TECHNIQUES IN TRANSLATING NON-STANDARD ENGLISH INTO INDONESIAN IN SPONGEBOB MOVIE SUBTITLE

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Abstract

This study focuses on translation techniques of non-standard English applied in "Spongebob Sponge on the Run" movie and its application plan in education based on 18 translation techniques from Molina and Albir (2002). The purposes of this final project are as follows 1) To know the translation techniques used in the Spongebob movie subtitle. 2) To know which technique is dominant used in the Spongebob movie subtitle. The writer chose this topic because the writer really wants to know more about the translation technique of every non-standard word in this "African style" movie. The writer used descriptive qualitative as a method to analyze the data. As a result, the writer found that 9 translation techniques were used to analyze personal pronouns. The results of this study are: Modulation as 15 data or 28.30%, Adaptation as 14 data or 26.42%, Transposition as 9 data or 16.98%, Particularization as 4 data or 7.55%, Literal Translation as 4 data or 7.55%, Reduction as 3 data or 5.66%, Established Equivalence n as 2 data or 3.77%, Generalization as 1 data or 1.89%, Discursive Creation as 1 data or 1.89%

Keywords: Translation techniques, Non-standard English, Subtitling

a. Introduction

Translation is the process of transferring the meaning and information from the source language (SL) into the target language (TL). In this life, translation is very important in the cross-cultural exchange of ideas to be accepted. This translation can help people to share any opinion in their lives. The translation process is not as easy and simple as people think, not only needs a dictionary but also requires an understanding of the context of the source language (SL) to the target language (TL). The movie subtitle text is one of the texts to be translated.

Non-standard English is one of the language varieties which do not have any form. Non-Standard English is commonly used by those who are lack of education. Non-Standard English is different from the informal form. The informal form is used by almost all of educated people, but Non-Standard English is only used by people who are lazy to study and lack of education. The differences between Non-Standard and informal form can be seen through people who use it. If it is used by an educated man or woman it is an informal form. If it is used by an uneducated man or woman, it is non-standard.

The translation technique of Molina and Albir's theory was used as a framework in translating the source language (SL) into the target language (TL) of this study because the theory Molina and Albir is one popular theory and many researchers use this framework in their study of translation techniques.

Spongebob Sponge on the Run was produced by Paramount Animation, Nickelodeon Movies, and United Plankton Pictures, with animation provided by Mikros Image. This movie contains many educational messages, in Indonesia this movie is presented with Indonesian subtitles as a facility to facilitate the audience in understanding the original language in the movie. For that reason, the writer wants to know the translation techniques used in Spongebob sponge on the run movie subtitles, and also the writer wants to increase translation skill in analyzing the text.

After concerning the background study above, the writer is curious about: 1) To know the translation technique used in "Spongebob Sponge on the Run" movie Subtitle. 2) Knowing which technique is dominant.

b. Literature Review

1. Translation
There are several definitions of translation from experts.
The first is the definition of translation by Roger T. Bell (1991) found that "Translation is the expression in another language (or target language) of what has been expressed in another, source language, preserving semantic and stylistic equivalence" (p. 5). The translation is used to express a message of language, oral and spoken, between two or three different languages both semantically and stylistically equivalence.
Translation consists of the process of changing a language's status or form to another country to change to its language. In translation, the source language structure is replaced by the target language structure. It is done from the first language form to the second language form with regard to the semantic structure (Larson, 1984:3).

2. Translation Technique
A translation technique, according to Molina and Albir (2002:507–509), is the process of analyzing and categorizing the ways in which translation equivalents can be applied to various language units. They assert that translation techniques influence the quality of the translation and can be used to resolve a variety of translation issues. They suggest a few approaches, including the ones listed below:
a)   Adaptation

Adaptation is when something specific to one language culture is expressed in a completely new manner that is familiar to or appropriate for another language culture.
For example :
SL   : even **the aurora** is jealous of your smile.
TL   : *bahkan **langit gemerlap** pun iri oleh senyumanmu.*
Since aurora is not found in Indonesia, "*langit gemerlap*" will be used instead.

b)   Amplification

Amplification is a method of translation that introduces or adds details to the source text that are not stated.
For example :
SL   : There is an American in that plane.
TL   : *Ada orang Bangsa Amerika di pesawat itu.*

c)   Borrowing

A borrowing strategy involves directly borrowing a word or expression from another language. Borrowing is a method that produces a translation with minimal modifications because the word from the source language has nearly identical pronunciation, spelling, and meaning. Borrowing comes in two forms: pure borrowing and naturalized borrowing.
1)   Pure borrowing
In pure borrowing, words or phrases from the source language are used in the target language without being altered.
For example :
SL : Warthog can't run **zig-zag**
TL : *Babi hutan tidak bisa berlari **zig-zag***
2)   Naturalized borrowing
Naturalized borrowing employs words from the source language in the target language, with SL words being spelled in SL.
For example :
SL : Dance when you hear the ***music***
TL : *Menarilah saat kau mendengar **musik***

d)   Description

A term or expression can be replaced with a description of its purpose using this method. Usually used to explain something about a subject and an object.
For example :
SL : Dani's favourite food is **taco**.
TL   : *Makanan kesukaan Dani adalah **taco, makanan asal Meksiko yang terdapat berbagai macam isian di dalamnya**.*

e)   Calque

It refers to the literal translation of a word or phrase from one language into another.
For example :

SL   : Abdul is the new **president director**.
TL   : *Abdul adalah **presiden direktur** yang baru.*

f)   Generalization

When translating words or phrases, the generalization technique makes use of a neutral or general term.
For example :
SL   : Ron successfully escaped from being chased by **grizzly**.
TL   : *Ron berhasil melarikan diri dari kejaran **beruang**.*

g)   Particularization

Particularization technique uses more concrete or precise terms. Particularization is the opposite of generalization.

For example :

SL   : Alan is accused of selling an **endemic bird** on the black market.

TL   : *Alan dituduh menjual **cenderawasih** di pasar gelap.*

h)   Modulation

The perspective in relation to the source text is altered by the modulation technique. It can be structural or lexical.
For example :
SL   : The sign says **"touch with eyes only"**.
TL   : *Tandanya tertulis **"hanya boleh dilihat"**.*

i)   Compensation

The compensation strategy moves an element or stylistic effect from the target text to another location and either replace or introduces it there. This is due to the fact that it cannot be reflected in the same location as the original text.
For example :
SL   : A pair of shoes.
TL   : *Sepasang sepatu.*

j)   Discursive creation

This method is used to create a temporary equivalence that is completely out of context and unpredictable thanks to the translator's inventiveness. The discursive creation approach is frequently utilized when translating book or movie titles.
For example :

SL   : Story of the Lion and the mouse.
TL   : *Kisah Singa dan Tikus baik hati.*

k)   Established Equivalent

A term or expression that is recognized as equivalent in the target language by

dictionaries or the language in use is used in this method.

For example :
SL   : Sincerly yours.
TL   : *Hormat kami.*

l)   Linguistic Amplification

This method adds some linguistic elements. This is frequently used in consecutive, interpreting, and dubbing. It makes it harder to compress words.

For example :
SL   : It's all up to **you!**.
TL   : *Semuanya terserah pada **dirimu sendiri!**.*

m)   Linguistic Compression

The linguistic components of the target text are combined using this method. It is frequently utilized for subtitles and simultaneous interpretation. Linguistic amplification is opposed by this.

For example :

SL   : Watch over my son for me.

TL   : *Titip anak saya*

n)   Literal Translation

This method alters the compatibility between the grammar of the target language and the grammar of the source language after beginning with word-for-word translation.

For example :

SL   : Julio gave me a gift.

TL   : *Julio memberiku sebuah hadiah.*

o)   Variation

Aspects of linguistic variation that are influenced by linguistic or paralinguistic elements (intonation, gestures) can be altered using this method: alterations to the text's tone, style, social and geographical dialects for the purpose of introducing or altering the dialectical indicators of the character.

For example :

SL   : Tell your big brother, I will be back!

TL   : *Bilang sama abang lo, gue bakal balik lagi!*

p)   Transpotition

This is a method of interpretation that changes the linguistic class of the source text in the objective text, such as from action word to thing or expression to word. Because the syntactic structure and language frameworks of various dialects frequently differ and necessitate fundamental change, this method is utilized.

For example :

SL   : everyone stay **ice cool** and no one gets hurt.

TL   : Semuanya tetap *tenang* dan tidak ada yang terluka.

q)   Substitution

The linguistic elements are transformed by this method into paralinguistic elements (intonation, gestures, etc.). Like in the United States, giving a thumbs up means "good."

For example :

SL   : about your food, it is (giving thumbs up sign).

TL   : *Soal makananmu, ini **enak sekali.***

r)   Reduction

Because the deletion is regarded as not causing a distortion of meaning, this method suppresses information items from the source text in the target text. Amplification is opposed by reduction.

For example :

SL   : Superman, one of the most iconiccomic book character will be portrayed by Andre Taulany in his new movie.
TL   : *Superman akan diperankan oleh Andre Taulany di film barunya*

3.   Non-standard English
Nonstandard English refers to any dialect of English other than Standard English and is sometimes referred to as nonstandard dialect or non-standard variety. The term Nonstandard English is sometimes used disapprovingly by non-linguists to describe "bad" or "incorrect" English.
Holmes (1992) said that Black English is heard especially in the northern cities of the United States. One of its most distinctive features is the complete absence of the copula verb *be* in some social and linguistic context. In most speech contexts, speakers of Standard English use shortened or reduced forms of the verb *be*. In other words, people do not usually say *She is very nice* but rather *She's very nice*. They reduce or contract the *is* to *s*.
Lisa J. Green (2002) said AAE is a variety that has set phonological (system of sounds), morphological (system of structure of words and relationship among words), syntactic (system of sentence structure), semantic (system of meaning) and lexical (structural organization of vocabulary items and other information) patterns. So when speakers know AAE, they know a system of sounds, word and

sentence structure, meaning and structural organization of vocabulary items and other information.

African Americans who use this variety, and not all do, use it consistently, but there are regional differences that will distinguish varieties of AAE spoken in the United States. For example, although speakers of AAE in Louisiana and Texas use very similar syntactic patterns, their vowel sounds may differ. Speakers of AAE in areas in Pennsylvania also share similar syntactic patterns with speakers in Louisiana and Texas; however, speakers in areas in Pennsylvania are not likely to share some of the patterns that the Louisiana and Texas speakers share with other speakers of southern regions. Also, speakers from the three different states have different vowel sounds. That is to say that they will all use the same or similar semantic and syntactic rules for the be form that indicates that some event occurs habitually (e.g., They be running 'They usually run'), but they will produce the vowel sounds in words such as here and hair differently, for example.

Non-Standard English

Jessie ain"t been here.

Jessie hasn"t been here.

Standard English

We *ain't* going nowhere.

We *aren't* going anywhere.
The first example of Non-Standard English is shown by the use of the word *ain't*; the word *ain't* is the most non-standard English use. Compared to it, the Standard English does not use the word *ain't* but it becomes *hasn't*. The second example of Non-Standard English also shows the use of word *ain't* and *no* at the same time. It belongs to double negative as Holmes explained and this grammatical features exactly doest not follow the standard rule. In Standard English, the use of *ain't* and *no* is changed into the word *aren't* and *any*. Theoretically, this research will provide readers with an understanding of the features of Non-Standard English used in the Spongebob Movies.

c. Method

In this study, there were data to be analyzed so that the writer could get the results to answer the questions of the procurement of this study. Methods for analyzing the data were identifying and classifying, analyzing, and after that, the writer concluded all the data. First, the writer identifies and classify the translation techniques of the study. The writer identified and classified the translation technique for each non-standard english in the movie. First, the writer identified the sentences. Is it the source language or the target language. After that, the writer classified the sentences that translated from the source language to the target language included in which translation technique. After successfully identifying each techniques, the author will divide used by creating new sub-chapters along with their explanations to analyzed the translation technique that been identified and made a description. And the last step, the writer made a conclusion Drawing and Verification. After getting all the results from the data the writer was looking for, the writer looked for the percentage of each technique used in "Spongebob

Sponge on the Run" movie. After getting the percentages of each translation technique, the writer determined which techniques had the most contribution or which techniques were most dominantly used by translators in "Spongebob Sponge on the Run" movie.

d. Finding and Discussion

Spongebob Sponge on the Run movie was used as data for this research object. Two data were organized by the researcher in the English version and the Indonesian version. Based on translation techniques from Molina and Albir (2002: 509). Molina and Albir (2002) said that we can use 18 different translation techniques, and the authors found at least 9 different translation techniques used to translate non-standard words; Adaptation, modulation, transposition, generalization, literal translation, particularization, substitution, calque, discursive creation.

The total of sentences that contained the non-standard word "SpongeBob Sponge on The Run" movie was 53 words. Those 53 words were translated with 9 translation techniques. The percentage of the use of translation techniques can be seen in the following table that had been arranged from the mostly used to the least.

No	Translation Technique	Frequency	Percentage
1	Modulation	15	28,30
2	Adaptation	14	26,42
3	Transposition	9	16,98
4	Particularization	4	7,55
5	Literal Translation	4	7,55
6	Reduction	3	5,66
7	Established Equivalent	2	3,77
8	Generalization	1	1,89
9	Discursive Creation	1	1,89
Total		53	100%

Based on the findings, there are 9 translation techniques applied in translating non-standard words in Spongebob Sponge on the Run movie. The total of sentences that contained the non-standard word "SpongeBob Sponge on The Run" movie was 53 words. Those 53 words were translated with 9 translation techniques. 9 techniques not found in "Spongebob Sponge on the Run" Movie. And Modulation was a variation through a change in the point of view, perspective, and very often category of thought.

Based on the table translation techniques found in Spongebob Sponge on the Run movie. Modulation, according to Vinay and Darbelnet, is defined as "a variation through a change of viewpoint, of perspective, and very often of category of thought" (Newmark, 1988: 88). By this definition, Vinay and Darbelnet want to convey that, in many cases, TL readers' different perspectives, viewpoint, and mindset are the causes of the failure of a translated text to deliver the SL message. One indication of the failure is when the translation has been done correctly, but the result is "considered unsuitable, unidiomatic or awkward in the TL" (Venuti

ed., 2000: 89). When a SL text cannotbe translated into a TL unless modulation is applied, the modulation is obligatory. Meanwhile, when modulation works as a translator's technique to obtain the closest equivalent, it is called free modulation.

Implications is the most widely used by translators. Translators carry out translations using several techniques and it was found that the most widely used technique is modulation, this is also reinforced by the large number of translations that lean towards TL.

e.   Conclusion

Based on the result of analysis, the researcher found 9 translation techniques were used to translate non-standard English in "Spongebob Sponge on the Run Movie" which was produced by Paramount Animation, Nickelodeon Movies, and United Plankton Pictures, with animation provided by Mikros Image. The 9 techniques are modulation, adaptation, transposition, particularization, literal translation, reduction, established equivalence, generalization, and discursive creation.

According to the data analysis conducted by the researcher, 53 (100%) of non-standard English in the Spongebob Sponge on the Run Movie subtitles, have been analyzed using Molina and Albir"s translation techniques. 15 (28,30%) Modulation technique; 14 (26,42%) Adaptation technique; 9 (16,98%) Transposition technique; 4 (7,55%) Particularization technique; 4 (7,55%) Literal Translation technique; 3 (5.66%) Reduction technique; 2 (3.22%) Established Equivalence; 1 (1,89%) Generalization technique; 1 (1,89%) of Discursive Creation technique.

Based on the results of the study on the translation techniques, it can be seen that translators often used modulation techniques with a very high frequency when compared to other translation techniques. This makes the modulation technique the most common used technique used by translators in translating non standard english "Spongebob Sponge on the Run Movie". The highest frequency was indicated by the modulation technique with a percentage of 28.30% of the total word with non standard english included. This was evidenced by translation techniques that were oriented to the target language and in accordance with the culture of the Indonesian people.

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