A DESCRIPTIVE STUDY ON SUBTITLING STRATEGIES OF CULTURE-SPECIFIC ITEMS (CSIS) IN THE DOCUMENTARY FILM ENTITLED *"THE MARK OF EMPIRE MAJAPAHIT*

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ABSTRACT

Subtitling is written translations from the source language to the target language, which are positioned at the bottom of the screen that appear and disappear along with the dialogue in the film. Translators often find difficulties in translating subtitles contains many cultural terms (culture-specific items/CSIs). CSIs are culturally specific concepts that do not exist in other cultures. Therefore, the researcher chose to analyze CSI by taking object from Peter Lee's documentary film entitled "*The Mark Of Empire Majapahit*". The research method used is descriptive qualitative. The purpose of this study was to find out the strategy of CSI and subtitling strategies of CSIs in the documentary film of "*The Mark of Empire Majahpahit"*. In this study, the researcher focused on looking for CSIs in the form of words and phrases in the film. After that, the researcher categorizes the types of CSIs using the Newmark model. Then, the researcher analyzed the subtitling strategy of CSIs words proposed by Pederson. The results of the study found 45 words and 73 phrases of CSIs. The translation strategies of CSIs were retention (53), followed by calque (28), shift (8), specification (1), generalization (1), omission (0), and substitution (0).

Keywords: Subtitling Strategies, Documentary Film, Culture-Specific Items (CSIs)

A. Introduction

The film industry has grown rapidly as entertainment as well as a media of communication. Today, people from different countries are connected and can exchange information around the world through films. Films are the right media to interact with other people in various situations as learning materials for their language, behavior, and culture (Laurea, 2013) . Many people choose films as entertainment as well as tools to learn about values and culture. They can watch movies from theaters or streaming services such as Netflix, Hulu, Amazon Prime, and so on.

The film entertains the audience with an attractive high definition image display that can make the audience feel like they are in it. A film entertain the audience with an attractive image display and supported by sound. Movies also deal with stress, films that contain lots of ideas and information can also be a means to find inspiration and arouse the imagination of some people. This film is not just entertaining, but transferring ideas, culture, and information that have expanded the influence of the state (Jaya, 2019).

The challenge comes when the films made in different language with the target viewers. Problems arise for those who lack knowledge of English as in Indonesia, where English is a foreign language. So that Indonesian people have difficulty understanding the information because of language differences. Therefore film subtitles are needed to be able to translate English into Indonesian to get a better understanding of the film (Ananda, 2019). Subtitling is needed to overcome the barriers to language differences. Thus, everyone in this world can enjoy movies without worrying about the source language of the movies.

Subtitling is one of two techniques used in audiovisual translation. Subtitling display the written translation from the source language to target language on the movie monitor (Hastuti, 2015). Subtitles are written translation of the original dialog that appear as lines of text, which positioned in the bottom of the *screen*. Subtitles appear and disappear to coincide in time with the corresponding portion of dialog (Supardi & Putri, 2018). Conklin (as cited in Berzins: 2020) points to the fact that Netflix had 183 million subscribers at the end of March 2020, of which 15.7 million subscribers paid in the first three months of 2020; Disney + surpassed 50 million global subscribers in the first five months; Hulu has 30 million paid subscribers, where since 2018 it has increased by 7.2 million. They get this huge figure through subtitling services in each of their content. Subtitles translate their content into multiple languages so that everyone around the world can watch movies easily. This shows that subtitles play an important role in the film industry. The purpose of subtitling is helping the viewers enjoy the films, movies, or drama. For some people, watching movies that use subtitles is considered quite disturbing because their concentration is divided between watching the display on the screen or reading the subtitles. But there are some advantages watching movie use subtitle. For english learner for example, they can improve their pronunciation of the spoken dialogue, so their speech can be similar to the native speakers of that language.

In the translation process, translators need to understand the specifications of the source language and target language. This is very important to avoid misunderstanding. Considering that each language has a different structure, culture, and usage, the translator tries to get the same target language elements as the source language to give the same message in the target text (Sudarto, Suhartono, & Mintowati, 2020). Translation also involves the culture within the source language (SL) and target language (TL). The translator concerns with distinctions not only in language but also

cultural factors embedded in the SL thus the people from a different culture are able to comprehend the culture from their outside society (Jati, 2019) . The fact that language and culture are inseparable in translation raises the complication in rendering culture-specific items (CSIs) within the source text. CSIs is text elements that are connected with certain concepts in foreign cultures which may not be known by readers. Cultural items as concepts that are specific to a particular culture (Persson, 2015). This concept can refer to domains such as flora, fauna, food, clothing, housing, work, leisure, politics, law, and religion.

Therefore, it can be concluded that CSIs result in the existence of an intercultural gap between the source language (SL) and the target language (TL). Such a gap is found where an item in the ST does not exist in the TL culture, or the TL has no word for that item. To bridge the cultural gaps between languages and produce a comprehensible translation that mirrors the contents of the original text, translation scholars have proposed different strategies and procedures (Daghoughi & Hashemian, 2016). Among those who have proposed their strategies for translation, Pederson states there are six strategies to translate the culture-specific items. They are retention, specification, direct translation, generalization, substitution, and omission.

This study takes the documentary film entitled *"The Mark of Empire Majahpahit."* It should be underlined that the use of the word "empire" in the title of this film may not be appropriate because as Tasriman (2020) states that the Empire's territory is wider, consisting of a combination of kingdoms and ruled by an emperor. While, Majapahit itself is a "kingdom" that has a country led by a king. This film tells the journey of a Singaporean curator and scholar Peter Lee who explores the history of the Majapahit kingdom. The researcher chose this film because it contains rich cultural content, especially CSIs. The author wants to study CSIs translations.

Based on the statement above, the translation strategy is very important in the translation process. Much less translating text that contains many culture-specific items. The translator must find the meaning as close as possible to the original text so that the message can be conveyed correctly. The issues presented in the documentary film "*The Mark of Empire Majahpahit*" by Peter Lee make it possible to study, because CSIs is applied in it to tell the life of the Majapahit kingdom era. CSIs is also applied to build a cultural background and life history during the Majapahit kingdom.

Subtitling is defined as a translation of the source text of a film or television program into a written target text which is placed on the original product image at the bottom of the screen (Karamitroglou, 2000 in Laurea, 2015). Subtitling translates the text from the source language to the target language. It also involves a shift from spoken to written language. In other words, there is a shift from one semiotic system to another (Laurea, 2013). Subtitles are usually placed in the middle of the bottom of the screen. Subtitles divided into two types based on perspective language. They are interlingual subtitle and intralingual subtitle.

Interlingual subtitling are a type of translation aid that involves two different languages. According to Gottlieb (1997), as cited in Liu (2014), Interlingual subtitling is subtitling between two different languages, where it transfer from the source language (SL) to the target language (TL). In addition, interlingual subtitling is when the text is in a language that is different from the audio. People do this type of subtitling because each language is unique and contains words that are not found in another language. Therefore, they need translation to understand other languages that they don't use.

Intralingual subtitling is translating which is done in the same language that is used. Intralingual subtitling changes spoke language to written language that displays at the bottom of the screen. Utomo (2020) states that Intralingual subtitling are often referred to as captions because they relate to the same language for both voice and written text. In addition, intralingual subtitling are referred to as subtitles in the same language, although some technical differences can be observed (Danan, 2004 as cited in Matielo et. all, 2018). Furthermore, this type of subtitles serves several functions. Intralingual subtitling is used to help people who are deaf or hard of hearing, so that they can still watch videos, film, or tv programs without worrying about the dialogue in the film. Another function is to aid people who learn a foreign language by using the same language text to better understand the dialogue without having to use translation (Abdellah, 2008). In addition, Utomo (2020) states that Intralingual subtitling contain the pronunciation and the written form so that foreign language learners master the overall understanding of the language.

Subtitling Strategies

The translator is using techniques to translating a subtitle. It is called strategies. Translation strategies are procedures for solving problems faced in translating the text (Baker, 2011). Translation strategy is very important to overcome these problems. Pederson (2011) states there are six subtitling strategies of culture-specific items that are classified into SL-oriented strategies and TL-oriented strategies (as cited in Abdelaal, 2019). The SL-oriented strategies are retention, specification, and direct translation. While, The TL-oriented strategies are generalization, substitution, and omission.

a. SL-Oriented Strategies

1. Retention Strategy

Retention is a strategy that occurs when there is a cultural term in the text, by transferring the word to the target language without changing its form. This strategy is used when there is no recognized translation in the target language, usually by quoting or marking it in italics. Most of the words that use this strategy are nouns. It includes names of persons, names of places, publications and newspapers, titles of untranslated literary works, names of companies, institutions, street names, and addresses. For example, *Everest adalah gunung tertinggi didunia*, transferred to *Everest is the highest mountain in the world* without changing the word of Everest.

2. Specification Strategy

Specification is a strategy of translating cultural terms by adding more information from the source text. Information described in a few words. Specification is done by not translating cultural terms, but providing more explanation in behind of CSIs words. For example, *Suroan merupakan tradisi yang dirayakan oleh masyarakat Jawa* translated to *Suroan, Javanese New Year Festival is a tradition that is celebrated by the Javanese people.* The purpose of this strategy is to clarify the meaning of the word culture. In addition, this strategy also makes the target translation of cultural terms more specific and easier for viewers to understand.

3. Direct Strategy

Direct translation is a word-for-word translation, nothing of the word is added or subtracted. Direct translation is classifying into calque and shifted.

a. Calque

Calque conveys intact literal translation. Calque is a translation technique by borrowing phrases from the source language and translating them word for word into the target language. This phrase may already be familiar to the user of the target language. Calque is actually taking the meaning of the word from the source language and wrapping it with the equivalent word in the target language. In using the Calque method, the target language translator must understand well the context of the terms in the source language. In addition, the use of this method must be based on the similarity of the context used by speakers of the source language and target language. For example, *Pangeran Arjuna* is translated into *Prince Arjuna.*

b. Shifted

Shifted is the changing of grammatical of word from the source language to the target language. There are three types of shifted in this procedure; 1) The change from singular to plural; for example phrase, *Two China ceramics* translated to *dua keramik China*. 2) Changing the position of adjectives, for example, *Tanah Lot is a sacred place in Bali* translated into *Tanah Lot adalah tempat suci di Bali*. 3) Change the whole sentence structure because certain SL structures do not exist in TL, for example, *I think, you can solve this problem* translated to *Menututku, masalah ini bisa kau pecahkan*.

b. TL-Oriented Strategies

1. Generalization Strategy

Generalization uses when the CSIs from the source language is less specific when translated in the target text. Generalization is used because there is no exact word equation from the source language to the target language. In this case, the translator uses more general terms to avoid ambiguity. For example, *bajaj* translated to *vehicle.*

2. Subtitution Strategy

Substitution technique is a translation by replacing paralinguistic elements. Paralinguistics are words that show indicators or intonation. For example *Those two Japanese bow each other* translates to *Kedua orang Jepang itu saling memberi salam.* In the source language there is the word bow, but in the translation it is translated as

greeting. This can happen because in Japanese culture, when meeting other people they will bow as a sign of greeting. So the word is translated with the meaning of the word greeting. With the aim that the target reader knows that the word bow has a meaning that is not just bowing, but more than that, namely greetings.

3. Omission Strategy

Omission is a translation strategy by omitting cultural terms in the target language. This is daring to do because deleting the word will not change the essence of the original sentence. For example, the sentence *Sama dengan Manika neneknya* translates to *Just like her grandma*. The term *Manika* is not translated because it is considered unimportant and even confuses the reader.

3. *The Mark of Empire Majapahit*

Documentary film *The Mark of Empire Majapahit* is a film by Peter Lee. A documentary is a series of statements expressed visually and audio related to the narrative and communicated from the author to the audience with the intention that the statement is accepted as fact (Smith & Rock, 2014). He is traveling from Thailand, Myanmar, Cambodia to Indonesia to explore the history of four Southeast Asian Empires. Peter Lee has co-produced with Channel News Asia Singapore a four-part documentary series - The Mark of Empire.

In this documentary film, Peter explores the Majapahit Kingdom in Java. He investigates ruins of ancient buildings, myths, and traditions to map the rise and fall of the kingdom, and how its inheritance still shapes the area's culture and identity till day. He interviews local people, archaeologists, and other people as he goes along. He also investigates why Java especially in Majapahit Empire areas was suitable for planting rice so that it could make exchanges with spice traders from Sulawesi Islands. The demand for spices in Java was increasing so that Java developed into a center for the world's spices trade and luxury goods.

4. Classifications of Culture

Culture refers to the typical way of life of a group of people. Culture is a product made by humans. Culture becomes the identity of a region because of its characteristics. Culture is a habit that grows in a society and gives different characteristics in each region (Yana, 2017). Culture consists of patterned ways of thinking, feeling, and reactions which are acquired and continued by symbols, which are the distinctive achievements of human groups, including their manifestation in artifacts (Kluckkohn in Lebron, 2013). Ogburn (as cited in Mondal: 2020) divides culture into two categories, namely material and non-material cultures.

Material culture consists of objects which is concrete and tangible (Mondal, 2020). These objects are made by humans and called artifacts. Furniture, machine, chair, clothing, building, tools are part of material culture. This material culture was created to fulfill human needs, especially goods for survival. Material culture helps progress in a society where it can changing more rapidly.

Non-material culture is the creation and abstract ideas from human thought that does not exist in physical things. It contrasts with a material culture where it can be seen and touched. Nonmaterial culture is an intangible thing that is learned and shared among members of culture from time to time (Mondal, 2020). Values, rules, ethics, norms, beliefs, and habits are examples of non-material culture.

5. Culture-Specific Items

Each community has culture-specific items (CSIs) that are not owned by other communities. Baker (1992) in Anggreini (2019) defines CSIs as a concept that can be abstract or concrete, associated with beliefs, social habits, or types of food common in the source language (SL) but not known in the target language (TL). Cultural translation requires not only translation strategies, but also adequate competence of the source culture, knowledge of cultural subtleties, and the ability to pay attention to these cultural items in a broader context (Blažytė & Liubinienė, 2016)

The broadest and applicable categorization of CSIs is proposed by Newmark (Indiarti & Wangi, 2013). The table below is the criteria for finding CSIs :

No	Categories	Description
1.	Ecology	Flora (plants), Fauna (animals), plains, hills, tropical forests, and winds
2.	Material Culture	Artifacts, food and drink, clothes, house, city, and transport
3.	Social Culture	Work and leisure, entertainment, hobbies, sports.
4.	Social Organization	Customs, activities, procedures, ideas, political, social, legal, religious, administrative
5.	Gestures and Habits	Non-linguistic features, regular behavior and movement.

Table 1. The CSIs Categories

B. Research Method

This study, the researcher will use qualitative descriptive research. Sugiyono (2012) shows that descriptive research is research to measure the value of independent variables, either one or more variables without making comparisons or linking them with other variables. Descriptive research describes the phenomena accurately by predicting them. Presentation of data from a qualitative descriptive study involves descriptive summaries of the informational content of logically structured data (Vickie & Clinton, 2012). This study describes and explains the subtitling strategy of a film based on culture-specific items found in the film.

The data will be collected by using the documentation method. To collect data the researcher should do some steps. First, the researchers download the script of the film.

Second, the film is watched several times to analyze the word or phrase that contains CSIs. In this step researcher will note the CSIs words or phrases.

Data analysis is the process of systematically searching and compiling data obtained using various data collection techniques such as interviews, questionnaires, observation, and documentation so that they are easily understood by oneself and others (Sugiyono, 2009). Miles and Huberman in Sugiyono (2017) suggested that there are three stages of qualitative data analysis techniques. They are data reduction, data display, and conclusion.

Data reduction is the selecting, classification, and removal of unnecessary data so that it can produce clear information and the researcher easier to draw conclusions. In this study, researchers focused on looking for CSIs in the film. After that, the researcher categorizes the types of CSIs using the Newmark model. In the next step, the researcher will analyze the subtitling strategy of CSIs words proposed by Pederson.

Data display is a set of data is arranged systematically and is easy to understand, thus providing the possibility of drawing conclusions. The form of data display can be in the form of narrative text, table, matrices, graphs, or charts. The data will be organized and arranged in a relationship pattern so that it will be easier to implement. In this step, the researcher chooses to display the data in a table and explain it with narrative text.

Drawing conclusions and verifying data is the final stage in qualitative data analysis techniques. This stage aims to find the meaning of the data collected by looking for relationships, similarities, or differences to draw conclusions as an answer to existing problems. The beginning, conclusions are provisional and may change if no supporting evidence. But, if the conclusions are supported by valid evidence, the result will be credible conclusions.

C. Research Finding and Discussion

CSIs Found in *The Mark of Empire Majapahit*

There are 118 data of CSIs found , 45 data of words and 73 data of phrases. They were divided into four categories. There are 27 data on the category of ecology, 25 data on the category of material culture, 54 data on the category of social culture, 12 data on the category of social organization, and 0 data on the category of gestures and habits.

The ecological subcategories found were islands, provinces, states, mountains, and lakes. Subcategories of material culture found are city, buildings, clothing, and manuscripts. The social culture subcategories found are historical figures, kingdoms and arts. Subcategories of social organization are ethnicity, ideas, and religious holidays.

Subtitling Strategies in *The Mark of Empire Majapahit*

The translation strategy used in this study is the translation strategy proposed by Pederson. There are 6 strategies. There are retention, specification, direct translation, generalization, substitution, and omission. On the direct translation strategy, he divides

it into 2 types : calque and shift. Based on the frequency of occurrence, the most frequently applied are retention (53), followed by calque (28), shift (8), specification (1), generalization (1), omission (0), substitution (0).

The retention strategy is the most frequently applied strategy. This strategy is used because the translator wants to create authenticity in the TL by retaining the terms in the form of words or phrases without any changes. In addition, translators should not force to translate terms that do not exist in the target language. However, it has an impact on target readers who have difficulty understanding these CSIs.

Calque is the second most frequently applied strategy. Calque is applied by literally translating or translating word for word from SL to SL. This translation technique can be done lexically or structurally. In the data found, there are similarities in perception and context so that translators can easily translate them.

The shifted strategy is the third most frequently applied strategy. The researcher found the change of phrases into words. Thus, changes in word order must be adjusted to the rules of the target language. Otherwise, it will be difficult for the target reader to understand the meaning.

The fourth is specifications. Specification is a strategy of translating cultural terms by adding more information from the source text. Information is explained in a few words. The purpose of this strategy is to clarify the meaning of the CSIs.

The last is generalization. This strategy is used to make a word or phrase more general or neutral to TL. The translator uses words that are better understood by the target reader, this is done to avoid ambiguity.

D.   Conclusion

The data of CSIs collected in this research were 118 CSIs. There are 45 words and 73 phrases. Then, it is divided into 4 categories of culture. There are 27 data with the category of ecology, 25 data with the category of material culture, 54 data with the category of social culture and 12 data with the category of social organization. There are 6 strategies in this study. Based on the frequency of occurrence, the most frequently applied are retention (53), followed by calque (28),   shift (8), specification (1), generalization (1), omission (0), substitution (0).

D.   Acknowledgement

can be passed. The researcher realized that this thesis still imperfect in arrangement, grammar, and content. So that the suggestion or criticism from the reader for the better of this thesis is hoped. I hope this thesis can be useful to all people.

E.   Reference

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