

TRANSLATION TECHNIQUES IN SUBTITLING THEME OF SARCASM IN “THE BIGBANG THEORY” SITUATIONAL COMEDY

TEKNIK TERJEMAHAN SUBTITLING TEMA SARKASME DALAM KOMEDI SITUASI “THE BIGBANGTHEORY

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Abstract

This research investigate the translation technique applied in the sarcasm, the process of applying the translation technique to the sarcasm, and finally to find which the most use translation technique. This research use the dialogue as the data from the film “The BigBang Theory” season 1 from episode 1-8 as the source of data. This research uses the theory of translation techniques as proposed by Molina & Albir (2002:509) there are 18 techniques proposed by Molina and Albir but in this research the researcher only uses five of the techniques. The method of this research is qualitative method. The findings of this research from the five techniques are adaptation with 30 times, literal translation with 36 times, discursivecreation with 11 times, amplification with 5 times, and reduction with 14 times.

Keywords: Translation, Sarcasm, Translation Technique

Abstrak

Penelitian ini menyelidiki teknik penerjemahan yang digunakan dalam sarkasme, proses penerapan teknik penerjemahan tersebut pada sarkasme, dan akhirnya menemukan teknik penerjemahan mana yang paling banyak digunakan. Penelitian ini menggunakan dialog sebagai data dari film “The BigBang Theory” season 1 dari episode 1-8 sebagai sumber datanya. Penelitian ini menggunakan teori teknik penerjemahan yang dikemukakan oleh Molina & Albir (2002:509) terdapat 18 teknik yang dikemukakan oleh Molina dan Albir namun dalam penelitian ini peneliti hanya menggunakan lima teknik saja. Metode penelitian ini adalah metode kualitatif. Temuan penelitian ini dari kelima teknik tersebut adalah adaptasi sebanyak 30 kali, penerjemahan literal sebanyak 36 kali, kreasi diskursif sebanyak 11 kali, amplifikasi sebanyak 5 kali, dan reduksi sebanyak 14 kali.

Kata kunci: Terjemahan, Sarkasme, Teknik Penerjemahan

Introduction

Language is one of the most important parts of a human being, especially in terms of communication. Language is used to communicate between one person and other people. Language, in general, make people easier to express their ideas, feelings, and many other things also language is the tool that conveys

values and traditions related to one or another group's identity. Therefore, it is necessary to change the language or better known as "translation", so that the language can be understood properly by the reader.

As said by Osman (2017), "translation is a mental activity in which the meaning of given linguistic discourse is rendered from one language to another". Nida and Taber (1969:33) state that the process of translation consists of delivering the closest natural equivalent in the target language (TL) not only in terms of meaning but also in style. The translation is not merely changing words, but also transferring culture equivalence with the culture of the original language and the recipient of that language as well as possible and implementing it according to the recipient language (Mughtar, 2013: 2). . In addition to the said definitions, theorists argue that the semantic transference of meaning from one language to another is a cultural and literary process that can be influenced by many factors determining the outcome of the translation product (Venuti, 2012:27). So, translation is an activity that changes meaning from one language (Source Language) to another language (Target Language). Translation can help readers not just to understand the meaning of an unknown language it also enhance the understanding of cultural differences, A translator in translating a subject from one language to another language uses some of the translation techniques applied. Translation techniques applied by a translator in translating a work are very fascinating to analyze to find out whether the SL is equivalent to the TL. There are many studies related to the topic of translation techniques using theory as put forward by Molina & Albir (2002).

Sarcasm is an overtly aggressive type of irony with clearer makers and a clear target. Sarcasm is the harshest satire style, which is obligated to the context and culture. The expression of sarcasm in one culture may be regarded as a natural expression by people of different cultures. The expression of sarcasm in one culture may be regarded as a natural expression by people of different cultures. Nowadays in the film scope, the aspect of sarcasm is well known, and the appearance of film nowadays in our life is very big. The attempt of maintaining equivalent meanings in terms of choice of theme can be achieved through shifting and unshifting of themes which resulted in theme variations.

Therefore, the present study attempted to figure out how identical meanings are delivered in the subtitling of *The Bigbang Theory* in terms of choice of theme. About the sarcasm the researcher will find out and interested to discuss on the title "**Translation Techniques In Subtitling Theme Of Sarcasm In "The Bigbang Theory" Situational Comedy**"

Method

This study focuses on the analysis or interpretation of written material in context, the researcher used a qualitative approach in this research. A qualitative approach is an approach that create written or oral data from observed the film as a source of data which is then shown in written form. Because this research focuses on analyzing or interpreting writings in context, the researchers used a qualitative approach. Materials can include textbooks, newspapers, magazines, papers, films, manuscripts, articles, etc. This research data is the word, phrase, sentence, etc that is stated in the dialogue of the film itself. This study focuses on investigating the translation techniques of sarcasm in *The Bigbang Theory* (2007) in the first season of the sitcom using Netflix subtitling from English to Indonesia based on the theory of Molina and Albir (2002:509).

Result and Discussion

There are five translation technique that the researcher use for this research, namely: adaptation, amplification, discursive creation, literal translation, reduction. A more detailed develop on each technique is provide in the following points:

Types of Translation

1. **Adaptation** : Adaptation technique is used when a translator replaces a cultural element in the SL with the equivalent one in the TL. For example :

SL: well today we try **masturbating** for money

TL: *hari ini kami coba **merancap** demi uang*

In the excerpt, the translator employed adaptation translation technique to translate the dialogue in the source language (SL). The word in the dialogue is “masturbating”. The dialogue was translated into “*merancap*” in the target language (TL) which is the equivalent to the term in the source language (SL). This technique is suitable to be used since if translated literally, for instance, the message conveyed would not have the same feeling to it.

2. **Amplification** : This technique is used when the translator wants to provide more information regarding a word or a term which are not given in the source text. For example :

SL: well, I didn't make it worse

TL: *aku tak menjadikan keadaan lebih buruk*

In the excerpt, the researcher applied amplification translation technique to translate the dialogue. In the SL, the sarcasm is realized as process “well, I didn’t make it worse”. This was translated into “*aku tak menjadikan keadaan lebih buruk*” in the TL. There was an adding of new information that was not originally stated in the SL.

3. **Discursive Creation** : Discursive creation technique is used to establish a temporary equivalence which can be totally different from the SL and therefore unpredictable. For example :

SL: boy, you are all over the place this morning

TL: *kau kacau sekali pagi ini*

In the example, the dialogue stated that in the SL is “boy, you are all over the place this morning” and in the TL translated using discursive creation into “*kau kacau sekali pagi ini*”.

4. **Literal Translation** : Literal translation technique means translating expressions in the SL word for word. Furthermore, literal here does not refer to the established equivalent word in the TL but rather refers to when the form of the word coincides with its function and meaning. For example :

SL: significant improvement over the **old neighbor**

TL: *kemajuan signifikan dari **tetangga lama***

The dialogue “significant improvement over the old neighbor” in the SL was translated using literal translation technique into “*kemajuan signifikan dari **tetangga lama***” in the target language TL which has the same meaning and the same function, which is the bold word has the same meaning in word to word.

5. **Reduction** : When using the reduction translation technique, the translator suppresses some information from the SL in the TL. As opposed to amplification, the translator intentionally leaves some information untranslated though at the same time retains the original meanings from the source text. For example:

SL: he's kind of a nerd

TL: *dia kutu buku*

In this excerpt, we can see that the translator employed reduction translation technique when translating the dialogue in both SL and TL. There is a suppression of information in the TL. In the SL, the dialogue is “he’s kind of a nerd” which was translated into “*dia kutu buku*” in the TL. This translation technique was also used to avoid redundancy since the information being reduced is available in the dialogue.

Table 1. Table of Total Translation Technique Use

No	Translation Technique	Total Dialogue
1	Adaptation	27
2	Literal Translation	42
3	Discursive Creation	12
4	Amplification	5
5	Reduction	15
Total		101

According to the table, in the attempt of sarcasm from the SL, the most frequently used technique is Literal translation, the technique which were found the total of 42 dialogue. On the otherhand, the least frequently used technique is amplification which is applied 5 times

Conclusion

Based on the data analysis and findings, we can conclude that There are 5 techniques namely adaptation, literal translation, amplification, discursive creation, and reduction and among 5 of them the most dominant technique applied in this research is literal translation followed by adaptation then reduction, discursive creation, and then the last one is amplification.

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