An Analysis of Translation Procedures Found in the Translation of Movie Subtitle: *Zootopia*

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**Abstract**— In this research, the writers attempt to find out the translation procedures in the translation of movie subtitle: *Zootopia* from English to Indonesian subtitle to determine the intended audience of the movie. The research used a descriptive qualitative method. The data of this research are the utterances or sentences in movie subtitle both English and Indonesian with the source of the data of this research is *Zootopia* movie. The writers used Indonesian subtitle from the site called subsscene where the translators around the world could translate movies into many languages. The data are collected by watching the movie with both English and Indonesian subtitles, and categorized the collected data based on each translation procedures of Newmark. The writers figured out that the intended audience is all ages group and the writers also found ten translation procedures used in the movie subtitle: *Zootopia*. The ten translation procedures are *couplets, modulation, paraphrase, reduction, literal translation, cultural equivalent, transference, functional equivalent, naturalisation, transposition/shifts*. Based on the findings, it can be concluded that the intended audience of *Zootopia* movie is all ages group and there are ten from nineteen procedures are found in the movie subtitle: *Zootopia*.

**Keywords**— translation; intended audience; translation procedures

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**I. INTRODUCTION**

Hollywood movies are popular in Indonesia. Since Hollywood movies use English language, Indonesian people who watch those movies require the movie subtitle in their language. It means language is an important part for human in terms of constructing the interaction to one person into another so that there will be no misunderstanding. That is why movie subtitle is needed in order to translate English into Indonesian to obtain the better understanding for the movie. Translation is rendering the meaning from one text into another as the author intended (Newmark, 1988, p. 5).

Essentially the research of movie subtitles on translation field previously has been discussed widely in several studies. The purpose of the research is to make a movie can be enjoyed by the people from various ages group. Related to this case, movie subtitles tend to translated in various kinds of language. Thus, everyone in this world can enjoy movies without worrying about the source language of the movies.

*Zootopia* is a popular Disney movies which many languages translated by translator. It is a Hollywood cartoon (Disneyland) movie and directed by Byron Howard (Digiarty software, n.d.). The genre of this movie is animation, action, and adventure with the main character is a bunny that is the first mammal who becomes the first cop in the city (Movies counter copyright, n, d).

In a world where animals have no intention of eating each other, a little bunny named Judy Hops
who grew up on a farm had to leave her family to pursue her dreams as the first bunny cop in Zootopia. She met a fox named Nick Wilde. They are supposed to work together because of some condition and their agreement in few matters related to the law. They need to save Zootopia. Judy Hopps dream’s was to be a police officer in that place. Then she moved to Zootopia- a city where animals live in harmony- but after that she realized that in Zootopia there are a wide scandal reveals that not all animals live in harmony. In a city of anthropomorphic animals, this rookie bunny cop and a cynical con artist fox, Nick Wilde have to work in team to solve the mystery in Zootopia (Kenneth Chisholm).

The purposes of the research are; to figure out the intended audience in the translation of Zootopia movie and to find the types of translation procedures from English into Indonesian in Zootopia movie.

II. METHOD

In conducting the research, the writers used a qualitative method which required research question as the observation in comparing both SL and TL with its source of data is Zootopia movie’s subtitle transcription both in English (as SL) and Indonesian (as TL). The type of the data could be called as other written sources both in source language and target language subtitles.

According to Nortier (2008: 50) in Bijeikien & Tamošiūnaitė (2013), internet (forum sites, commentary sections, etc.) is the material that often “more informal than in other written sources” (Bijeikien & Tamošiūnaitė , 2013, p.46) which can be essential to do the research in linguistics field. The writers analyzed the data by using nineteen translation procedures of Newmark found in the source of data.

The data taken is limited only on the translation field that mentioned in Newmark procedures and some factors related. Furthermore the data were classified based on the research questions. In collecting the data, the writers do some steps as follow; (1) The writers watched the movie that were selected as the source of the data then matched the transcription of the subtitle of the source language in the movie.; (2) The writers re-watched the movie by using the two subtitles; the source language and the target language that was obtained from subscene (a site where you can get various kinds of subtitles of the various movies).; (3) Then, the writers categorized the data based on each translation procedures found in Zootopia movie.

The data were obtained from the translator who posted his translation in a site called subscene. That is a website where everyone can obtain various kinds of subtitles of many kinds of movies. The writers took the target language (Indonesian) from subscene website with the translator initial name is BagusProbeBagus. The writers also obtain his personal information by reaching the translator on an apps that is Google Hangout. The real name of the translator is M. Nabil Setiawan who was born in Surabaya, July 17th, 2002. He is a student at SMKN 6 Surabaya with major; multimedia, his first code is Javanese and another codes are Indonesian and English. He translated about nineteen western movies into Indonesian subtitles.

III. RESULTS AND DISCUSSION

The intended audience of this movie is all ages group. Because mostly the character of the movie tends to be for children if it is looking up again by the major characteristic of children audience written in the theoretical framework that some of them are; the sentences of the movie is easily to understand;, the short of life experience;, immature logic and mental ability; preffered musical sound and others. Why the intended audience is all group ages that is because every children in all ages group are allowed to watch this movie. Not only that, the adult also can watch the movie in different perspective and point of view.

As mentioned in the background of the study, this movie is about the mammal who struggle to become the first cop although she is a bunny. But then after she goes to Zootopia, she figures out that the city is not a place to live in harmony because many people are racist to each other. She finds this out because of her experience. Mostly this movie also content the imply meaning by the moral value that can be analysed by the adult, while for the children, they enjoy the movie due to the animation, fun, and the movie has a good storyline. Even though the movie is a cartoon animation and musical sounds but the adult also like and watch this movie. They can obtain the implied meaning of how racism came into this movie but depicted and played in an animation movie. Thus, the reason why the writers conclude
that the intended audience in this movie is all ages group. The translation procedures found in the movie subtitle: Zootopia, are as follows:

1. Literal Translation

   Example 1:

<table>
<thead>
<tr>
<th>SL</th>
<th>TL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood!</td>
<td>Darah!</td>
</tr>
<tr>
<td>Blood/Blood!</td>
<td>Darah!</td>
</tr>
</tbody>
</table>

   This data were translated by using literal translation procedure which focus only on form and structure without any addition to the TL. Notice that every single word on the table is translated as the dictionary definition. They are all noun and these are not so difficult to understand by all age groups due to the simple word used.

2. Reduction

   Example 2:

<table>
<thead>
<tr>
<th>SL</th>
<th>TL</th>
</tr>
</thead>
<tbody>
<tr>
<td>You ready to make the world a better place?</td>
<td>siap membuat dunia menjadi lebih baik?</td>
</tr>
</tbody>
</table>

   Reduction is a procedure that removing the certain elements of the SL, which also called elimination, omission, or subtraction which suppressing a SL information in TL. In the data above, the translator omits some of the SL while translate it to TL. The word “you” is being removed to the TL. This procedure if it is translated literary it could be “kamu siap membuat dunia menjadi lebih baik?”. However in order to make the concise subtitle without changing the meaning itself.

3. Paraphrase

   Example 3:

<table>
<thead>
<tr>
<th>SL</th>
<th>TL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you okay, Judy?</td>
<td>Kamu tidak apa-apa kan Judy?</td>
</tr>
</tbody>
</table>

   This procedure adds detailed information which does not exist in the source text namely explicit paraphrase. It occurs when the TL uses more signifiers to cover syntactic or lexical gaps.

4. Couplets

   Example 4:

   cultural equivalent + modulation (couplets)

<table>
<thead>
<tr>
<th>SL</th>
<th>TL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excuse me, down here</td>
<td>Permisi, disini.</td>
</tr>
</tbody>
</table>

   In this data, there is a combination between cultural equivalent (couplets) with the modulation procedure. The word “down here” is translated to be “disini” this is to reconstruct the meaning in order to make the variation of the translation with the exact point of view. The translator omitting the real meaning to make it shorter but still related in the context.

5. Modulation

   Example 5:

<table>
<thead>
<tr>
<th>SL</th>
<th>TL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uh, I'm pretty much sure it's pronounced &quot;DNA&quot;</td>
<td>sepertinya yang benar itu DNA</td>
</tr>
</tbody>
</table>

   This procedure is used to transfer the point of view. The translation approach can be seen in the change of SL in data above would be: “Uh, saya sangat yakin bahwa seharusnya itu disebut DNA”. This version is too long and unnatural like foreign to the readership. In order to make it better, the translator used modulation to make the subtitle in TL feels natural. Thus “sepertinya yang benar itu DNA” is better than the literal one.

6. Cultural Equivalent

   Example 6:

<table>
<thead>
<tr>
<th>SL</th>
<th>TL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sir, you were going 115</td>
<td>Pak, anda melaju dengan</td>
</tr>
</tbody>
</table>
This procedure is the act of translating SL culture into TL culture. The word “115 miles” is changed to be “185 km” which is the culture of the TL. Because the TL is more familiar with kilometers rather than using miles on the road measurement. That is the correct way of the translator to initiate to convert the length of the road because he has managed to suit the English cultural with the language needed.

7. Functional Equivalent
Example 7:

<table>
<thead>
<tr>
<th>SL</th>
<th>TL</th>
</tr>
</thead>
<tbody>
<tr>
<td>we got it up</td>
<td>Kami berhasil,</td>
</tr>
<tr>
<td>there, thank you,</td>
<td>terima kasih,</td>
</tr>
<tr>
<td>Yakety-yak!</td>
<td>domba bodoh!</td>
</tr>
</tbody>
</table>

This is the procedure that used a cultural-free word or a specific term to translate cultural words. Here, the “yakety-yak” is actually a slang language which can be considered as a new specific term of SL cultural word. The real meaning of “yakety-yak” is to talk non stop about nothing. In that scene, the Bellweather, a sheep was talking unstoppable and boasting about herself. But then she is deceived by the fox and the bunny which make them said “yakety-yak”. That is why the translator translates it to be “domba bodoh” to make it simple and accurate between the story and the subtitle of this movie.

8. Naturalisation
Example 8:

<table>
<thead>
<tr>
<th>SL</th>
<th>TL</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'm gonna be an actuary!</td>
<td>Saya akan menjadi seekor aktuaris!</td>
</tr>
</tbody>
</table>

This procedure is naturalizes the term in SL into a more natural form in TL. The word “actuary!” in SL is translated to be “aktuaris!”. This has been naturalised in the TL so that there is quite same with the SL but it is more likely written as how the TL spell it.

9. Transposition/Shifts

Example 9:

<table>
<thead>
<tr>
<th>SL</th>
<th>TL</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like trying actually</td>
<td>Sebenarnya, aku suka mencoba.</td>
</tr>
</tbody>
</table>

The procedure of this theory is changing the grammar or word class from SL to TL. As in the data above, the word “actually” is located in the last sentence but it comes to the front in the TL. That is why it called shift because there is a changing position between the SL to the TL.

10. Transference
Example 10:

<table>
<thead>
<tr>
<th>SL</th>
<th>TL</th>
</tr>
</thead>
</table>

Transference is the procedure that is not changing the SL when it translated to TL. It is a process of transferring one language to the other language. The unchanged things or it can be said proper names are; (a) geographical term; (b) the name of private companies; (c) the name of cultural items; (d) the names of all living things. The translator here is accurate because he translated the SL by using proper names which is correct. As it can be seen that “Weaselton!” ”Duke Weasolton!” are known as a name of the person in the SL. It can not be translated as literal because it is the name of the person.

IV. CONCLUSION

Translating the movie subtitle is not that easy and also not the same as intertextual translation. This is because of the limited number of words that can be displayed on the screen and other problems like timing, space and others. The translator has to work really hard due to the rules of subtitling and some procedures of translating the movie. It is including the additional words, removal the word that is not influence enough to the movie, expansion of the word, alteration of the structure of the text in the TL, and personal skill of the translators such as has a huge vocabulary, choice of words, broaden the insight and many more. These all rules are to obtain a very good
translation quality and its accurate and accepted in the TL especially in the film translation.

Ten strategies are found in the movie subtitle of Zootopia. Those are couplets, modulation, paraphrase, reduction, literal translation, cultural equivalent, transference, functional equivalent, naturalisation, and transposition/shifts. The commonly found are couplets, modulation, paraphrase, reduction, and literal translation. This is because there are many omission act, addition, and more than one procedure in a sentence. It means that the translator strives to reproduce a good translation from the SL in to TL in a shorter and natural way. However, there were some of the translation that were less accurate that has been done by the translator, and the writer attempted to fix the less accuracy done by the translators. As a conclusion, the essence about the movie subtitle of translation studies is not easy and it is needed some cutting down the unimportant elements which can make the translation to the TL shorter without worrying the changing of the meaning and in order to save the space like the proper name, time, and adding or omitting the words from SL or vice versa.

REFERENCES


