

THE TRANSLATION OF NEGATIVE FACE THREATENING ACTS ON THE SUBTITLE OF TV SERIES ENTITLED "13 REASONS WHY"

Hafidatun Awaliyah A.
Universitas Gadjah Mada
Indonesia
hafidatuna@gmail.com

Abstract

In this era globalization era, translation is one of inevitable activities. As time goes by, visual verbal translation began to be in demand. One form of visual verbal translation is the translation of subtitle. It cannot be denied that the translation of subtitle sometimes resulted distorted products. It caused by the complicated differences in bridging the source language (SL) and target language (TL). This paper aims to examine the strategy used and the pragmatics equivalence of the subtitle in Netflix's TV series site entitled "13 Reasons Why". The data obtained is focused on the negative face acts threatening uttered by the characters. The method used is descriptive comparative. The research shows that the strategies implemented by translator are in the high rate of pragmatic equivalence which lead the translation considered successful.

Keywords: translation strategy, pragmatic equivalence, face threatening acts, subtitle

Introduction

Translation basically involves replacing the textual material of the source language with the equivalent of textual material in the target language [3]. In this era, increasingly advanced technology facilitated the process of translation, one form of technological advancement, is the existence of audiovisual translation. Audiovisual translation that deals with movies, TV series, or TV shows namely the translation of subtitles and dubbing [4]. Subtitling and dubbing are two types which mostly appear in the movie translation in Indonesia. Subtitling is called interlingual translation. According to Gottlieb [5], when subtitling is used between two languages, as explained before, it is called interlingual translation. In the form of spoken dialogues in the source language (SL) is translated into target language (TL) and the written text which is appear on the screen and synchronized with the movement or action when someone is watching the movie.

To translate subtitle, TV serial translators use certain strategies to be easily understood by viewers. Speaking further about the TV series, Netflix is one of the providers of paid TV series that can be accessed anytime and anywhere on one

condition that they have subscribed before. The way to access is quite easy, because Netflix can be accessed by typing the Netflix.com website or downloaded directly from the smart phone.

In the TV series devoted to adolescents and adults, of course there are many words that become acts of negative threat to the listener. Brown and Levinson [2] say that the concept of face is universal, and naturally there are various utterances which tend to be actions or unpleasant speeches. In certain TV series genres, actors will throw a lot of negative face threatening acts that can hurt the self-image of the listener or the speaker itself. Therefore, it would be very interesting if we examined further the translation of the negative face threatening acts on the TV series.

Newmark [6] suggests translation procedures that used for sentences and the smaller units of language: (1) direct translation which include (a) literal translation, (b) transference, (c) naturalization and (2) indirect translation which include (a) cultural equivalence, (b) functional equivalence, (c) descriptive equivalence, (d) reduction and expansion, (e) compensation, (f) modulation.

Baker [1] stated that equivalence is a key concept in translation and the center around the processes interacting between the original source text and translated text. One of the equivalence that is appropriate for analyzing this research is pragmatic equivalence. Baker [] added that pragmatic equivalence is happened when words in SL and TL have the same effect on the readers in both languages.

This research tried to analyze translation with the help of pragmatic analysis in order to make renewal knowledge in translation studies for the further research.

Methodology

The researcher used descriptive comparative method. It because the aims of this research are to explain and compare the translation procedures of two languages in source language (English) and target language (Indonesian) descriptively. The analysis only focused on negative face threatening acts for the hearer, in this case, the main characters. This research is product oriented in translation. The main data source used is the subtitle of "13 Reasons Why" which consists of 13 episodes taken from the official Netflix website. The secondary data sources are the form of books, journals, and scientific articles related to this research. To collect the data, the researcher used content analysis to get the primary data. After that, the researcher reread the data that has been grouped to then classify the data obtained based on the translation strategy by Newmark [6]. The last, the pragmatic equivalence will be examined based on the translation strategies.

Finding(s) and Discussion

There are 66 data found in this research. Most of data dominated by literal translation (20.9%), then followed by reduction and expansion (18.5%), compensation (12.3%), modulation (12.1%), functional equivalence (9%), descriptive equivalence (7.5%) and the last is cultural equivalence (1.5%). Below is

the brief explanation and example of the findings:

Direct Translation

Literal

Newmark [6] stated, literal procedure is form-based translation where the translation of TL follows the form of SL. It can be word for word, phrase by phrase or clause by clause. Below is the example:

SL	TL	Minute./ episode
Alex: Hannah, you know you can't be in here	Alex: Hannah, kau tahu tak boleh di sini	00:30:24 / 03
Hannah: Why not? You've all been staring at my ass all day.	Hannah: <i>Kenapa? Kalian menatap bokongku sehabarian.</i>	

The prohibition uttered by Alex to Hannah who suddenly appeared in boys' changing room at school. Alex's utterance made Hannah furious because it sounded hypocritical that all the boys in their school were always staring at her ass.

From the example declarative sentences above, the translator used literal procedure to translate Alex' statement *Hannah, you know you can't be in here* to *Hannah, kau tahu tak boleh di sini*. without any reduction or expansion or change in meaning, and just followed the form based from SL to TL perfectly.

Transference

In transference, Newmark [6] said that it is a process of transferring SL word to TL word. It is like loan translation or borrowing method. Name of person, place, event, agency, magazine are usually transferred. Here is the example found in *13 Reasons Why*:

SL	TL	Minute./ episode
Skye: You can go with her to Abercrombie and watch her try on pre-distressed jean shorts and	Skye: <i>Ajak dia ke outlet Abercrombie dan mencoba celana jeans pendek dan</i>	00:25:20 / 06

<p>gladiator sandals. Clay: That is oddly specific.</p>	<p>sandal gladiator. Clay: Ajak dia ke outlet Abercrombie dan mencoba celana jeans pendek dan sandal gladiator.</p>
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The conversation above happened in the café where Clay ordered food and drink for him Sherri to the waiter. The waiter happened to be one of Clay’s friends named Skye. She hated Sherri that is why she uttered them in annoyance which made Clay threatened.

The translator here used transference procedure to translate the outlet place *Abercrombie* and kept it the same in the TL. It also happened to the *gladiator sandals* which translated into *sandal gladiator*.

Reduction and Expansion

Reduction means the translator reduce or even delete the SL word which does not have significant meaning in TL. Meanwhile, expansion is the opposite of reduction; expand TL words from TL in order to express the meaning clearly. Both of them are used because of the imitation of subtitle in a movie or TV series. Below is the example:

SL	TL	Minute/episode
<p>Tony: Listen..., Clay, what you did to Tyler..</p>	<p>Tony: Clay, perbuatanmu pada Tyler, itu...</p>	00:27:46 / 05
<p>Clay: That's I don't want to hear it, Tony.</p>	<p>Clay: Aku tak mau dengar, Tony.</p>	

The dialogue above happened when Clay was frustrated because everyone seemed like judge him when he thought he did the right thing that is taking picture of Tyler naked. Tony gave him advice but Clay refused it.

There was reduction and expansion strategy used in declarative statement from Tony. The first one is when he said *Listen....* the translator did not translate it to TL. Meanwhile there is expansion strategy when

the translator added *itu...* in TL language. Both of strategies are used because they assumed the audience still understands with the reduction and expansion of the statement.

Compensation

Newmark [6] stated that compensation occurs when loss of meaning, sound-effect, metaphor or pragmatic effect in one part of a sentence is compensated in another part, or in a contiguous sentence. Here is the example founded:

SL	TL	Minute/episode
<p>Jessica: I will say it one more time. Keep your mouth shut, got it?</p>	<p>Jessica: Aku katakan sekali lagi. Tutup mulutmu. Mengerti?</p>	00:35:05 / 02
<p>Clay: Jess</p>	<p>Clay: Jess...</p>	

The example shows that Jessica got angry because Clay kept asking her question about Hannah’s situation which she did not want to know and care about her anymore. It made Clay threatened since he did not know anything about the case.

Compensation was used to translate Jessica’s utterance *Keep your mouth shut, got it?* into *Tutup mulutmu. Mengerti?* because the translator loss the meaning of a part of sentence and replace it on the other part of it. However, the translation is still acceptable despite of the move and replace of the word.

Modulation

In modulation, Newmark [] said that it happened when TL language reject to translate into literal translation. This procedure showed that the translator imitate the message from SL to TL with norm because both of them are different in perspective. Below is the example:

SL	TL	Minute/episode
<p>Tony: You want it to be okay because then you get off the hook, but</p>	<p>Tony: Kau ingin semuanya baik-baik saja, karena kau ingin terlepas dari hal ini tapi</p>	00:40:20 / 03

you're losing your shit.	kau sudah hilang akal.	
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From the example, the translator tried to translate Tony's utterance *but you're losing your shit* into *tapi kau sudah hilang akal*. They could just translate it literally but instead, they prefer not to because the word *shit* in SL did not have the same perspective in TL.

Functional equivalence

Newmark [6] stated functional equivalent is used to translate cultural word and to neutralize or generalize the text in SL universally to TL. The example is:

SL	TL	Minute/episode
Justin: What the fuck are you doing here? What's your play now?	Justin: Apa yang kau lakukan disini? Apa permainanmu sekarang?	00:19:29 / 07

The bold utterance shows that the translator used functional equivalence. Justin uttered *What the fuck are you doing here?* which is too harsh to translate into TL and neutralize it with *Apa yang kau lakukan disini?* instead.

Descriptive equivalence

Descriptive equivalence means that description is more important than function. The description is usually explained with some words to make it clear to the reader or audience. Below is the example.

SL	TL	Minute/episode
Tyler: I did research about what he did . I think that we should	Tyler: Aku menyelidiki aksi aksinya . Sepertinya kita harus...	00:14:21 / 04
Marcus: No, see, there's no "we," okay?	Marcus: Tidak ada "kita," oke	

The translator used descriptive equivalence in Tyler's utterance *I did research about what he did* into *Aku menyelidiki aksi aksinya*. Basically, the translator wanted to give the clear situation

by adding explanation of what happened earlier.

Cultural equivalence

In cultural equivalence, the cultural words in SL are translated into cultural words in TL. It usually happened when translator assume that reader or audience does not know the relevancy.

SL	TL	Minute/episode
Clay: I heard your tape.	Clay: Aku dengar tentangmu di kaset.	00:21:34 / 04
Tyler: And throwing a rock through my window isn't enough?	Tyler: Lalu? Belum cukup melempari jendela ku?	

Although it is not related cultural things, it is obvious that the habit in TL affected the use of cultural equivalence. The conversation above showed that the translator translated *And throwing a rock through my window isn't enough?* to *Lalu? Belum cukup melempari jendela*ku. In TL language, the word *melempar* is always related to throw some things especially rock, so the translator here does not need to translate *rock* into TL.

Pragmatic Equivalence

In this research, the implementation of strategies shows 78.8% translation are pragmatic equivalence and 11.3% are non pragmatic equivalence.

Pragmatic Equivalence

Pragmatic equivalence means that word or sentence in SL have the same reaction in TL. The explicatures and clear translation are needed. Below is the example of pragmatic equivalence data:

SL	TL	Minute/episode
Hannah: Should we at least talk about it?	Hannah: Apa kita bisa bicara soal itu ?	00:41:51 / 04
Courtney: <i>There's nothing to talk about.</i>	Courtney: <i>Tidak ada yang perlu dibicarakan.</i>	

The statement from Courtney showed that the conversation between Hannah and

Courtney is clear without any implicatures mentioned.

Non Pragmatic Equivalence

It is clearly the opposite of pragmatic equivalence. It is happened when there is implicature found, and it can be happened when the actors uttered something unrelated to the conversation. In this research, here is the sample:

SL	TL	Minute/ episode
Justin: You know, you've really got to stop fucking with people, Clay. Clay: just slow down	Justin : Harusnya kau berhenti mencampuri urusan orang, Clay. Clay: pelan pelan	00:41:51 / 04

From the conversation above, Clay violated the maxim of relation because his answer was not clear and related to what Justin said to him. Thus, it can make the translation became unclear and the audience between SL and TL would not have same reaction

Conclusion

In translating negative face threatening acts in TV series 13 Reasons Why from SL (English) into TL (Indonesia), there are eight strategies that used by the translator; literal, transference, cultural equivalence, functional equivalence, descriptive equivalence, reduction and expansion, compensation and modulation. The translator's choice of strategy or procedure of translation has resulted 78.8% of the data being pragmatic equivalence. Meanwhile the rest of it is non pragmatic equivalence (11.3%). The research shows that the strategies implemented by translator are in the high rate of pragmatic equivalence which lead the translation considered successful.

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