Acceptability in The Serial Cartoon Film Entitled Carl Transform into Carl Dadi (English-Javanese Translation)

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ABSTRACT

Translation in entertainment's media has a very big role, especially in media that is often seen by many viewers, one of them is the cartoon series through the YouTube channel entitled "Carl Transform". This film series has many fans, especially children. The Carl Transform series in English has also been translated into various languages, especially is Indonesian. Not only in Indonesian translation but also this film series has also been translated into Javanese and the title has changed to "Carl Dadi". This research uses the object of the Carl Transform film series with a discussion focused on acceptability of English into Javanese. This research is included in a qualitative descriptive study, which describes and explains in detail how the quality of acceptance is produced in the Javanese version. In purposes that the audience can find out the level of acceptance generated in the target language, and know the new terms found in Javanese.

Keywords: Translation, Acceptability, Serial Film, English-Javanese

INTRODUCTION

The world of cinema, especially animation or what we are more familiar with as cartoons, is indeed very popular with various groups, not only for children but adults also like it. The development of this cartoon developed gradually, along with the development of technological sophistication. This makes a revolution of change that results in an innovation of work that is getting better and more quality. In Indonesia, especially cartoon films produced by the nation itself, the audience can immediately enjoy it without having to be constrained by language differences, of course. On the other hand, many cartoons are also imported from abroad to our country, which the audience cannot directly enjoy, especially among children, whose mother tongue is Indonesian while their second language is their respective regional language. respectively. Many cartoons can be enjoyed through various channels, be it regular TV channels or through networks and subscriptions. As

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an effort to solve the language problem, a translation appeared on the film. There are usually two types of translation in films, namely subtitles and dubbing. Both translations are included in the AVT translation (Audio-Visual Translation). Translation in the form of subtitles is usually in the form of text written below. While dubbing translation is in the form of voice switching made by a translator from the source language to the target language. The audience does not need to read the translated text, they can enjoy it with the right mix of gestures, intonation and the resulting language.

Dubbing in the world of cinema, especially cartoons for children, is very helpful in understanding the message conveyed. Most of them are still not fluent and can't even read a word, so this dubbing will really help children in understanding the message. Many children's cartoons have been translated automatically by the translation engine found on the YouTube channel. Not only translated into Indonesian, but also translated into their respective regional languages, such as Javanese. The focus of this research is on cartoons produced by Car city Universe, where their source language is English, and the researchers also focus on translations in the target language, namely Java language which is translated by Super Truck-Bahasa Jawa. Therefore, the researcher focuses on the quality of acceptance produced in the target language. How the data source in the form of dubbing is translated into the target language, namely Javanese, and how is the quality of acceptance produced in the target language.

The object of this research is the cartoon film entitled "Carl Truck Super" which is produced by Car City Universe as the source language. Meanwhile, the target language is translated to "Carl Dadi" by Super Tuck-Bahasa Jawa. Here the researcher focuses on the translation results produced by dubbing. The researcher took a sample of the data and then analysed the level of acceptance using the theory from Nababan (Nababan et al., 2012), A quality translation must meet three aspects, namely aspects of accuracy, aspects of acceptability and aspects of readability. Just like the previous research, the researcher took the object of translation on the film, this is the same as the research from (Cahyaningrum, 2013), focus of research on a film subtitle, this research only limits the quality of the translation of interrogative sentences. Meanwhile, as a reference, in the research of (Thomas, 2018), which discusses the interpersonal meaning of dubbing films. The problem of this research is the vocabulary in the target language, namely Javanese, it has been recognized that the Javanese language has a very abundant wealth of vocabulary, this causes researchers to really carry out an in-depth analysis of the target language. The level of acceptance of the Javanese language is more complicated, there are several aspects behind it, one of which is the Javanese grammar itself. In addition, the Javanese language has several levels, each of which shows an age stratum. With whom we are talking to, the level of Javanese language must also be sorted based on the level of social strata, age, position and others. Therefore, the researcher only focuses on the level of

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acceptance that is generated in the target language.

METHOD

This research uses descriptive qualitative method, by explaining in detail at the level of words, phrases and sentences. According to Sugiono (prof. dr. sugiyono, 2011) said that there are three steps of descriptive qualitative method namely by collecting data (data collection), reducing data (data reduction), presenting data (data display), and drawing conclusions/verification (conclusion). drawing/verification). In the form of official documents, data reduction procedures by sorting the documents found, presenting the data in the form of exposure and analysis especially in the quality of the resulting translation, and finally in the form of withdrawal conclusion or verification. Meanwhile, to validate the data according to Dr. Cony said that validating research results means researchers determine the accuracy and credibility of results through appropriate strategies, such as through member checking or triangulation. (Raco, 2018). To validate the research data, one of the researchers used a rater or linguist whose main expertise was in the field of translation. Researchers used a rater to determine the level of acceptance rating produced by dubbing the film.

FINDINGS AND DISCUSSION

In this study, there were 20 research data at the sentence level, both in the source language, namely English and the target language, namely Javanese and Indonesian. The researcher then divides the data and analyzes the level of acceptance generated in the target language, namely Javanese. The research uses research procedures by creating coded data to facilitate analysis. After that, the researcher carried out an in-depth analysis on the level of acceptance and divided it into three levels of assessment, namely the level of acceptable, less acceptable and unacceptable. One of the parameters of the acceptability concept is whether a translation has been expressed in accordance with the target grammar rules. Javanese has a very rich vocabulary compared to English, so that some words or sentences are translated using the target language vocabulary which is more acceptable and is often used in daily communication. The following is the presentation data:
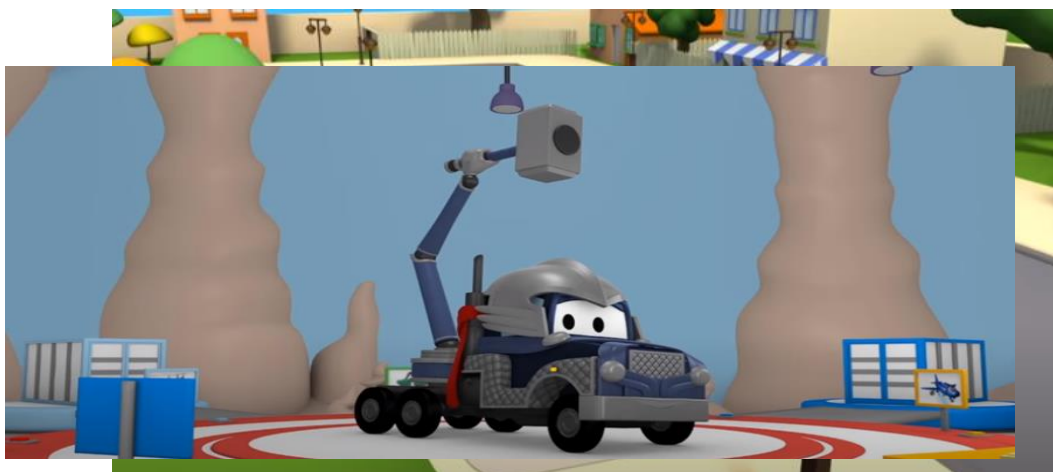
A. Acceptable

From 20 data, there are 14 data entered into acceptable translations, this is because the translations produced in the target language, namely Javanese, have been adapted to grammatical rules and cultural conditions that exist in Javanese society. The following is an example of research data:

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Picture 1. They stuck in spill of concrete

Picture 2. Hella calls super truck

Picture 3. Tom becomes Thor

From the above pictures, the researcher also drawing the data into table of Colom as bellow:

Table 1. Acceptable

Data	Source Language	Target Language (Javanese)	Target Language (Indonesian)
3	Oh no you're stuck	Oh kowe lagi kejebak	Oh tidak kau terjebak
5	We'd better call super truck	Kito kudu nelpon truk super	Kita sebaiknya panggil truk super

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11	Wow super truck you look just like Thor,	Wow super,kowe koyo Thor	trek katon	Wow truk super, kau terlihat seperti Thor

Description of the situation is taken on the road, where the truck mixer and a double drum roller truck are fixing the road, then suddenly Hendry is coming without looking his surroundings. Then the accident happens, Hendry crashed the truck mixer and it make spill concrete and they are all stuck over there. Hella knows about the accident, then suddenly she calls Tom Super Truck for looking help to her friends.

In data number 3 "Oh you're stuck" is translated to "Oh kowe kejebak". Trapped words in the target language have other vocabularies that are almost equivalent, such as "kepepet, kejeglong, kebletok, kejeblos, etc". while in the target language, the translator still uses the word "kejebak" which the language is more understandable and easily accepted by the audience's ears.

Use of the word "nelpon" also used in the target language, this is because the word call is used more often and is easier to understand. Another word that can be used is "nyeluk", but looking at the background conditions of the events in the film, the word 'nelpon' is more acceptable to the audience.

The word 'look' which is translated into 'katon' also feels more acceptable and familiar to the audience. Because the word 'katon' is more often used in everyday language.

B. Less acceptability

Unacceptable translations were found because there were words that were not translated into the target language. There are some parts, such as pronouns that are not translated into the target language. Unacceptable translations are found in the data below:

Picture 4. They are all dusty after save from stuck

The researcher also concluded in the data table below:

Table 2. Less Acceptable

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Data	Source Language	Target Language (Javanese)	Target Language (Indonesian)
1	Nice job fixing this potholes guys the hooker the world	Kerjo apik wis dandani dhalan bejat konco-konco	Kerja bagus memperbaiki jalan berlubang kawan
7	There's been concrete spill, can you help	Ono tumpukan beton, kowe biso bantu aku?	Ada tumpahan beton, bisa kau bantu?
12	You have his powers too?	Opo kowe duwe kekuatan?	Apa kau punya kekuatan juga?
15	Hm..you're all very dusty	Hm.. kowe bebedluk	Hm.. kalian sangat berdebu

The choice of words in the target language, namely 'bejat', makes the resulting dubbing less acceptable, this is because the choice of the word 'bejat' is too harsh in the target language, while the film is intended for children. The background of the situation refers to the repair of damaged roads, so it would be more appropriate to use the word 'bolong' instead of 'patholes'.

In data number 7, there is the word 'spill' which is then translated into 'tumpukan', The transfer of the language to the target language would be more appropriate when using the word 'utahan', because the incident occurred in the form of Hendry crashing a readmix truck that was pouring the road, resulting in a cement spill on the road and finally piling up the three of them.
Data number 12, the pronoun 'his' is not translated into the target language. So that it violates the rules of the target grammar, but the translation is still acceptable. In Javanese grammar, the pronoun 'his power' will be translated into 'kuasane' or 'kekuatane', so it's produce more acceptable translation without having to omit the wording.

As for the last data, namely data number 15, the sentence 'you're all very dusty' which is then translated into 'kowe bebedluk' makes the quality of the dubbing seem less acceptable, because the word 'bebedluk' still feels foreign, it would be more acceptable if changed to 'kowe kabeh bleduken'. In a situation where the three of them were able to get out of the concrete spill trap, which resulted in their bodies getting dirty.

From the data above, there are 14 data entered into acceptable translations, this is because the language used in the translation is in accordance with the rules for using the target language (i.e. Javanese), the choice of words that are commonly used today, and the style of language and culture in the target language.

While the remaining 6 data entered into a less acceptable translation, because the language used in the target language was not in accordance with the rules in the target language. Likewise, the choice of words is less popular or rarely used in everyday communication. There are words in the target language that are

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not used properly, so the dubbing translation feels less acceptable. From the conclusion of the data above, it can be concluded through the following chart:

Graphic 1. Acceptability

CONCLUSION

From the discussion above, the quality of the translation in dubbing, namely the source language (English language) to the target language (Javenese) resulted in a translation with a more acceptable level of acceptance quality with a percentage of 70%, while for less acceptable translations there were 6 data with a percentage of 30. % of the total data. The dubbing produced in the target language is more acceptable, this is because in the process of transferring the language, the translator uses or looks for the appropriate equivalent in the target language, so that the resulting translation does not feel the translation. As for the less acceptable, usually because there are several factors, among others, the selection of the word equivalent in the target language is not accurate or the word transfer is not commonly used or found in the target language, resulting in the dubbing quality being less acceptable. This research is still far from perfect, so the researcher hopes for other

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researchers to further refine more in-depth research, especially research on dubbing.

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