AN ANALYSIS OF SUBTITLING SLANG EXPRESSIONS AND READABILITY IN *PURPLE HEART* MOVIE FROM ENGLISH INTO INDONESIAN

[1]Amalia Ayu Savitri, [2]Sriyono

[1]Asavitri15@gmail.com, [2]Sriyonosriyono41@gmail.com

[1,2]University of Trunojoyo Madura, Indonesia

Abstract

Subtitling strategies is part of translation process to gain a good result. The purpose of this study is to identify the slang expressions and analyze the subtitling strategies, slang types, and the readability rating of subtitle in *Purple Heart* movie. The data of this study is the subtitle text that contains slang expressions in *Purple Heart* movie. The data of this study is collected by searching and downloading, identifying, and classifying the data that contains slang expressions to the subtitling strategy and slang types. This study also uses a method with a questionnaire test on 11 respondents to determine the level of readability of the translation results. The writer analyzes the data using qualitative research according to Miles and Huberman's techniques, such as data reduction, data display, and conclusion. The result of this study shows that there are 73 data of slang expressions. The result of slang types shows that general slang with 44 data and specific slang with 29 data. The subtitling strategies applied in the data is only 5 strategy out of ten they are transfer with 34 data, paraphrase with 23 data, deletion with 9 data, condensation with 4 data, and expansion with 3 data. The result of the readability rating in the translation of slang expressions in the subtitle of *Purple Heart* movie shows that there are 803 data. The most dominant used is the readable category with 558 data, less readable with 173 data, and unreadable with 72 data.

INTRODUCTION

Language becomes a very important and useful medium for communication for formal and informal occasion, using formal and non-formal language. Formal language is widely used during formal events and also for someone who is older or respected. Meanwhile, non-formal language is more used in informal conditions such as communicating with friends. The later sometimes includes slang words, which according to Mey (1998, p. 878), is a special and limited language of a subgroup or subculture in society and is a very informal and unconventional vocabulary that is used more generally. Slang is an expression that is often used to communicate in daily activities. In slang, there are several words or terms that have special, unique, meanings. Mattiello (2008, p. 35) stated that there are two types of slang, they are specific slang and general slang. Specific slang is language used by members of a particular

group, people of similar age and experience. This slang is used to express the respect, intimacy, and identity between the group members. Meanwhile, general slang is a language used by speakers to change the standard language into non-standard language. It is used to refresh the conversation and ease social exchange.

Communication is not only used in spoken or written conversation but also in various other context, including creative work. A creative work like movie, novel, or poetry, is not only entertaining but can also provide a variety of new information for enthusiasts. Some works are spread, read, or watched across countries. Therefore, the translation process is needed to make it easier for the viewer or the reader to enjoy the works from various languages. Translation is an attempt and technique to convey a message or change a language. As stated by Larson (1998, p. 3) in his book entitled *Meaning-Based Translation: A Guide to Cross Language Equivalence,* "the meaning of translation is the process of transferring meaning from the source language (SL) into the target language (TL)". Larson (1998, p.3) also defined the translation process as the process of changing one form of the first language to another through the semantic structure. That means the translation is a process to change the form from the source language (SL) to the target language (TL) without changing the form and the meaning of the source language. Also, the target language will change and have different forms but still have the same meaning.

Nowadays, many platforms are available for translators to distribute their talents in translating from one language to another. Some common translation activities are making subtitles and dubbing in a movie. According to Supardi and Putri (2018, p. 382), subtitling and dubbing are two kinds of translating works that are used in audiovisual translation (AVT). Those two forms of translation have significant differences. Subtitle is a form of translation of the dialogue or narrative of a film in written form without changing the meaning of the source language (SL) and usually appears at the bottom of a film. Meanwhile subtitling is a process of translating the subtitle text of the source language (SL) into the target language (TL). On the other hand, dubbing is a translation in the form of voice transfer or voice recording by replacing the original sound in a dialogue of film with the sound of the target language (TL) without changing the meaning. However, subtitling and dubbing are not only used in movies. Subtitles can also be used in television shows, foreign speech, YouTube videos, etc, while dubbing is most commonly used in songs, dramas, cartoons, and movies.

In the process of making a subtitle text, translators can use translation strategy types as a basic concept of translation. Gottlieb (1992, p.166) stated ten subtitling strategies that can be

used to make a subtitle text. The ten strategies are expansion strategy where the translator added more explanation to the subtitle, paraphrase strategy where the translator translate without using the same syntactical rules, transfer strategy where the translator translate the text literally without any addition or deletion, imitation strategy where the translator keep the original forms, transcription strategy where the translator used to translate the third language or nonsense language, dislocation strategy used where the special text effects or subtitle must preserved the true meaning like a silly song in cartoon movie, condensation strategy where the translator used to shorten a text by deleting unnecessary text, decimation strategy used when the actors are fighting with the fast speaking, deletion strategy used by the translator to delete a part of the text, and resignation strategy used when there are no solution can be found so the meaning will be lost.

To produce subtitles that are good and readable to the audience, translators must also pay attention to the quality of the translation which is the readability of the translation in the target language. Readable subtitles can make it easier for the audience to understand the intent and message of a film. According to Nababan (2012), there are three categories of readability rating. They include readable category where the reader can easily understand the meaning, less readable category where the reader can understand the meaning by read twice or more, and unreadable category where it is difficult for the reader to understand the meaning.

This study analyzes subtitle text of *Purple Heart* movie. The subtitle text is from English into Indonesian version. *Purple Heart* movie was produced in the United States and released on July 29th, 2022. This movie is a film adaptation of a fictional novel with the same title by Tess Wakefield. This film is still discussed a lot because it has just been released and has become the most enjoyed film and trending topic on Netflix. The movie was chosen as the data because the conversations between the characters in the movie use many slang expressions and also have an interesting and unique story. The data is analyzed using three theories, those are: theory of slang types by Mattiello (2008), theory of subtitling strategies by Gottlieb (1992), and theory of readability rating by Nababan (2012).

Studies on subtitle strategy for slang language in a movie have been conducted using different theories and focus. Istiqomah, Rahimah, and Pratiwi (2019) studied strategies to translate slang language using Baker's translation strategy. Istiqomah, Muyasaroh, and Muliawati also used the same focus to study slang in different movie (2019). Ambarsari (2018) used different translation theory, one proposed by Eisa Mattielo, to study slang in *Despicable Me* movie. In this research, the writer is using three theories to study *Purple Heart's* subtitle,

proposing three research questions, those are: what kinds of slang expressions are found in *Purple Heart* movie? what are subtitling strategies applied to translate English into Indonesian subtitle of slang expressions found in *Purple Heart* movie? And how is the readability rating of slang expressions that appears in *Purple Heart* movie.

RESEARCH METHOD

This study applied descriptive qualitative research methods to analyze the source of data because it focused on the words. As stated by Miles and Huberman (2014, p. 4), "qualitative data are a source of well-grounded, rich descriptions and explanations of human process". In addition, according to Nassaji (2015, p. 129), "descriptive research is to describe a status phenomenon and its characteristics". From those statements, the writer uses descriptive qualitative method because the data of this study is from a subtitle text and also a phenomenon related to subtitling strategies. According to Miles and Huberman (2014), there are three techniques to analyze the data, namely data condensation, which is done by classifying and categorizing text that contains slang expressions, data display, which is done to present the result of data analysis, and drawing and verifying conclusions, which is done after the data is displayed.

In order to gain the result of the analysis, the writer analyzed the data by herself and asked 11 respondents to validate the result of the readability rating of the selected subtitle. According to Nababan (2012, p. 50), to get validity and reliability, the right number of respondents is to have an odd number. To assess the level of readability, the respondent's criteria that must be possessed are being able to read and understand Indonesian text well. In line with the description, the source data of this study is the subtitle text in *Purple Heart* movie. The movie is a film adaptation of a fictional novel with the same title by Tess Wakefield. Meanwhile, the data of this study was taken from the subtitle text that indicated slang expressions that appear in the movie.

FINDINGS AND DISCUSSION

Slang Types

The first objective of this study is to find out the kinds of slang expression found in *Purple Heart* movie. According to Mattiello (2008), slang language can be classified into two categories; general slang and specific slang. After classifying the slang language used in the movie, the result is shown in the table below:

Table 1.

Frequency of Slang Types Used

Slang Types	Frequency	Percentage
General	44	60%
Specific	29	40%
Total	73	100%

General Slang

General slang is type of slang that is used by general people. Usually people from the same country, even the user of the language in other country, understands the meaning. There are 44 general slang found in the movie, one of which is presented below:

> SL: It's not **gonna** happen, never.
> TL: Tak **akan** bisa. (Rosenbaum, 2022)

Based on the example above, it can be seen in the scene when Frankie forbids Luke from approaching Cassie because according to him, Cassie is a woman who is difficult for men to approach. The word *'gonna'* is a slang expression and classified as general slang. The word 'gonna' is a non-standard language that comes from the phrase 'going to' which means 'akan' in TL. In this context, its aim is to reduce the seriousness and make the conversation more casual and relaxed.

Specific Slang

> 00:11:38,875 --> 00:11:41,166
> SL: I got some **good shit** in my car.
> TL: Ada **barang bagus** dimobilku. (Rosenbaum, 2022)

The example above is presented in the scene when Luke's friend tries to seduce Luke by offering him a drug that he was carrying in his car. But this was rejected by Luke because he was no longer taking drugs. The phrase *'good shit'* is a slang expression that has many meanings. In this context, good shit is defined as a drug. It is classified as specific slang because the sentence was uttered by someone who has the same experience as a drug user.

Subtitling Strategies of Slang Expressions

The second objective of this study is to find out the subtitling strategies found in the English-Indonesian subtitle of *Purple Heart* movie. In the data analysis process, the writer determines the dialogue that contains slang elements and then classifies them with the theory of subtitling strategies by Gottlieb (1992). After the analysis, the writer found that there are 5

types of subtitling strategies namely transfer, paraphrase, deletion, condensation and expansion which are shown in the table below:

Table 2.

Frequency of subtitling Strategy Used

No.	Subtitling Strategy	Frequency	Percentage
1.	Transfer	34	46.6%
2.	Paraphrase	23	31.5%
3.	Deletion	9	12.3%
4.	Condensation	4	5.5%
5.	Expansion	3	4.1%
	Total	**73**	**100%**

In this section, the writer found only five strategies out of the ten strategies proposed by Gottlieb (1992). The five strategies are:

Transfer Strategy

> 00:25:33,791 --> 00:25:35,541
> SL: You're acting kinda **sus.**
> TL: Gerak-gerikmu **mencurigakan.** (Rosenbaum, 2022)

The slang above is presented in the scene when Luke and Cassie discuss the fake marriage and the benefits it will bring to them after marriage. According to Cassie, Luke was very suspicious and she thought he was going to lie to her. The word *'sus'* is a slang expression that comes from the word 'suspicious' or 'suspect'. In slang terms, 'sus' is used for someone who looks suspicious and cannot be trusted. In this context, the translator translates the word literally to be '*mencurigakan*' in TL. It has the same meaning, so the translation is accurate.

Paraphrase Strategy

> 00:48:23,333 --> 00:48:26,291
> SL: Keep faking that marriage. **That shit's crazy.**
> TL: Teruskan sandiwaranya. **Mantap.** (Rosenbaum, 2022)

The data above is presented in the scene when Johnno texts Luke that he has received the money Luke sent him, he warns Luke that he will have to pay it again next week. The phrase *'that shit's crazy'* is a slang expression that has many meanings and is usually used to express something strange, amazing, or something unexpected. That phrase is cannot translate word by word so, the translator tries to paraphrase it to be 'mantap' which means an expression of an amazing thing.

Deletion Strategy

> 01:31:44,791 --> 01:31:46,708
> SL: That's because it's scary, **dammit.**
> TL: Karena ini sangat menakutkan sekali. (Rosenbaum, 2022)

The example above is presented in the scene when Luke finds out that Cassie's disease relapsed. Luke was very scared and worried to see Cassie's limp condition. He also tries to help Cassie to find her medicine and treat her. The word *'dammit'* is a slang expression that comes from the phrase 'damn it' which means to express the feeling in a stressful situation. In this context, the translator did not translate the word in the TL.

Condensation Strategy

> 00:05:01,291 --> 00:05:02,958
> SL: She's **into you,** bro.
> TL: Dia **menyukaimu.** (Rosenbaum, 2022)

The example above is presented in the scene when Luke and his army friends visited a bar to unwind. The bar is where Cassie works. As they are served by Cassie, one of Luke's friends tries to tease him and says that Cassie likes him. The phrase *'into you'* is a slang expression. That phrase is usually used to say when we have feelings for someone. It can be referred to as 'I like you' in a different way. In this context, the translator translated it into a shorter one but still maintains the same meaning.

Expansion Strategy

> 01:21:50,041 --> 01:21:54,625
> SL: You know, you **snowflakes.**
> TL: Kalian ini **si kaum sensitif.** (Rosenbaum, 2022)

The data above is presented in the scene when Luke and Cassie were discussing and enjoying tacos. Cassie judged Luke for eating tacos without chili sauce. Luke thought that Cassie was very sensitive to people who she thought were strange and not the same as her. The word *'snowflakes'* is a slang expression that means someone who is sensitive and easily hurt by the statement or others. In this context, the translator translated the word *'snowflakes'* using an expansion strategy with added more explanation to be 'kaum sensitif' to clarify the dialogue.

Readability Rating

The third objective of the study is to find out the readability rating of slang expression found in *Purple Heart* movie. This study was analyzed based on a questionnaire through the Google form platform then shared to 11 respondents based on criteria to find out whether the

subtitle is readable or unreadable.

1. To get the overall results, the writer used the method below:

$$11(Respondents) \; x \; 73(questionnaire) = Total$$

2. To get a percentage of readability rating, the writer uses the method below:

$$\frac{Frequency}{Total} x \; 100 = The \; percentage \; of \; Readability \; Rating$$

Table 3.

Frequency of Readability Rating of Slang Expression

No.	Readability Rating	Frequency	Percentage
1.	Readable	558	69%
2.	Less Readable	173	22%
3.	Unreadable	72	9%%
	Total	**803**	**100%**

Readable

After analyzing and making a questionnaire for 11 respondents, it was found that readable was the most dominant category with 558 data.

Table 4.

Example of Readable Category

No	Source Language	Target Language
1.	You know **my momma.**	Tahu sendiri **ibuku.**

The table above is the example of dialogs with readable category. There are 11 respondents who think that the data in table 4 is readable. All respondents chose the same category. Thus, it can be concluded that the meaning of the translation is very easy to understand and there are no ambiguous or misleading meanings.

Less Readable

After analyzing and making a questionnaire for 11 respondents, it shows that less readable data was found with 173 results.

Table 5.

Example of Less Readable category

No	Source Language	Target Language
1.	Oh my god. Look at the **buzz.**	Astaga. Rambutmu jadi **cepak.**

The data above is the example of dialogs with less readable category. Six people out of

eleven think that data on table 5 is less readable. It means, a little more than 50% respondents agree that it is less readable. Some people do not understand the slang meaning of the word 'buzz' so, there are six people who choose less readable because they need to read the dialogue more than once to understand it. The translation is quite ambiguous. However, after understanding that the dialogue is focused on slang context, the reader can finally understand the meaning by reading it more than once.

Unreadable

After analyzing and making a questionnaire for 11 respondents, it shows that unreadable data was found with 72 results.

Table 6.

Example of Unreadable Category

No	Source Language	Target Language
1.	Nice and easy. Easy, **buddy.**	Pelan-pelan. Hati-hati. **Ø.**

The example above is dialogs that is classified in unreadable category. The respondents felt confused in reading the meaning of the dialogue above. It can be seen that the slang words in the source language are not translated or deleted by the translator. Thus, it makes it difficult for readers to understand the meaning.

CONCLUSION

The data found in the subtitle data is 73 dialogues (100%). The first objective is to classify the types of slang into two types; are general slang and specific slang. In general slang, there are 44 (60%) dialogues, and in specific slang, there are 29 (40%) dialogues. Meanwhile, the second objective is to analyze the subtitling strategies used by translators in translating dialogues that contain slang expressions. There are only 5 strategies out of ten strategies applied by the translator in translating slang expressions subtitles in *Purple Heart* movie. Those are; transfer strategy with 34 dialogues (46.6%), paraphrase strategy with 23 dialogues (31.5%), deletion strategy with 9 dialogues (12.3%), condensation strategy with 4 dialogues (5.5%), and expansion strategy with 3 dialogues (4.1%). Then, the third objective is an analysis of the readability rating of subtitle text of slang expressions in *Purple Heart* movie. After analyzing and making a questionnaire test which was carried out online and involving 11 respondents to rate the data provided by the author, it can be concluded that the most dominant level of readability in the subtitle of *Purple Heart* movie is the readable category. The data obtained in this questionnaire test contained 813 data. In the readable category a total score of 558 (69%), the less readable category with a score of 173 (22%), and the unreadable category with

a score of 72 (9%). Thus, it can be known that the translation of slang expressions in the subtitles of *Purple Heart* movie shows that the translation results are easy for readers to understand. Some less-readable and unreadable data were found, but it was not really significant in number. It means that the overall subtitle of *Purple Heart* movie on Netflix is understandable.

For other researchers who will conduct analysis with the same topic, the writer suggests the next researchers to make research that is better and more complex than this research. There are many data sources that can be analyzed using this topic, such as song lyrics, YouTube videos, or chat text. In addition, researchers who will analyze the same data, the writer hopes that the next researchers can use different topics because, in the film data, there are many interesting issues to be discussed.

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