

AN ANALYSIS OF SUBTITLING STRATEGY ON NETFLIX DOCUMENTARY FILMS “OUR PLANET”

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ABSTRACT

The development of AVT has a close connection with technology and the entertainment industry, one of which is film. Films interest all over the world, so subtitling was needed in subtitling countries. The research was aimed to discover: 1) what subtitling strategies of Gottlieb are used by the translator; (2) what is the most frequently used subtitling strategies of Gottlieb used by the translator. This research used a descriptive qualitative method to identify and describe the subtitling strategies of Gottlieb on Netflix Documentary Films and the most frequently used subtitling strategies. The data was analyzed using Gottlieb subtitling theory (1992). The results of the research showed that seven subtitling strategies are used in all eight-film series of Netflix Documentary Films: transfer, expansion, condensation, imitation, paraphrase, transcription, & deletion. The most frequently used subtitling strategies in this research are transfer strategy with 71.11%, imitation with 5.03%, and expansion with 8.31% of the total data collected.

Keywords: AVT, Translation, Subtitling Strategy

ABSTRAK

Kemajuan AVT berhubungan erat dengan teknologi dan industri hiburan, salah satu contohnya adalah film. Ketertarikan film telah menyebar keseluruh dunia, jadi subtiling semakin dibutuhkan di negara subtitling. penelitian ini bertujuan untuk menemukan; 1) subtitling strategi Gottlieb apa yang digunakan oleh penerjemah; (2) subtitling strategi Gottlieb apa yang paling sering digunakan oleh penerjemah. Penelitian ini menggunakan metode deskriptif kualitatif untuk mengidentifikasi dan mendeskripsikan strategi subtitle Gottlieb pada Film Dokumenter Netflix dan strategi subtitle yang paling sering digunakan. Data dianalisis dengan menggunakan teori subtitle Gottlieb (1992). Hasil penelitian menunjukkan bahwa tujuh strategi subtitle digunakan dalam delapan seri film Film Dokumenter Netflix: transfer, expansion, condensation, imitation, paraphrase, transcription, & deletion. Strategi subtitle yang paling sering digunakan dalam penelitian ini adalah strategi transfer sebesar 71,11%, imitasi sebesar 5,03%, dan ekspansi sebesar 8,31% dari total data yang terkumpul.

Kata Kunci: AVT, Translation, Subtitling Strategy

A. Introduction

As global interest in films expands, translators play a crucial role

in bridging linguistic gaps, employing techniques like dubbing or subtitling to facilitate cross-cultural understanding.

We live in a very diverse world with various cultures and languages. This means that people from different backgrounds will naturally communicate and interact with each other, even though they have different languages and different customs (Putera, 2014). How the translation field, especially AVT, is more needed to translate the target language depending on the language of the country where they work.

As technology advances, closely intertwined with Audiovisual Translation (AVT), the film industry is experiencing heightened sophistication, accompanied by a surge in interest. Besides, as stated by Baharuddin (2022), "Translation has become a necessary tool for cross-cultural communication" (p. 19). If the translator interprets an expression incorrectly from source language, then the translation results to the target language will sound weird, until the fatal risk must be held accountable by the translator.

Catford (1965) Translation was the process the translator replacement of textual material in one language (ST) by equivalent textual material in another language (TT). Translators working in the AVT, they have

responsible for translating films through techniques such as dubbing and subtitling, find themselves facing a significant task. The complexity of translating films from source text (ST) to target text (TT) is stated by Haryanto (2015), who emphasizes the challenges, particularly in dealing with 'language and cultural nuances.' Consequently, numerous translation experts collaborate to support the intricate task of translating films. Henrik Gottlieb (1992), who proposed ten subtitling strategies in order to help translator in their works, namely: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

Translation has evolved beyond literal word-for-word rendering. It now encompasses social context and cultural nuances to faithfully convey the author's intended message in both source and target languages. According to Baharuddin (2022), translation aims to interpret a text without altering its content. Newmark (1998) emphasizes delivering the meaning as intended by the author.

Audiovisual translation (AVT) is a thriving specialization, particularly in movies. It involves techniques like

dubbing and subtitling. Subtitling, as Gottlieb (1992) categorizes it, includes intralingual (for the deaf or language learners) and interlingual (translation between languages). Technically, subtitles can be open (non-optional) or closed (optional), with advancements in technology expanding their reach.

AVT's progress, stated by Cintas & Neves (2015), faces challenges but benefits from technologies like machine translation (MT) provided with speech recognition. YouTube's closed caption feature, an example of auto-generated translation, facilitates global content sharing. Machine Translation (MT) is a computer-based translation using programmed formulas (Wardana et al., 2022). Developers use AI, like voice recognition, to enhance translation, especially in subtitling for platforms like YouTube. MT makes it convenient for creators to translate their content. According to Carey (2016), speech recognition is faster than traditional interfaces (Hwa & Whan, 2020, p.144). Some channels, like Netflix, prefer human translators (HT) over auto-generated translations on YouTube.

For instance, such as in one of the documentary films on Netflix

YouTube channel. Documentary films, a captivating genre, showcase real-life events and phenomena. Thompson et al. (2017) note that documentaries present factual information, often without a specific storyline. Fauzi (2019) defines documentaries as films focusing on figures, events, and locations, often highlighting the beauty of nature, as seen in Netflix's "Our Planet" series.

Subtitling is one of kinds to translating a films. Gottlieb (1997) stated subtitling is the process of the translator rendering meaning in a different language, which this kind of translation will be present on the screen, that means this kind of translation involves film media (including cinema, video, films, television, laser disk, and DVD). In subtitling, the translator must synchronize the original verbal message with the target language during the translation process. Additionally, Gottlieb explained the fundamental sub-condition utility of subtitling, which was designed for the deaf and hard-of-hearing, excluding intralingual subtitling. Subtitle lines may be read from left to right or right to left based on the reading direction conventions of the

country to which the language will be translated.

There are some research that has done related with subtitling strategy. First, from Hastuti (2015) entitled *An Analysis Subtitling on Romeo and Juliet movies using Sugeng Haryanto theory* (2015). Second, from Simanjuntak & Basari (2016) entitled “*Subtitling Strategies in Real Steel Movie*” by using Gottlieb theory (1992). Third, from Kholiq & Soraya (2022) entitled *Subtitling Strategies of The Songs Translation in the Movie “Pitch Perfect”* by using Gottlieb theory. Fourth, from Kendenan (2019) entitled *A Study of Students’ Subtitling Project on “Ambilkan Bulan” Movie* by using Gottlieb theory. Fifth, from Listyaningrum (2020) entitled “*Subtitling Strategy on English to Indonesia in Toy Story 4 Movie*” by using Gottlieb theory.

B. Research Method

This study used a descriptive qualitative method, because this study focused on finding of subtitling strategies used by the translator and determine what subtitling strategy the most used of Netflix Documentary Films. John (2011) Qualitative

research method involved the use of qualitative data, such as interviews, documents, and observation, in order to understand and explain a social phenomenon (p.105). So, this qualitative research exposure to the results of the analysis revealed that subtitling strategies used, especially when considering all the words, sentences, and phrases, then give explanation in detail of the data findings to verify the ten of Gottlieb subtitling strategy theory.

The data was taken by recording the films from YouTube platforms. YouTube was one platform that used voice recognition technology. The instruments used to measure and analyze the data after the researcher have collected the data is by using the table which is used to sort the sentences or expressions found in Netflix Documentary Films both from ST (English) to TT (Bahasa Indonesia).

The result itself can be concluded by using literature study approach which is used to analyzed the data by grouping the expression in all eight series film, then comparing the equivalent meaning of Source Text (ST) to Target Text (TT), continued gives explanation of the data that

related to the literature theory used, the last drawing interference.

C. Finding and Discussion

Based on the finding were found in all eight series films of Netflix Documentary "Our Planet". On average, there are 57 sentences in each series, with a duration of 10-15 minutes. The number of sentences varies greatly in each series, despite the film duration is the same in each series.

Table 4.3 Subtitling Strategies Used in The Netflix Documentary Films Series "Our Planet"

	1	2	3	4	5	6	7	8
Subtitling Strategy								
Transfer	38	40	56	35	34	40	40	42
Imitation	2	5	3	2	2	6	1	2
Expansion	5	1	4	6	3	3	11	5
Transcription	3	1	1	2	4	1	1	0
Paraphrase	5	0	2	6	1	3	1	2
Dislocation	0	0	0	0	0	0	0	0
Condensation	4	1	1	3	8	6	3	5
Deletion	1	1	1	0	0	3	0	0
Decimation	0	0	0	0	0	0	0	0
Resignation	0	0	0	0	1	0	0	0
Total	58	49	68	54	53	62	57	56

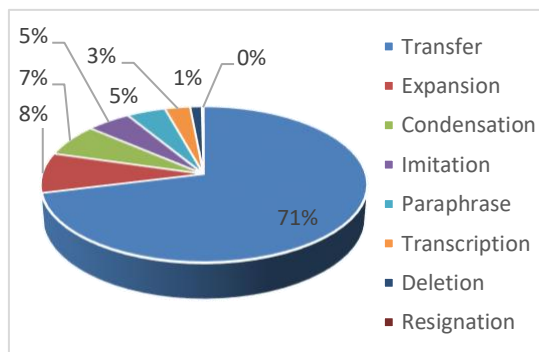
As the table 4.3 above, Netflix Documentary Films Series: Our Planet were divided into the eight series and the duration were taken in each series within 10-15 minutes as scope of the study.

The most number sentences were found within 15 lasts minutes in each series is the third series, namely Jungles. The second belonged to sixth series, High Seas consist of 62 sentences. The second belonged to sixth series, High Seas consist of 62 sentences. The third belonged to the first series, namely One Planet, consist of 58 sentences, then the fourth belonged to the seventh series entitled Fresh Waters.

The fifth belonged to last series entitled Forests. The sixth belonged to the fourth series entitled Coastal Seas. The seventh belonged to the fifth series entitled From Desert to the Grassland. The last belonged to the to the second series entitled Frozen Worlds.

Figure 4.11

Pie Chart of Types of Subtitling Strategies



As the figure 4.11 above, all subtitling strategies used by

translator in translating Netflix Documentary Films Series: Our Planet. The most frequently strategies were found in all series is Transfer with percentage at (71,11%) . The second belonged to Expansion with percentage at (8,31%), and third belonged to Condensation with percentage at (6,78%). The fourth belonged to Imitation with percentage at (5,03%). The fifth belonged to Paraphrase (4,37%). Then, the sixth belonged to Transcription with percentage at (2,84%), and seventh belonged to Deletion with percentage (1,31%). Finally, the last subtitling strategies were found is Resignation with percentage at (0,21%). Besides, the subtitling strategies were not found in all series that is Decimation and Dislocation.

Transfer

Transfer strategy defines as giving full expression of translation and adequate rendering (Gottlieb, 1992). In brief, transfer strategies are done by translating the ST in literally. This theory was relevant with following data.

Data

ST : This series will celebrate the natural wonders that remain, and reveal what we must preserve to ensure people and nature thrive.

TT : Serial ini akan merayakan keajaiban alam yang tersisa dan menyingkap hal yang harus kita lestarikan untuk menjamin manusia dan alam sejahtera.

Based on the data above were categorized into transfer strategy of subtitle strategies. The sentences “this series will celebrate” translated similar to the Bahasa Indonesia meaning become “*serial ini akan merayakan*” in literally. Which are the word “this” means ‘ini’, series to be ‘serial’ and ‘will’ to be ‘akan’ to target text.

Expansion

This strategy used when the translator giving some addition meaning in the target language needs another explanation. This theory was relevant with the following data.

Data

ST : Since then, the human population has more than doubled.

TL : Sejak saat itu, populasi manusia meningkat lebih dari dua kali lipat.

Based on the data above were categorized into expansion strategy of subtitle strategy. As we can see the sentences underlined from ST (English) “has more than doubled” translated into TT (Bahasa Indonesia) into “meningkat lebih dari dua kali lipat”, by adding the word ‘meningkat’ in target text which can be easily understand about the meaning from source text.

Condensation

Condensation strategy is done by shortening the source text. The translator in this strategy, summarize the sentences from source language to the target language without change the existing meaning or messages. This theory was relevant with following data.

Data

ST : Now, only five percent of them remain.

TT : Sekarang, hanya tersisa lima persen.

Based on the data above were categorized into condensation strategy. The sentences undelined from ST “only five percent of them remain” can be translated in literally

ways, known as transfer subtitling strategy of Gottlieb theory (1992) become “*hanya lima persen dari mereka yang tersisa*”. However, the translator used condensation subtitling strategy, so it becomes “hanya tersisa lima persen” due to space limitation and time.

Imitation

The **imitation** strategy is used when the translator considers which expressions need to be translated identically, without translation.

Data

ST : The Serengeti plains in East Africa support over a million wildebeest.

TT : Daratan Serengeti di Afrika Timur menopang lebih dari sejuta wildebeest.

Based on the data above were categorized into imitation strategy of subtitle strategies. As the definition of Gottlieb theory (1992) translated identically, without changes the meaning of the words. The word ‘Serengeti’ translated ‘Serengeti’, because that is the name of places in Africa which is cannot be translated to the other

language in order to avoid it meaning ashtay.

Paraphrase

The **paraphrase** strategy used when the sentence of ST needed to modify. On the other hands, changes the expressions of ST, but the message will not change. This theory was relevant with following data.

Data

ST : Stonefly and may fly larvae have gills, with which they extract oxygen from the water.

TL : Larva lalat batu dan capung memiliki insang, yang bisa menyuling oksigen dari air.

Based on the data above were categorized into paraphrase strategy of subtitle strategy. As we can see, the word 'fly larvae' is translated into TT (Bahasa Indonesia) to '*capung*'. As what being said on Wikipedia fly larvae in Bahasa Indonesia same as 'larva terbang', however the translator translated 'fly larvae' as 'capung' rather than 'larva terbang'. This modification in meaning was made to provide clearer information for Indonesian viewers, as 'fly larvae'

may resemble a dragonfly but is actually categorized as larvae.

Transcription

Transcription strategy used in the source language (SL) to the target language (TL) is by using a third language or a language that is difficult to translate but the writing is the same as the source language, and it's calls as anomalous expression. This theory was relevant with following data.

Data

ST : Bare rock.

TT : Bebatuan terbuka.

Based on the data above were categorized into transcription strategy of subtitle strategies. The word 'bare' translated into '*terbuka*' which are used third meaning of target languages, because the word it's difficult to translate but the writing is the same as the source language and the translator tried to match it to the what is displaying on the scene.

Deletion

Deletion is the strategy use by the translator which the part from source text is considers to remove

or unnecessary. This theory was relevant with following data.

Data 1

ST : And many of the trees here owe their existence to these large animals.

TT : Banyak pohon di sini berutang keberadaannya pada hewan berukuran besar ini.

Based on the data above were categorized into deletion strategy of subtitle strategies. The word 'And' it is deleted in this sentences. The translator directly translated to the next word 'many of the trees here...".

D. Conclusion

Based on the finding and discussion of this study, the researcher found out eight subtitling strategies used by the translator in translating Netflix Documentary Films Series: Our Planet, within all eight documentary films series in average 52 sentences. The researcher understood that in order to produce a good subtitling, the important thing for a translator in doing a subtitle translation is mastering the source text, the target text, and social cultural background of both languages.

From all the subtitling strategies described by Gottlieb (1992), all of the subtitling strategies were found that is eight subtitling strategies: a) Expansion, b) Paraphrase, c) Transfer, d) Imitation, e) Transcription, f) Condensation, g) Deletion, and h) Resignation. among the eight subtitling strategies were found, it can be concluded that Transfer subtitling strategies was mostly used by the translator in translating Netflix Documentary Film Series: Our Planet.

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