

Subtitling Strategies of Slang Expressions in the *Fast & Furious 6* Movie Subtitle

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Abstract

Movie industry nowadays is growing more and more along with the technological advances. With the development of movies in various genres, now movies have also become a lot of research projects. There are a lot of aspects can be analyzed from movies, such as language, linguistics, intrinsic elements and translation. The focus in this study is to describe the subtitling strategies on slang expressions from the English and Bahasa Indonesia subtitles of *Fast & Furious 6* movie. The method used is qualitative. To categorize the slang expressions found from the subtitle, the writer used Sumarsono's theory. From 109 data, it is found that the biggest frequency of slang type is creativity with 66 data. Then followed by Using Existing Word, 28 data, acronym 8 data, metaphor 6 data and apocope only 1 data. There is no data for metathesis found. To analyze subtitling strategies, Gottlieb's theory is attempted. The result found there are 8 strategies attempted from 10 strategies. The 8 strategies are expansion with 6 data, transfer with 10 data, paraphrase with 74 data, imitation with 3 data, condensation with 13 data, and 1 data for transcription, deletion, and resignation. The most subtitling strategies used for translating the English slang expression from the *Fast & Furious 6* movie subtitle is paraphrase.

Keywords: Translation, Subtitling Strategies, Slang Expression

Introduction

Movie industry nowadays is growing more and more along with the technological advances. Today, literary works are not only enjoyed through books such as novels, short stories, but can also be enjoyed through movies. With the development of movies in various genres, now movies have also become a lot of research projects. There are a lot of aspects can be analyzed from movies, such as language, linguistics, intrinsic elements and translation.

Translation studies is not a new field in research fields, it has been around for a long time. But audiovisual translation (AVT) research is still categorized as new in research field. Audiovisual translation research emerges along with the development of technology, the development of audiovisual media. One of the forms of audiovisual translation is subtitling. Subtitling is the text of dialogue or conversation that is usually displayed at the bottom of the screen movie. As stated by Cintas that subtitling can be defined as translation process which consist of showing a written text, which is commonly on the lower part of the movie screen which the discursive parts appearing in the image such as letters, graffiti, inscription, placards, inserts (Cintas J.D, 2007)

In Indonesia, movies are not only popular in young generation, but almost popular in all generations. Not only Indonesian movies that are popular, but also Hollywood movies. Even Hollywood movies are still more popular rather than Indonesian movies. According to one of Indonesian movies directors, Eugene Panji, even Indonesian movies are growing and experiencing the increase in the number of viewers, Hollywood movies in the perspective of space are still dominating and having a great number of viewers (<https://www.indonesia.go.id/ragam/seni/sosial/tren-positif-film-indonesia>).

Those movies are certainly not in Bahasa Indonesia. Therefore it is necessary to translate the subtitle into Bahasa Indonesia. The differences of culture and language in the Hollywood movies give some challenges when translating the source text (ST), for example in translating cultural words or slang words. Slang words are widely used in conversation as the way to express ideas. Not all slang expressions can be translated into Bahasa Indonesia (TT). Some are quite difficult to find the exact expression of the slang. Therefore the writer is interested in analyzing slang words found in the movie subtitle, as well as analyzes the translation strategies used by the translator in translating the slang words.

The Hollywood movie, *Fast & Furious 6* is chosen as the object of the research. *Fast & Furious 6* or known as *Fast six* is an action genre movie that aired in 2013 in cinemas in the world including in Indonesia. This movie is the sixth movie of the *Fast and Furious* sequel and is still starring Vin Diesel and Paul Walker. *Fast & Furious six* is the first movie from the sequel that is not only about car racing theme as the previous movies. This movie managed to earn revenue of 5.5 trillion rupiah in Indonesia and became the most successful movie comparing from the previous sequels (<https://www.kapanlagi.com/showbiz/film/internasional/penghasilan-semua-film-fast-38-furious-super-fantastis-862a77.html>). Another fact is, besides being an Indonesian box office movie, in *Fast & Furious 6*, one of Indonesia's action actors became one of the character in this movie that is Joe Taslim.

Based on those backgrounds, the writer is interested in analyzing the subtitling strategies of the slang expressions of the movie subtitle *Fast & Furious 6*. To categorize the types of the slang, the writer uses Sumarsono's theory. While for analyzing the subtitling strategies, the writer uses Gottlieb theory.

Method

This research is translation studies analyzing the subtitling strategies in the slang expression of the movie subtitle. In analyzing the subtitling strategies, the subtitles of English and Bahasa Indonesia of *Fast & Furious 6* are chosen as the source of data. Based on the source of the data, the writer uses qualitative method as the research method. As stated by Taylor and L. De that qualitative method is the method that refers to the research producing data descriptions, and those written and spoken data are observed (Steven J. Taylor & Vault, 2016, p. 7).

Slang is categorized as informal language used by a certain group of people. Slang expression has no social restrictions. It is found in all cultures and class societies and also in all languages. Based on Oxford online dictionary, slang is an informal language expression that is commonly used in verbal language or in speaking, used by certain group of people which over time is used more widely (<https://www.oxfordlearnersdictionaries.com/definition/english/slang?q=slang>).

The data analyzed are subtitle texts from the movie *Fast & Furious 6* which categorized as slang expressions using the theory of Sumarsono and Partana Paina. According to (Sumarsono, 2007) cited in Senja (2015) stated that there are six characteristics of slang, they are: (1) Apocope, (2) Metathesis, (3) Creativity, (4), Acronym, (5) using the existing word, and (6) Metaphor.

After categorized into six characteristics of slang based on Sumarsono theory, the subtitles are analyzed based on the translation strategies of Gottlieb. The process of translating subtitle text is different from the process of translating other text such books or articles. According to (Chen, 2004) cited in Senja (2015), subtitling is a process of transferring information from the source language (SL), then reconstructing the information in the target language (TL) by following the writing convention in target language (TL). The purpose of subtitling translation is to translate the verbal language/spoken language into non-verbal language/written and transfer those information to the viewers (Gottlieb, 1992) categorized the strategies of translation into 10 strategies, they are: (1) expansion, (2) paraphrase, (3) transfer, (4) imitation, (5) transcription, (6) dislocation, (7) condensation, (8) decimation, (9) deletion, and (10) resignation.

Result

There are 110 data of slang expressions that are found in the movie *Fast & Furious 6*. After being characterized into the types of slang based on Sumarsono and Partana Paina theory, it is found that the most frequent number of the slang used in the *Fast & Furious 6* movie's subtitle is creativity 66 data from 109 data. Followed by Using Existing Word 28 data, Acronym 8 data, Metaphor 5 data, and Apocope 1 data. There is no data found for Metathesis.

Table 1. Types of slang Frequencies

Types of Slang	Frequency	Percentage
Apocope	1	1%
Metathesis	0	-
Creativity	66	57%
Acronym	8	7%
Using Existing Word	28	24%
Metaphor	6	5%
TOTAL	109	100%

Based on table 1, creativity shows the biggest frequency of slang expressions found in the movie subtitle with 57%. Using Existing Word is in the second place with the frequent number of slang 24%. Followed by acronym 7%, and metaphor 5%. The last is apocope with 1% from the data. The chart of the table above is shown below.

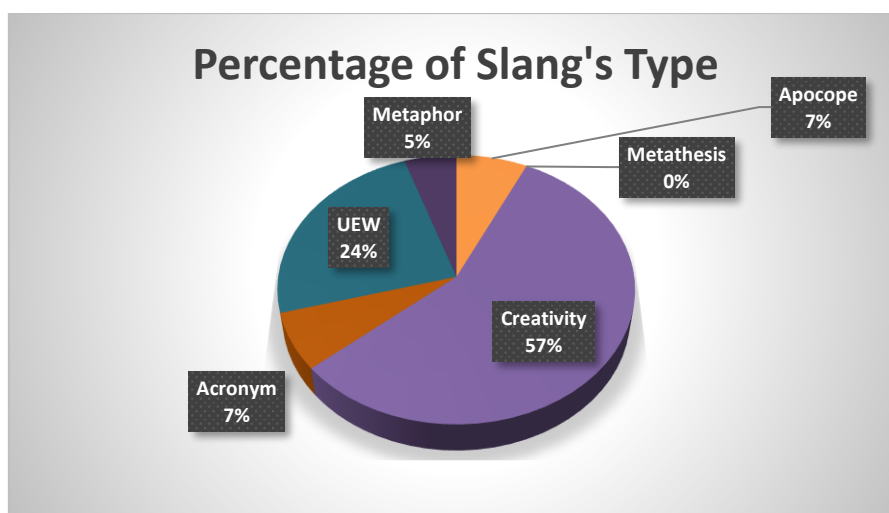


Figure 1: Percentage of Slang's Types

Seen from the movie of Fast & Furious 6 that the slang expressions are used by American in common, it can be seen that American also tends to create new words in their community. They create new slang expressions in order to show identity or to show coolness. The data shows that Creativity is the biggest frequency which means that the scriptwriter of the movie is interested in creating new word for slang expression rather than just using the existing one.

Table 2. Subtitling Strategies Frequencies

Subtitling Strategies	Frequency	Percentage
Expansion	6	5%
Paraphrase	74	68%
Transfer	10	9%
Imitation	3	3%
Transcription	1	1%
Dislocation	0	-
Condensation	13	12%
Decimation	0	-
Deletion	1	1%
Resignation	1	1%
TOTAL	109	100%

Based on table 2, it is shown that the translator applied 8 strategies of translation from 10 strategies in translating slang expression in SL which is English into TL which is Bahasa Indonesia. The strategies that are used to translate English slang expressions are: expansion, transfer, paraphrase, imitation, condensation, transcription, deletion, and resignation. There are two strategies that are not used to translate the slang expressions in the subtitle which are dislocation and decimation. The chart of the table above is shown below.

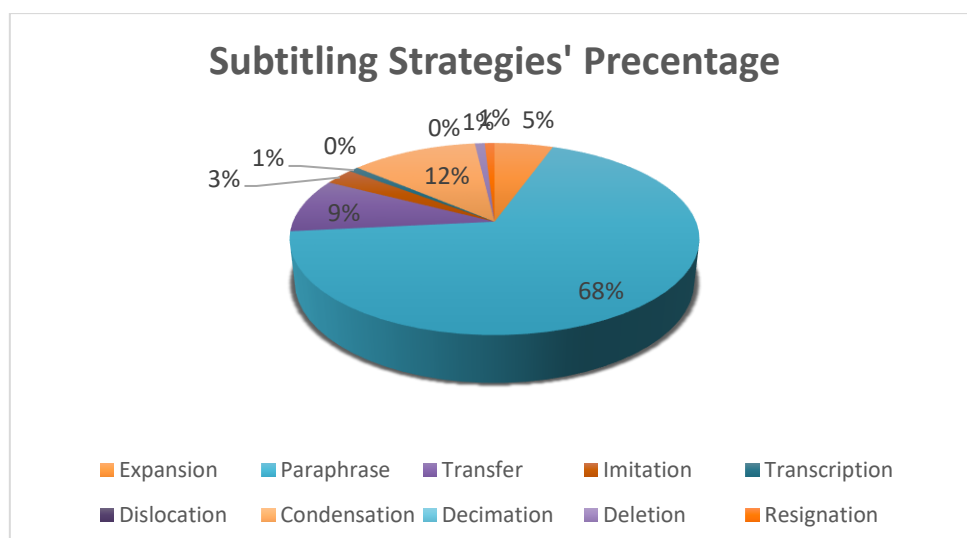


Figure 2: Subtitling Strategies' Percentage

Seeing from the chart above that paraphrase is the most used strategy in translating slang expressions with the percentage 68%. Condensation strategy has 12% in the second rank. The percentages of transfer, imitation, are not more than 10%. For deletion and resignation, the chart shows that there is only 1% for both strategies. From 10 strategies, the chart shows that decimation and dislocation have no data. It can be concluded that the translator of the slang expressions in the Fast & Furious 6 movie subtitle tries to find the meaning of the expressions.

Discussion

Types of Slang

To determine the types of slang, Sumarsono and Parta paina's theory is used. First is Apocope which means the truncation of one or more of the end of syllable of word. Second is creativity which means the slang expressions have transparency, imagination, productivity, and create a new word or a new meaning. Third is acronym, meaning the process of creating a word is by only some of its component letters. Using existing word means that the expression of slang can be built from the existing word with creating new meaning. Metaphor means the transfer of the associations and quality of an object to another with the purpose to create new meaning brighter. For the analysis of types of slang expressions will be describe as follows:

Apocope

Data no	SL	TL	Visual Frame
10	So what are you doing here, cop ?	<i>Apa yang kau lakukan di sini, polisi ?</i>	

The word 'cop' from the data is a slang expression. It means police officer. This word is derived from the word 'copper'. The type of this slang is apocope since it means the truncation of one or more of the end of syllable of word. Seen from the frame is Hobbs visits Dom. Dom asks Hobbs' business for coming visit him.

Creativity

Data no	SL	TL	Visual Frame
65	Me likey.	<i>Aku juga.</i>	

'me likey' is a slang expression. It cannot be found in the dictionary. According to *urbandictionary.com* the slang expression 'me likey' means 'like it', 'I love it'. It is considered as creativity because this slang expression creates new meaning and new word.

Acronym

Data no	SL	TL	Visual Frame
23	The program terminal from an ICBM missile...	<i>Terminal Program dari rudal ICBM/Balistik Antar Benua.</i>	

ICBM is an abbreviation of Intercontinental Ballistic Missile. Since it is an abbreviation, this slang expression belongs to acronym. As stated by (Sumarsono, 2007) that acronym is meaning the process of creating a word is by only some of its component letters. The visual frame shown that Hobbs is explaining to Dom's teams about Owen Shaw, their target.

Analysis of Subtitling Strategies

In categorizing the subtitling strategies for *Fast & Furious 6* movie subtitle, this research adapts Henrick Gottlieb theory (1992). Gottlieb describe the subtitling strategies into 10 strategies which have been mentioned before. There are several data and strategies that will be explained below.

Expansion

Expansion is the strategy which is used when the dialogue or conversation in source text needs some explanations in order to get viewers comprehension.

Data no	SL	TL	Visual Frame
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23	The program terminal from an ICBM missile...	<i>Terminal Program dari rudal ICBM/Balistik Antar Benua.</i>	
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From the data above, the translator translated the abbreviation “ICBM” in source text into “ICBM/Balistik Antar Benua”. The strategy to translate is categorize as expansion for the translator needs to give explanation to the viewer about what ICBM is.

Paraphrase

Paraphrase strategy is used when the word, phrase, or clause in source text cannot be translated into the same syntactic way in the target language, but they must maintain the meaning.

Data no	SL	TL	Visual Frame
20	If you keep running your piehole ,	<i>Jika mulutmu tidak diam...,</i>	

The meaning of slang expression ‘piehole’ cannot be found in oxford dictionary. This slang expression, according to urbandictionary.com means ‘the facial orifice into which one shoves pie or other food items, or it said as human mouth. The translator translated the slang expression ‘piehole’ into ‘mulutmu’ in the target language to maintain the meaning of the source text.

Transfer

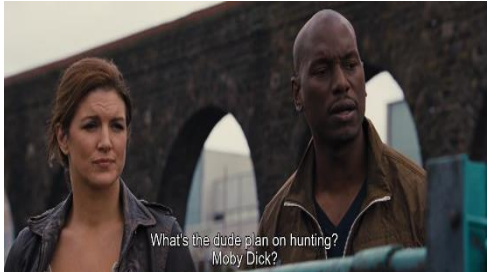
Transfer means that the translation from the source language is translated exactly the same, completely and correctly into the target language.

Data no	SL	TL	Visual Frame
10	So what are you doing here, cop ?	<i>Apa yang kau lakukan di sini, polisi ?</i>	

The slang word “cop” in source language which has meaning as a police is translated into “*polisi*” in the target language by the translator. The translation of the slang word “cop” into “*polisi*” in target language is correctly and completely translated the same as the meaning in the source language. Therefore the translation strategy used is transfer.

Transcription

Transcription strategy is used when there is an existence of the unusual term or word, nonsense in SL.

Data no	SL	TL	Visual Frame
58	What's the dude plan on hunting? Moby Dick?	<i>Mau berburu apa dia ?</i> <i>Ikan Paus ?</i>	

The slang expression 'Moby Dick' in source text is translated into 'Ikan Paus' in target text by the translator. The strategy used to translate is transcription because it is unusual term. Moby Dick is actually a world classic novel written by Herman Melville, an American writer. The novel tells about a whale called Moby-Dick.

Conclusion

From the result and analysis, this research reveals 5 types of slang expression used in Fast & Furious movie subtitle, based on Sumarsono and Partana Paina's theories are: apocope, creativity, acronym, using existing word and metaphor. The most used types of slang expression is creativity which is shown in the result with 66 data. Secondly, with the theory of Gottlieb, subtitling strategies, this research shown that there are only 8 strategies are used. The most dominated strategy used is paraphrase with 74 data from 109 data found. Therefore in translating the English slang expression, the translator is already known the meaning of the slang expressions but translated into different meaning and it effected the sense of the meaning to the audiences / viewers.

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