

Subtitling Strategies of Interrogative Sentences in A Film Entitled *Beauty and the Beast*

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ABSTRACT

This research aims to identify the subtitling strategies and analyze the strategies that frequently occur in the interrogative sentences of the *Beauty and the Beast* film. This research was descriptive qualitative. The data in this research were dialogues or utterances in the original and Indonesian subtitles of the film. This research uses the strategy of subtitling theory by Gottlieb, 1992 to analyze the subtitles in the film. The results showed that there were 8 strategies applied to translate interrogative sentences. They were transfer with 72 data, followed by deletion with 31 data, paraphrase with 21 data, imitation with 15 data, expansion with 14 data, transcription with 4 data, and condensation and decimation with 2 data. There are no dislocation and resignation strategy data found. The most used subtitling strategy is transfer with 71 data, where the translator translates the dialogue completely and there is no change in the form of subtitles in this film.

Keywords: *Interrogative Sentences; Film; Subtitling Strategies*

INTRODUCTION

The translation is not only to support communication between humans, it is often used for various aspects, such as education, politics, economics, technology, society, and culture. The role of translation can assist humans in communicating with persons who speak different languages. Kadaruddin (2016, p. 9) stated that translation is the process of translating the meaning or message from the source language into the target language's text or speech. As the world of entertainment develops, translation has a very vital role, particularly in the audiovisual area. Audiovisual Translation (AVT) is a type of translation that is found in electronic media such as the internet, television, and films. There are two types of AVT translation, namely, dubbing and subtitling. There are considerable disparities between these two types. Boordwell and Thompson (as cited in Hastuti et al., 2011) convey that dubbing is defined as the process of replacing part or all of the voices on a soundtrack to rectify errors or rerecord dialog. Meanwhile, Gambier added that subtitling is one of two methods for giving a movie dialogue translation, in which the original dialogue audio is preserved and the translation is printed down the bottom of the film.

Subtitling is developed to provide multimedia for viewers who may not speak the language used in the film. Furthermore, subtitles can also help humans to learn another language in the form of pronunciation and vocabulary. With subtitles, people with hearing impairments can still enjoy and know the contents of the film. According to Leppihalme, Cintas, and Remael

(as cited in Khalaf, 2016), many challenges make subtitling difficult, such as the number of characters is limited in subtitling which is more or less 37 characters per line with a maximum of two lines for one image, the time limit allowed for subtitles is no more than six seconds on the screen, the content must be cropped to fit the character limit as well as the time the subtitles appear on the screen, the subtitles must be positioned between 10% of each edge of the frame to be in the central and at the bottom of the screen and the standard font type, size, and color that affects the subtitle whether the characters should be with or without a shadowed background. With all these problems, mostly all translators overcome them by using a subtitling strategy.

Analysis of the subtitling of interrogative sentences is very important because there are differences in the structure of the interrogative sentence in English and Indonesian, so it will be difficult for the translator to translate the interrogative sentence correctly into the target language. Therefore, research on subtitling interrogative sentences is considered important to do. However, there are few subtitling studies that specifically discuss the subtitling strategy for translating interrogative sentences from English to Indonesian. Therefore, this research specifically analyses the type of subtitling strategy used to translate an English-language film entitled *Beauty and the Beast* into Indonesian. This research uses this film because the interrogative sentences in this film are an important part of a conversation. If the translation of the

interrogative sentence does not suitable in the source language, there will be miscommunication by the audience in the plot of the film. The subtitling strategy that will be used to analyse this data is Gottlieb (1992) theory.

REVIEW OF RELATED LITERATURE

Subtitling

According to Chaume (2013), subtitling is the process of displaying written text (subtitles) in the target language on a screen where the original version of the film is being shown so that the subtitles approximately correspond to the dialogue of the screen actors. Meanwhile, Cintas and Remael (2014, p. 8) defined subtitling as a translation activity presented in written text and located at the bottom of the screen, trying to recount the speaker's original dialogue, also discursive elements in the image (letter, inserts, graffiti, inscriptions, placards, and the like), as well as information on the soundtrack (songs, voices off).

Khalaf (2016) argues that subtitling is one type of translation that is involved in the field of audiovisual translation such as dubbing, voice-over, and audio description. It can be said that the audiovisual language of a program like TV or film will be transferred to a certain form so that it can be understood by the target audience who does not know the source language. Besides Khalaf, Gambier (as cited in Sulistijani & Parwis, 2019) points out that subtitling is one of two possible methods of providing a translation of a film's dialogue, in which the soundtrack of the original dialogue is left in place and the translation is printed along the bottom of the film. In other words, subtitles are translations of film dialogue that are placed under the film to help viewers enjoy a foreign language film.

Another definition proposed by Gottlieb (as cited in Ardi, 2013) subtitling is a form of on-screen translation. This translation has different characteristics from ordinary translation because it involves a variety of media (sound and images). Subtitling based on semiotic composition is classified as polysemiotic and diasemiotic because it is

displayed with speech, images, music, and sound effects, plus writing, and changes from spoken to written, while based on the time it appears at the same time as the spoken discourse or is also called synchronic.

Subtitling Strategies

The standards for transferring text from one language to another differ between translation and subtitling. Subtitling has a limit, unlike regular translation, which has no constraint on the outcome in the target text. That is why there are strategies for subtitling. Gottlieb (as cited in Ratusmanga & Napu, 2019) proposes 10 subtitling strategies, they are;

1. Expansion

Expansion is used when the source language requires additional explanation in the translation because some cultural nuances are not retrievable in the target language.

2. Paraphrase

Paraphrase is used when the translator does not use the same syntactic way in the target language. In other words, the translator changes the structure of the subtitle and makes it easier for the viewers to understand.

3. Transfer

Transfer is used when the translation does not require any additional explanation or modification because the subtitle translates literally. The use of this strategy retains the structure of the original text.

4. Imitation

Imitation is rewriting the original text's word. It is usually used to deal with the name people, places, names of magazines, journals, newspapers, and untranslated titles of literary works, names of companies and institutions, and addresses.

5. Transcription

Transcription is used in cases where the term is unusual even in the source text; for example, the use of a third language, or nonsense language.

6. Dislocation

It is adopted when the original used a special effect; for example, a silly song in a cartoon, where the translation of the effect is more important than the content.

7. Condensation

Condensation is making the text brief by skipping some unnecessary utterances using shorter utterances but doesn't lose its message. Sometimes the pragmatic effect can be lost by using this strategy.

8. Decimation

Decimation is an extreme form of condensation and is usually used in translating conversations or utterances of actors when they are quarreled with fast speaking.

9. Deletion

Deletion refers to removing part of the text.

10. Resignation

Resignation is described as a strategy that is adopted when no translation solution can be found, and meaning is inevitably lost.

Interrogative Sentences

According to Joshi (2013) interrogative sentence is a sentence that has a function to ask questions, such as information, confirmation, or denial of a statement. The word order of an interrogative sentence is frequently reversed, with the verb or part of the verb coming before the subject. It should be punctuated with a question mark. Besides, Getmanova (as cited in Natalia, 2013) argues that an interrogative sentence is characterized as a syntactic unit whose function is to express a question. The logic of the question is understood as a form of thinking that contains certain information and at the same time shows its inadequacy and aims to obtain new information.

Konig and Siemund (as cited in Mayasari & Mulyadi, 2020) stated that interrogative sentences are conventionally associated with the speech act of asking for information. Meanwhile, Eastwood (as cited in Tribawa & Setianingsih, 2018) interrogative is a term used in grammar to refer to the features that make up a question. Ardiyah (as cited in Eris & Arifin, 2019) added that an interrogative sentence is a sentence that asks the reader or speaker a question about something or someone.

From the definition above, it can be concluded that an interrogative sentence is a sentence that asks a direct question and always ends with a question mark. The word interrogative itself has the meaning of a question. Interrogative sentences are used to obtain information, confirm or reject a question.

Types of Interrogative Sentences

According to Joshi (2013), there are four kinds of interrogative sentences, they are; (1) WH questions; it is used to get information more than yes/no. (2) Yes/No questions; it is requiring an answer Yes/No. These questions begin with auxiliary or modal verbs. (3) Tag questions; it is used for a short question (e.g., aren't you? / Are you?) that follows a statement. (4) Alternative questions; it is requiring an answer chosen from the options given in the question. These kinds of questions typically contain the word "or" to give options.

METHODOLOGY

This research used a descriptive qualitative method. The data were taken in the form of dialogue or utterances from the subtitle. This research described the phenomenon of the use of subtitling strategy and explored the strategy in *Beauty and the Beast* film.

The source of the data was a 2017 American musical romantic fantasy live-action film remake of Disney's 1991 animated film of the same name entitled *Beauty and the Beast*. The data of this research was the dialogue or utterances in original and Indonesian subtitles focusing on the interrogative sentences.

The technique of collecting data that were following some steps, they are: (1) Observing the subtitling process when the film was playing. (2) Collecting the interrogative sentences that appear in the film. (3) Categorizing the interrogative sentence data on the subtitling strategy.

The technique of analyzing data that were done in this research was using the following steps; First, the data were collected and analyzed based on the results of the subtitling strategy classification by Gottlieb (1992) which appeared in the film. Second, the data that has been collected is then analyzed for the frequency of its occurrence from the most to the least.

FINDINGS AND DISCUSSIONS

Results

In this research, there are 161 data with 8 out of 10 strategies used. It consists of expansion, paraphrase, transfer, imitation, transcription, condensation, decimation, and deletion. The following are the results of subtitling strategy classification using Gottlieb (1992) theory:

No	Subtitling Strategy	Frequency
1	Expansion	14
2	Paraphrase	21
3	Transfer	72
4	Imitation	15
5	Transcription	4
6	Condensation	2
7	Decimation	2
8	Deletion	31
TOTAL		161

Table 1. Subtitling Strategy of Interrogative Sentences

It can be seen that this research found 8 out of 10 strategies; it consists of expansion with 14 data, paraphrase with 21 data, transfer with 72 data, imitation with 15 data, transcription with 4 data, condensation with 2 data, decimation with 2 data, and deletion with 31 data.

The most dominant strategy found is transfer with 72 data, followed by deletion with 31 data, paraphrase with 21 data, imitation with 15 data, expansion with 14 data, transcription with 4 data; the least strategies were condensation and decimation with 2 data. There are no data on dislocation and resignation strategies.

Discussion

This section contains an analysis of the subtitling strategy of interrogative sentence in more detail and sequentially. It can be seen in the following excerpt:

1. Expansion

Expansion is used when the source language requires additional explanation in the translation because some cultural nuances are not retrievable in the target language (Gottlieb, 1992). This finding in line with Rohmawati (2021) in her research, expansion strategy is used to adding an explanation without losing the literal meaning of the swear words to the TL.

Excerpt 1 - (01:14:12,840 - 01:14:14,831)	
Source Language	Target Language

“What, Mama?”	“Apa maksudnya, Ibu?”
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Table 2. Expansion Strategy Data

The utterance in the SL above uses the types of interrogative sentences WH question which begins with the question word “what”. Interrogative sentences with the question word “what” have the function of questioning specific information or providing confirmation or repetition (Joshi, 2013). The subtitling strategy used to translate this utterance is an expansion strategy as seen in the TL utterance display. This strategy is used when SL requires additional explanation in the translation because some cultural nuances are not retrievable in the TL. The utterance in the SL “What, Mama?” is translated to the TL “Apa maksudnya, Ibu?”. The translator added the word “maksudnya” to clarify the context of the question word “What”. In this scene, Chips listened to his mother singing and asked questions to find out the meaning of the song.

2. Paraphrase

Paraphrase is used when the translator does not use the same syntactic way in the target language. In other words, the translator changes the structure of the subtitle and makes it easier for the viewers to understand (Gottlieb, 1992). This finding in line with Robingah (2019) in her research, paraphrase strategy is used to translate the slang word in the SL into different syntactic way in the TL, but still maintain the meaning.

Excerpt 2 - (00:33:01,480 - 00:33:03,948)	
Source Language	Target Language
“Why? What’s in the west wing?”	“Kenapa? Ada apa di sebelah barat?”

Table 3. Paraphrase Strategy Data

The utterance in the SL above uses the types of interrogative sentences WH question which begins with the question word “why”. Interrogative sentences with the question word “why” have the function of questioning about reason, explanation, or purpose (Joshi, 2013). The subtitling strategy used to translate this utterance is a paraphrase strategy as seen in the TL utterance display. This strategy is used when the translator does not use the same syntactic way in the TL. The utterance in the SL “Why? What’s in the west wing?” is translated to the TL “Kenapa? Ada apa di sebelah barat?”. In this scene, Cogsworth had previously told Belle that she was free to go to any area of the castle

except the west. So, the translator translates the word “wing” into “sebelah” instead of “sayap” to make it easier to understand.

3. Transfer

Transfer is used when the translation does not require any additional explanation or modification because the subtitle translates literally. The use of this strategy retains the structure of the original text (Gottlieb, 1992). This finding in line with Kholiq & Agustinne (2020) in their research, transfer strategy is used to translate the SL into the TL accurately.

Excerpt 3 - (00:09:30,520 - 00:09:32,200)	
Source Language	Target Language
“You call this bacon?”	“Kau sebut ini bakon?”

Table 4. Transfer Strategy Data

The utterance in the SL above uses the types of interrogative sentences Yes/No question. It has a function to ask a question that is requiring an answer Yes/No (Joshi, 2013). The subtitling strategy used to translate this utterance is a transfer strategy as seen in the TL utterance display. This strategy is used when the translation does not require any additional explanation or modification because the subtitle translates literally. The utterance in the SL “You call this bacon?” is translated literally to the TL “Kau sebut ini bakon?”.

4. Imitation

Imitation is rewriting the original text’s word. It is usually used to deal with the name people, places, names of magazines, journals, newspapers, and untranslated titles of literary works, names of companies and institutions, and addresses (Gottlieb, 1992). This finding in line with Febrianto et al., (2019) in their research, imitation strategy is used to rewrite the figurative language into the TL.

Excerpt 4 - (01:08:47,680 → 01:08:49,591)	
Source Language	Target Language
“You know Shakespeare?”	“Kau tahu Shakespeare?”

Table 5. Imitation Strategy Data

The utterance in the SL above uses the types of interrogative sentences Yes/No question. It has a function to ask a question that is requiring an answer Yes/No (Joshi, 2013). The subtitling strategy used to translate this utterance is an imitation strategy as seen in the

TL utterance display. This strategy is used to rewrites the original text’s word. It is usually used to deal with the name people, places, etc. The utterance in the SL “You know Shakespeare?” is translated to the TL “Kau tahu Shakespeare?”. The translator rewrites the name “Shakespeare” because it is the name of person, an English playwright, poet, and actor, widely regarded as the greatest writer in the English language and the greatest playwright in the world.

5. Transcription

Transcription is used in cases where the term is unusual even in the source text; for example, the use of a third language, or nonsense language (Gottlieb, 1992). This finding in line with Puri & Pasaribu (2019) in their research, transcription strategy is used to translate the third language in the fan subtitle.

Excerpt 5 - (00:05:41,520 → 00:05:45,229)	
Source Language	Target Language
“Good morning, Monsieur Jean! Have you lost something again?”	“Selamat pagi, Monsieur Jean! Apa kau kehilangan sesuatu lagi?”

Table 6. Transcription Strategy Data

The utterance in the SL above uses the types of interrogative sentences Yes/No question. It has a function to ask a question that is requiring an answer Yes/No (Joshi, 2013). The subtitling strategy used to translate this utterance is a transcription strategy as seen in the TL utterance display. This strategy is used in cases where the term is unusual even in the source text; for example, the use of a third language, or nonsense language. The utterance in the SL “Good morning, Monsieur Jean! Have you lost something again?” is translated to the TL “Selamat pagi Monsieur Jean! Apa kau kehilangan sesuatu lagi?”. The word “Monsieur” was the third language, it was a French word that means “Sir” in English.

6. Condensation

Condensation is making the text brief to skip some unnecessary utterances using shorter utterances but doesn't lose its message. Sometimes the pragmatic effect can be lost by using this strategy (Gottlieb, 1992). This finding in line with Fathi & Moghimizadeh (2014) in their research, condensation strategy is used to translate the verbal cultural signs with shortening the text without losing its meaning.

Excerpt 6 - (00:16:32,200 - 00:16:35,476)	
Source Language	Target Language
"Can I give you a little advice about the villagers though? "	"Boleh kuberi sedikit nasehat padamu?"

Table 7. Condensation Strategy Data

The utterance in the SL above uses the types of interrogative sentences Yes/No question. It has a function to ask a question that is requiring an answer Yes/No (Joshi, 2013). The subtitling strategy used to translate this utterance is a condensation strategy as seen in the TL utterance display. This strategy is used in making the text brief to skip some unnecessary utterances using shorter utterances but doesn't lose its message. The utterance in the SL "Can I give you a little advice about the villagers though?" is translated to the TL "Boleh kuberi sedikit nasehat padamu?". The translator shortens the utterance with eliminated the phrase "about the villagers though" in the TL without losing its meaning.

7. Decimation

Decimation is an extreme form of condensation and usually used in translating conversations or utterance of actors when they are quarreled with fast speaking (Gottlieb, 1992). This finding in line with Kianbakht (2015) in his research, decimation strategy is used to translate the humor by shortening the text more extreme than condensation, potentially even important elements are omitted.

Excerpt 7 - (01:17:22,320 - 01:17:24,276)	
Source Language	Target Language
"Where did you take us? "	"Dimana ini??"

Table 8. Decimation Strategy Data

The utterance in the SL above uses the types of interrogative sentences WH question which begins with the question word "where". Interrogative sentences with the question word "where" have the function of questioning in what place, position, situation (Joshi, 2013). The subtitling strategy used to translate this utterance is a decimation strategy as seen in the TL utterance display. This strategy is used to translate when actors have to quarrel with fast speaking. The utterance in the SL "Where did you take us?" is translated to the TL "Dimana ini?" to make it briefer and the meaning is still the same.

8. Deletion

Deletion refers to removing part of the text (Gottlieb, 1992). This finding in line with Slamia (2020) in her research, deletion strategy is used to translate the taboo words by omitted the parts or whole expressions.

Excerpt 8 - (00:31:57,880 - 00:31:59,296)	
Source Language	Target Language
" Oh , what?"	"Apa?"

Table 9. Deletion Strategy Data

The utterance in the SL above uses the types of interrogative sentences WH question which begins with the question word "what". Interrogative sentences with the question word "what" have the function of questioning specific information or providing confirmation or repetition (Joshi, 2013). The subtitling strategy used to translate this utterance is a deletion strategy as seen in the TL utterance display. This strategy refers to removing part of the text. The utterance in the SL "Oh, what?" is translated to the TL "Apa?". The translator removed the unnecessary word "Oh" in the TL without changing the important information in the SL.

CONCLUSIONS

The result found that there are 8 out of 10 subtitling strategies used in translating the interrogative sentences of Beauty and the Beast film. It consists of expansion with 14 data, paraphrase with 21 data, transfer with 72 data, imitation with 15 data, transcription with 4 data, condensation with 2 data, decimation with 2 data, and deletion with 31 data. The strategy of dislocation and resignation are not used in translating the interrogative sentences of Beauty and the Beast film. The most dominant strategy used in translating interrogative sentences of the Beauty and the Beast film is the transfer strategy with 71 data where the translator translates the dialogue completely and there is no change in the form of subtitle in this film.

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