

# Cultural Aspects of Videos Subtitling from Indonesian into English

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## Abstract

Subtitling is a form of audiovisual translation (AVT) that is translating one language to another of verbal aspects contained in audiovisual works and product such as films, tapes, video discs and many others. Subtitling involves translation activity that may consist of some aspects like cultural aspect. Culture is the way of life and personification of distinctive society that uses a specific language in expressions. It can be ecology (flora, fauna, winds, plains, and hills), material culture (artifacts, food, clothes, houses and towns, transport), social culture (work and leisure), organizations, customs, activities, procedures, concepts (political and administrative, religious, artistic), gestures and habits. This paper discusses the result of analysis on the student's subtitling videos from Bahasa Indonesia into English based on these categories. The videos were taken from YouTube channels in folklore theme. The result shows that all those categories found. It shows that every language has its own cultural aspects and translation can give new knowledge to the writer and students as well.

*Keywords: subtitling videos from Indonesian into English, cultural aspects*

## Introduction

Translation develops rapidly through the increase in technology usage. Everyone is common with technology like computers, tablets, cell phones, and other gadgets so that it will be easier to get the information needed. With this condition, translation is involved to help people get an understanding of the meaning of words, phrases, sentences or information from a source language into a target language. Translation activities also increase because of two reasons. First, this condition built many audio-visual products which can be seen on TV programs, video streaming, and other products related to online devices. Second, some applications can be used to facilitate the result of translation into different forms. Munday (2009) said about the type of translation includes the intra-lingual and inter-lingual translation. Intra-lingual refers to rewording or rephrasing in the same language and inter-semiotic to a change of a medium. For

example when a composer puts words into music or when musical sound replaces verbal words. According to Liu (2014), in intra-lingual translation, there are three groups of targeted people they are the deaf and hard of hearing, language learners and karaoke singers while inter-lingual means translation between two verbal languages like English and Arabic, Chinese and Spanish). It can be in the form of written or spoken. For instance, when watching a film in English-UK subtitled into English Speaking-US audience cannot be categorized into intra-lingual or inter-lingual translation. Another example is subtitled a TV program from Bahasa Indonesia into different dialects in Indonesian. For example, some films in English are translated into Suroboyo a dialect in Jawa Timur TV (JTV).

Audio-visual translation (AVT) is a part of translation that is growing rapidly because of technology. With the wide range of internet around the world, people can share any topic of video through Youtube. This media helps kids to adult to get information through video. It spreads information from one language into another language. Cintas (2008) in Chairó gave some examples from the internet to get an audio-visual source of downloadable material like Youtube where people can share online videos and BBC or MTV where people can open its archives and audio-visual materials in digital format that are distributed by subscription (paid or unpaid). From blending of new information and communication technology with new professional translation practices will improve access of social groups to information and entertainment as well as the role of AVT as a tool for social integration. Dubbing and subtitling include in AVT.

With this kind of facts that technology in translation is widely used, a translator should be able to face the reality to produce a high quality result in translation. One of them is being able to adjust cultural aspects. This aspect plays an important role in helping viewers to understand the information from one language to another because every language will bring its culture. The aim of this paper is to give information about some cultural aspects in Indonesian society through video from YouTube channel as the media. This paper aims to analyse 5 videos in Bahasa Indonesia into English based on some categories of cultural aspect. The theme is folklores from some regions in Indonesia. The titles of videos are Dongeng Sangkuriang (Sangkuriang Legend), Legenda Baru Klinting (Lake Rawa Pening Legend), Raja Ampat dan Telur Naga (Raja Ampat Legend), Reog Ponorogo (Story of Reog Ponorogo), and Batu Menangis (The Crying Stone Legend).

### **Subtitling as a form of Audio-visual Translation**

Subtitling is a form of audio-visual translation. It is a replacement of Source Text (ST) spoken verbal code by Target Text (TT) verbal written code with visual or other acoustic signs such as a written indications of telephone ringing, dog barking, characters shouting or sometimes non-translation or visual elements as nods or head-shakes that are obvious from the image and so on (Chiaró, 2009).

Subtitling consists of incorporating on the screen written text which is a condensed version in a TT that can be heard on the screen. On the mode of projection,

subtitles can be printed on the film itself (open subtitle), selected by viewers from a DVD or Teletext menu (closed subtitle), or projected on the screen. The written subtitle text should be shorter than the audio because viewers need time to read the caption while at the same time remaining unaware of what she reads. Antoini (2005) in Chiaro (2009) said that the words contained in original dialogues tend to reduce 40 – 75 percent to give a chance for viewers in reading subtitles while watching the film.

There are three principles operation to carry effective subtitle, they are elimination, rendering, and simplification. Elimination consists of cutting out elements that do not modify meaning in original dialogue but only the form like redundancy, false start, hesitations, etc. or removing information that can be understood from any visual. Rendering means eliminating features like dialect, slang, taboo language. Simplification and fragmentation of original syntax promote comfortable reading.

Subtitling consists of one or two lines with 30 to 40 characters including spaces that are displayed at the bottom of the screen on the center or left-aligned. Subtitles are read from left to right, the letters are white, space proportionally with a grey-colored shadow or background box that darkens when underlying pictures becomes darker. Finally, the fact that subtitles are added to the original version, rather than substituting part of it (verbal code), renders subtitling an uncharacteristic possibly unique type of translation. The viewers have an opportunity to listen to the original dialogue and able to understand the whole meaning of dialogue itself.

Ten strategies can be applied to get the quality of specific subtitling. According to Kianbakht (2015) these strategies are: 1) Expansion is applied when SL need explanation of cultural aspect to gain in TL, 2) paraphrase is needed when phrases in SL cannot be made in the same syntactic way in TL, 3) transfer refers to strategy on translating wholly and correctly, 4) imitation is stated the same form like name of people and places, 5) transcription is applied for the unfamiliar terms in SL, 6) dislocation is needed when SL text apply some special effect like a song in a cartoon film where the translation of effect is more important than the content, 7) condensation is needed to shorten the text, 8) decimation is an extreme form of summarizing because of discourse speed, 9) deletion is total elimination of parts of a text, 10) resignation is needed when there is no meaning appropriate in TL.

As an audio-visual translation, subtitling involves cultural aspects because translation played an important role in intercultural communication. Every language brings its own culture. As Katan in Munday (2009) said that cultures in translation are languages, behavior patterns, and values. Culture developed in society includes educational systems, arts, architecture, the way of life, and ideology. Language and culture can be seen as two different things. First, translation is a linguistic process of transferring meaning from source language (SL) into target language (TL). Second, language is a part of a culture that can be negotiated based on the context. The meaning is not carried out by language but it can be negotiated between readers within their context of culture.

## Cultural Aspect of Translation

In translation, the message should be understandable and readable. It is because a translator produces the same message or meaning in different languages. Katan in Munday (2009) said that culture refers to the humanist of what civilized in a developed society (the education system, the arts, architecture). It also refers to the way of life of people, took place alongside. Related to time, culture refers to primitive cultures and tribal practices. Ideology also related to culture as the development of sociology and cultural studies.

The translation takes place in a real situation that involves members of different cultures. Language is a part of culture developed in a society and it is a complex system. It can be divided into *paraculture* (the norms, rules, and convention valid for an entire society) *diaculture* (norms, rules, and conventions valid for a particular group within the society like a club, a firm, or a regional entity) and *idioculture* (the culture of individual person against to the other individuals).

On the other hand, the limits of cultural systems and sub-system are difficult to define. It is not only simply associate with a language area. For example, the linguistic features of English and Bahasa Indonesia will be different in some situations and very similar in others. For example, the sentence " nice to meet you" is only saying when people meet for the first time but in Indonesia, it is common to say this sentence when people meet someone in some places even they already know each other while Dutch and Germans have different languages but similar in the value system. In multicultural societies, we cannot represent a single culture. So, translators should be able to be aware of this different task between groups or subgroups to bridge the language barrier. When learning a new language, the attention will be on new lexical items and grammatical forms then continue listening and talking. These things called a rich point that is from lexical items through speech acts up to fundamental notions of how the world works.

Meanwhile, Newmark (1988) defined culture as the way of life and those expressions are used in the community as their language. These cultural words are associated with a particular language and cannot be literally translated but many cultural customs can be described in ordinary language. The first cultural category is ecology include flora, fauna, winds, plains, and hills. The features of ecological are related to nature without human intervening. Every country has a different geographical area that will vary in flora and fauna.

In tropical countries with two seasons: dry and rainy season and subtropical country show different types of climate, winds, plains, and hills terms. For example from the film *Ratatouille*, Khasanah (2009) in her thesis analyses some words related to ecology. The example words are stated in Table 1.

Table 1. Words related to ecology

No.	SL	TL
1.	Mignon	Omitted
2.	Oregano	Oregano
3.	Anchovy	Ikan

4.	Dried white fungus	Jamur putih kering
5.	Licorice	Akar manis

The second is material culture (artefacts) includes food, clothes, houses and town, transport. It happens because local people create their own terms like *kebaya* for traditional cloth for Javanese women and the word *joglo* as the name of Javanese house. Below are examples of material culture from Nurcahyani (2017).

SL: *Kau sadari, anak lelaki adalah tiang lamin, adalah **Mandau** dan sumpitan dan perisai baja, dalam keadaan tertentu ia adalah panah yang secepat kilat memburu mangsa.*

TL: You are aware that a son is the pillar of the longhouse, **the sacred decapitating blade**, the blowpipe and the steel shield, and at certain times he is the arrow swift as lightning hunting its prey.

Another example is from Faulidiyah (2012) from a film entitle *Ketika Cinta Bertasbih II*. The word *Kyai* translated into Elder when representing an official Christian church for Christian term because the audience is Christian.

The third is social culture like work and leisure. Social culture turns up over the habits of people in society. Newmark (1988) mentions work and leisure activities as the concern of social culture. The work terms are like 'the masses', 'the working people', 'the proletariat', etc. The terms of badminton, cricket, hockey, and Melbourne Cup are categorized as leisure activities in sports. Table 2 is the example of social culture from the *Ratatouille* film.

Table 2. Social Culture from the *Ratatouille* film

No.	SL	TL
1.	Chef	Chef
2.	Gourmet	Jurumasak
3.	Champagne	Sampanye
4.	Top food critique	Kritikusternama
5.	Souse chef	Wakil chef

Fourth is organizations, customs, activities, procedures, concepts involve political and administrative, religious, and artistic. For example, the Australian political system that shows a prime minister as their chief and Indonesia that has a president as its chief. Australian adopt the Parliamentary system and Indonesia practices the presidential system. Below is the example of this kind of culture from a novel of Layun Rampan entitled *Upacara* (ceremony) analyzed by Khasanah (2009).

SL: *Upacara **senteau**, yaitu upacara pencari sebab penyakit, telah diadakan kemarin dulu.*

TL: The **senteau** ritual of clairvoyance that searches for the cause of sickness, was held the day before yesterday.

Other examples come from Sukerti and Bustomi (2016) from TV Serial Friends. Here is an example.

SL: Rachel: Look-look-look-look-look, my first paycheck! Look at the window, there is my name! Hi, me!

TL: Rachel! Lihat! Cek gaji pertamaku. Lihat di jendelanya! Itu namaku.

The fifth is gestures and habits. Gestures and habits often become a crucial problem in cultural words. Newmark (1988: 102) says that there is a distinction between description and function which can be made where necessary in ambiguous cases. It means that the same gestures and habits can have different meanings in different countries. For example, in Japan, it is appropriate to let the Japanese initiate the handshake, and a weak handshake is preferred. The Japanese do not have a tradition of shaking hands and prefer to formally bow (with hands open by their sides) to each other, but they will greet non-Japanese with a handshake. In Korea, senior people will initiate a handshake, which is preferred to be weak. It is a sign of respect to grasping the right arm with the left hand when shaking hands. It is also disrespectful to have your free hand in your pocket while shaking hands. It is considered disrespectful to put one's hand in your pocket while shaking another person's hand. Bowing is the preferred and conventional way of greeting a person in Korea. Table 3 is an example of gestures and habits from *Ratatouille* film.

Table 3. The example of gestures and habits from *Ratatouille* film.

No.	SL	TL
1.	Nod	Mengangguk
2.	Head shake	Menggelengkan kepala

### Result of analysis

The results of analysis were taken from the assignments of interpreting and subtitling subjects in the fourth semester students, the English Study Program at Politeknik Negeri Jember. In this case, the students were asked to make a video subtitle from bahasa Indonesia into English with various traditional and cultural themes. This section presents the result of analysis on 5 videos subtitled by the students with the Indonesian folklores themes as follows:

1. Dongeng Sangkuriang (Legend of Tangkuban Perahu Mountain) from West Java ([https://www.youtube.com/results?search\\_query=dongeng-sangkuriang%2Fdongeng-indonesia](https://www.youtube.com/results?search_query=dongeng-sangkuriang%2Fdongeng-indonesia))
2. Legenda Baru Klinting (Lake Rawa Pening Legend) (<https://www.youtube.com/watch?v=cnKAAXc8xpE>)
3. Reog Ponorogo (Reog Ponorogo Legend) (<https://www.youtube.com/watch?v=MwwTNNozhiQ>)
4. Raja Ampat dan Telur Naga (King Ampat from dragon egg Legend) (<https://www.youtube.com/watch?v=84rmfTdtEsg>)

5. Batu Menangis (TheCrying Stone Legend)  
(<https://www.youtube.com/watch?v=ULdslFfWt1A>)

Here is the explanation of cultural aspects in every video.

The first is from a video entitled Sangkuriang.

1. Ecology term

SL: *hati rusa*

TL: deer heart

The meaning of the heart in Bahasa Indonesia is *jantung* but it is common for Indonesian to use this term.

2. Material culture (artifacts)

There are four (4) words in this part. It can be seen in Table 4.

Table 4. Material Culture from Sangkuriang video

No.	SL	TL
1.	<i>Pondok</i>	hut
2.	Tangkuban Perahu	facedown boat
3.	<i>centong</i>	spoon
4.	<i>Nyai</i>	miss

In this table, Tangkuban *Perahu* is the name of the place but in English, there are no terms so it is translated into a facedown boat as its description. Then, *centong* is the name of a Javanese kitchen tool that has the same meaning as spoon in different sizes.

The second is from a video entitled *Lake Rawa Pening Legend*:

1. Material culture (artifacts)

There are three (3) terms in this part. It can be seen in Table 5.

Table 5. Material Culture from Lake Rawa Pening video

No.	SL	TL
1.	<i>Baru Klinting</i>	New bell
2.	<i>Klindungan</i>	Bell
3.	<i>Lesung</i>	Mortar

The words *baru klinting* is translated into a new bell while it has the same message. It also happened that the word *klinding* has the meaning bell with different shape and sound like klinding.....klinding. The word *lesung* means a rounded kitchen tool for crushing something.

2. Social culture

There are three (3) terms included in this part. It can be seen in Table 6.

Table 6. Social Culture from Lake Rawa Pening video

No.	SL	TL
1.	<i>Peninggalan</i>	Belonging
2.	<i>Bertapa</i>	Be imprisoned
3.	<i>Pertapaan</i>	Hermitage

The word *peninggalan* means someone's goods that are left at home. It is common to use this term to say that someone has gone but he/she left his/her goods. The words *bertapa* means to live in one place quietly far away from society, and then it has the same meaning as to be imprisoned. The word *pertapaan* is a place for someone who wants to live apart from society, especially for religious reasons. Then the meaning of *pertapaan* is hermitage or a place for a hermit.

3. Organization, customs, activities, procedures or concepts

In this part, the words *pesta sedekah bumi* is a custom of Indonesian and traditional ceremony for saying thanks to God for the mercies and fortune. This ceremony came from ancient times in Java, especially for farmers.

The third is from a video entitled *Reog Ponorogo Legend* (A creature with two heads).

1. Material culture (artefacts)

There are Four (4) terms in this part. It can be seen in Table 7.

Table 7. Material Culture from Reog Ponorogo video

No.	SL	TL
1.	<i>Sayembara</i>	Competition
2.	<i>Pecut</i>	Whip
3.	<i>Reog Ponorogo</i>	An animal with two heads

2. Gesture and habit

In this video, there is one term related to gesture and habit. The word is bow that has a meaning to bend the head because her father was angry with her. It is a gesture of respect or honor to the elders or king.

SL: *Sang putri menundukkan kepala*

TL: The princes bow her head

The fourth is a video entitle King Ampat from Dragon Egg

1. Social culture

There are three (3) terms in this part. It can be seen in Table 8.



Table 8. Social Culture from King Ampat from Dragon Egg

No.	SL	TL
1.	<i>Istriku...</i>	My wife...
2.	<i>...Suamiku</i>	My husband
3.	<i>Astaga...</i>	Oh my god

The words *istriku* and *suamiku* in SL translated into my wife and my husband are words for calling husband or wife. Then, the word *astaga* is an expression of a surprise because of looking at an unusual thing. It is translated into oh my god.

2. Organization, customs, procedures or concepts.

SL: Satu tahun sekali ***dimandikan dalam upacara tradisional***.

TL: When it is **bathed in a traditional ceremony** once a year.

The words bathed in a traditional ceremony is a ceremony for showing the egg to the public. It is usually done to respect the king but symbolized as a stone.

The last video entitled The Crying Stone

1. Material culture

There are two expressions in this part. It can be seen in Table 9.

Table 9. Material Culture from The Crying Stone

No.	SL	TL
1.	<i>Bautungku</i>	Like smoke
2.	<i>Kendi</i>	A jar
3.	<i>Luluran</i>	Scrubbing

The words *bau tungku* translated like smoke because *tungku* is a traditional stove in Javanese culture. The word *kendi* was translated into a jar because they have the same meaning but different in shape and size. The word *luluran* was translated into scrubbing because they have the same meaning but the material of scrubbing is different. It contains traditional ingredients.

2. Social culture

There are six (6) expressions in this part. It can be seen in Table 10.

Table 10. Social Culture from The Crying Stone

No.	SL	TL
1.	<i>Aduh, aku tidak bisa membayangkan</i>	No, I can't imagine.
2.	<i>Ih amit-amit...</i>	Don't even think of it
3.	<i>Berdo'adalamhati</i>	Pray silently
4.	<i>Ampun bu....</i>	Please forgive me
5.	<i>Menangis pilu</i>	Crying miserably
6.	<i>Hamba sudah tidak kuat...</i>	I could not hold my daughter attitude

The expressions in the table show that the Indonesian people commonly say those expressions in daily life.

## Conclusion

From the result of the analysis, it can be concluded that all the cultural aspects meet in those video subtitling. It is shown that not all Indonesian expressions, especially in the cultural aspect, can be translated. Indonesian have some terms related to kitchen tools, expressions of calling husband and wife, brother and sister, traditional tools, traditional ceremony. It also happened because cultural aspects are influenced more by ancient society, tools, and ceremonies. Indonesian culture also influenced by the religion of Hinduism, Buddhism, Islam, and Chinese. Food also influences the terms. By subtitling videos from Bahasa Indonesia into English, students learned both cultures of English and Bahasa Indonesia as well.

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