy of translating the source language completely and correctly into the target language. There are two data sets that use the transfer strategy, as follows:

Script analysis:

English	Indonesian	Scene/Time
Oh, I love Honesty Island! And that's the truth!	**Oh, aku suka Pulau Kejujuran. Dan itu kebenarannya!**	00:05:40-00:05:45

Subtitle analysis:

The table above shows that the translator used a transfer strategy to translate the source language. In the target language, "Oh, aku suka Pulau Kejujuran" was translated as "Oh, I love Honesty Island! And that's the truth!". The utterance in the source language above is translated without deleting or adding some elements. It is translated completely and correctly into the target language, so the subtitling strategy of transfer is used to translate the utterance. The meaning of the utterance in the source language does not change in the target language. Both of them also have the same structure and equivalence. As seen in the scene, Joy expresses her feelings that she likes the island of honesty, so these words are spoken in the source language.

Script analysis:

English	Indonesian	Scene/Time
Brain freeze!	**Otak Beku!**	00:06:15-00:06:21

Subtitle analysis:

The table above shows that the translator used a transfer strategy to translate the source language. In the target language, "Brain Freeze!" is correctly and completely translated into "Otak Beku" since the transfer strategy is used by the translator. There is no addition or deletion in translating the utterance, and both of the utterances in the source language and the target language have similar meanings. In the utterance above, the scene is when Riley and her friend were drinking very cold drinks, and the utterance is uttered.

Datum 4 Imitation

According to Gottlieb (1992), imitation is used to translate the proper nouns, like names, places, countries, and product brands. There are two data sets that use the imitation strategy, as follows:

Script analysis:

English	Indonesian	Scene/Time
Riley, if you don't eat your dinner, you're not going to get any dessert	**Riley,** jika tak mau kau makan, Kau tak dapat pencuci mulut	00:03:45-00:03:50

Subtitle analysis:

The table above shows that the translator used an imitation strategy to translate the source language "Riley, if you don't eat your dinner, you're not going to get any dessert" into the target language "Riley, jika tak mau kau makan, Kau tak dapat pencuci mulut." Riley is translated into Riley since the imitation strategy is applied. The translator rewrote the name Riley from the source language into the target language. Riley is the name of the girl who is the focus of the film.

Script analysis:

English	Indonesian	Scene/Time
Hey, look! The **Golden Gate!**	Hei, lihat! Jembatan **Golden Gate!**	00:07:55-00:08:00

| Bridge! Isn't that great? | Hebat sekali kan? | |

Subtitle analysis:

The table above shows that the translator used an imitation strategy to translate the source language "Hey, look! The Golden Gate! Bridge! Isn't that great?" into the target language "Hei, lihat! Jembatan Golden Gate! Hebat sekali kan?". The translator rewrote the words Golden Gate. It is the place's name where Riley's family crosses it in this scene. The Golden Gate is located in San Francisco, California.

Datum 5 Dislocation

According to Gottlieb (1992), dislocation is used when the source language employs some sort of special effect, for example, a silly song in a cartoon film, where the translation of the effect is more important than the content. There are one set of data sets that use the dislocation strategy, as follows:

Script analysis:

English	Indonesian	Scene/Time
Who's your friend who likes to play? Bing Bong, Bing Bong!	**Siapa teman yang ingin kau ajak bermain? Bing Bong, Bing Bong!**	00:06:06-00:06:10

Subtitle analysis:

The table above shows that the translator used a dislocation strategy to translate the source language. "Who's your friend who likes to play? Bing Bong, Bing Bong!" was translated as "Siapa teman yang ingin kau ajak bermain? Bing Bong, Bing Bong!". The utterance is translated using a dislocation strategy where the translation is more important than the content. Moreover, the utterance is a silly song in the movie. Riley wrote the song to create an imaginary friend named Bing Bong, an elephant with a dolphin's voice.

Datum 6 Decimation

According to Gottlieb (1992), decimation is omitting important elements that confuse the audience and some taboo words. There are one set of data sets that use the decimation strategy, as follows:

Script analysis:

English	Indonesian	Scene/Time
Oh, for Pete's sake!	Demi Tuhan!	00:08:10-00:08:15

Subtitle analysis:

The table above shows that the translator used a decimation strategy to translate the source language. "Oh, for Pete's sake!" was translated as "Demi Tuhan!". The expression "Oh, for" in the source language is omitted in the target language because, in Indonesia, we don't say "Oh, untuk Demi Tuhan," but "Demi Tuhan." However, it looks like the expression is confusing for the audiences, so it is translated using the decimation strategy, in which the translator prefers to omit some elements to make the audience understand.

Datum 7 Deletion

According to Gottlieb (1992), deletion refers to the total elimination of parts of a text, such as repetition, filler words, and question tags. There are one set of data sets that use the deletion strategy, as follows:

Script analysis:

English	Indonesian	Scene/Time
Easy... Easy... We're good! We're good	**Tenanglah, Kita baik saja!**	00:03:10-00:03:15

Subtitle analysis:

The table above shows that the translator used a deletion strategy to translate the source language. "Easy. Easy. We're good! We're good" was translated as "Tenanglah, Kita baik saja!" In the scene where the utterance occurs, Riley was playing alone, and Fear did his job to protect Riley from anything dangerous. The translator eliminates repetition in utterances, which is why the deletion strategy is used. The translator used this strategy by deleting the utterances "easy" and "we're good." The translator does not display the utterance, as without the deleted utterance, this utterance can stand alone and have a meaning that correlates with the context of this scene.

CONCLUSION

According to the research on the title, *An Analysis of Subtitling Strategies in the Inside Out Movie, based on Gottlieb's theory*, it can be concluded that there are 10 of Gottlieb's strategies applied by the translator in this movie. Therefore, the 10 strategies are as follows: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decision, deletion, and resignation. From the total of 55 data points, the most common strategy being applied to this movie is transfer with 27 data points, followed by expansion with 9 data points, paraphrase with 9 data points, dislocation with 5 data points, imitation with 3 data points, and deletion with 2 data points. In addition, there is decimation with 1 data point in total. As seen above, there are some subtitling strategies that are not used by the translator. Transcription strategy is not used by the translator because it is used when there are unusual terms, third languages, or nonsense languages in the source language. The second strategy that is not used is the condensation strategy. The last strategy not used is resignation, because there is no occurrence in the source language that can be translated into the target language. In this case, it has been proven that the transfer strategy is the most applied strategy by the translator while translating this Inside Out (2015) movie. In this analysis, the researcher concluded that Gottlieb's strategy was the most widely applied by all translation researchers, such as Inside Out, Peterson, Boss Baby, Ejen Ali, and many more.

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