

## Subtitling Strategies: A Case of Indah Asmigianti on OmeTV

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### ABSTRACT

Subtitling strategies used by subtitlers in translating words, phrases, and speaker's utterances in the audiovisual field. The aim of this study was to analyze the types of subtitling strategies used by Indah Asmigianti on OmeTV. It adopted a descriptive qualitative method. The subject of the study was the video of Indah Asmigianti taken on YouTube in January 2023, complete with subtitles. The focus was on the conversation between Indah Asmigianti and strangers. The subtitling strategies were categorized according to Gottlieb's theory (1992). The result revealed eight types of subtitling strategies used, namely: paraphrase (33.2%), transfer (22.1%), condensation (11%), expansion (8%), deletion (5.3%), imitation (5%), resignation (4.2%), and decimation (3.2%). Transcription and dislocation strategies were not found in this research. The most frequently used strategy was paraphrase. This research contributes to understanding the complexity of subtitling as a form of cultural translation.

### KEYWORDS

translation; subtitle; subtitling; strategies; OmeTV.

## INTRODUCTION

In today's globalized world, technology cannot be separated from human life both in communication and also culture. Technology, especially the internet has woven a web that connects individuals across geographical borders, enabling them to stay connected and informed from virtually any location. In this digital age, people have access to an array of devices, such as smartphones, laptops, and tablets which facilitate direct communication over the Internet. Nowadays, the younger generation communicates through online interactions with strangers, and one of the popular platforms that connects people in different countries to get new experiences in communication is OmeTV.

OmeTV is a video chat platform designed to connect random users from diverse backgrounds. It fosters video conversations among individuals of varying genders, cultures, languages, and nationalities. Users, however, have no control over the selection of their conversation partners, making every interaction unpredictable. This platform has gained popularity in today's digital landscape, especially among the younger generation who seeks unique and spontaneous communication experiences. Among those who embrace this trend is Indah Asmigianti, a content creator who records her conversations on OmeTV and shares them on YouTube. These interactions offer a fascinating window into the world of spontaneous and cross-cultural dialogues. Through her YouTube channel, Indah Asmigianti has amassed a following of three million subscribers. She is showcasing her ability to communicate fluently in some languages, including English, Korean, and French. Her captivating content can reach a wide audience, with particular to the younger generation in Indonesia and beyond.

One of the interesting aspects about Indah Asmigianti's content is the use of subtitles found on her YouTube. Usually subtitles are used in movies but in this case it is different. The unique thing in this research is the use of subtitles on YouTube which contain conversations from OmeTV. In the realm of OmeTV, English dominates as the main language of communication, connecting individuals from various linguistic backgrounds. However, considering that many countries have their native language, it requires the help of a translator to understand the content of the information. This process is known as translation, and the individual responsible for writing down the text and translating the content into another language is called a translator.

The translator is the person who transfers the message from one language to another language. Hatim and Munday (2004) stated that translation is the replacement of written material in one language (SL) with equivalent written material in another language (TL). The essence of translation lies in reproducing the source language as closely as possible to the original text, aiming for equivalence in the target language. Translation serves as a fundamental component in bridging communication between two distinct languages. Furthermore, in the process of transferring text, the translator must meticulously consider the grammatical structure, context, and cultural nuances of the content to yield a quality of translation.

In the current digital age, YouTube stands as a prevalent platform for global audiovisual communication. While English is widely used, some content creators employ subtitles to address language diversity, enabling them to reach a broader audience. The effective implementation of subtitling translation strategies is essential for producing high-quality subtitles, fostering cross-cultural communication through language, and sharing ideas, lifestyles, and cultural values across different parts of the world.

Arbain (2020) stated that subtitling is translation of spoken dialogue from the source language (SL) into the target language (TL), with synchronized captions displayed at the bottom of the screen. This process necessitates meticulous consideration of linguistic nuances, cultural context, and grammatical structure to ensure high-quality translations that resonate with the target audience.

Subtitling portrayed by Gaemi and Benyamin (2010: 41), subtitling is the rendering of the verbal message in motion picture media totally different dialects, within the shape of one or more lines of composed content, which is displayed on the motion picture screen. Agustina and Joni (2019) proposed that subtitles are texts displayed on the screen that serve to supplement or replace the audio of a video, such as dialogue or voice-over spoken by the characters, and these texts are synced with the video. Subtitling plays a vital role in this process. It involves rendering verbal messages into written text, making them accessible to audiences in various languages. However, this translation process can be challenging, as it necessitates precise language matching between the source and target languages. Subtitles must navigate these linguistic nuances to convey thoughts and ideas accurately, ensuring that viewers can easily understand the content. In this context, the role of subtitling becomes critical for enhancing the accessibility and global reach of multimedia content.

Subtitle strategies are a strategy of language transfer used in translating visual media such as television and YouTube Videos. The goal is to facilitate the conversion of spoken language into written form to convey information within a limited space. Gottlieb (1992: 166) argues that subtitling strategies are used by subtitlers to translate words, phrases, sentences, and spoken utterances in the audiovisual field. The reason of subtitle interpretation is to decipher talked dialect into composed frame and exchange data to the gathering of people. Gottlieb (1992: 166) classified ten types of subtitling strategies,

namely paraphrase, transfer, condensation, expansion, deletion, imitation, resignation, transcription, dislocation, and decimation.

In the case of Indah Asmigianti's YouTube channel, subtitlers play a pivotal role in enhancing language learning for viewers. Conversations that transpire in English (SL) are thoughtfully translated into Indonesian (TL), this process aids in bridging language gaps and improving viewer comprehension through diverse subtitle strategies. However, the research also uncovers certain challenges, where not all elements of the source language (SL) are fully translated into the target language (TL). Differences in word count between SL and TL, where words from SL are omitted or imitated in TL, are among the intriguing phenomena that merit exploration.

To increase the depth of understanding of the phenomena, this research follows in the footsteps of previous studies that have delved into subtitling strategies. Ratusmanga and Napu (2019) employed Gottlieb's theory to analyze the subtitles of the movie "Ride Along." This research aimed to investigate subtitling strategies in the movie. The finding shows that there are only 5 strategies in the movie appear, namely: paraphrase, imitation, decimation, deletion and expansion. Given the unique context of subtitling in Indah Asmigianti's OmeTV content, this research embarks on a similar journey to analyze the subtitling strategies employed in this specific digital realm.

Considering the phenomena, the researcher's curiosity is piqued, prompting an in-depth analysis of the subtitling strategies utilized by Indah Asmigianti on OmeTV. This research aims to analyze the types of subtitling strategies are used by Indah Asmigianti in OmeTV. The researcher hopes that research will provide valuable insights into subtitling strategies for future research or subtitling projects.

## **LITERATURE REVIEW**

### ***Translation***

Translation is an important function in language, it could be a medium to exchange data. It can be a interface between individuals from diverse dialects and societies. Individuals can learn around and get it one another's dialects and societies by using translation. Molina and Albir (2002: 507) state that the "Translation method" refers to how a specific translation process is carried out in light of the translator's objective, for instance, a global choice that has an impact on all texts. Based on their articulation, interpretation centered on an question for illustration; a worldwide interpretation influencing the full content. It means, the approach chosen by the translator to translate a text, and it's based on the translator's objective. This method can have an impact on the entire translation process and the outcome of the translation. Besides that, Ndruru (2017) says that interpretation is certainly more viable in re-delivering messages passed on through the SL into TL in the event that it is carried out utilizing certain strategies. These procedures are commonly known translation techniques and strategies that help ensure an accurate and faithful translation of the original message. By following these procedures, translators can effectively convey the intended meaning in different languages.

In the mean time, Cordero (2012) contends that interpretation has ended up an imperative portion of the advanced world for its commitment to minimizing communication holes and its capacity to empower specialized and logical data to be gotten to, beside thoughts that demonstrate the society lives in. It is a prominent fact that translation is a necessity to break the communication gap and spread knowledge throughout the world. It means that translation can help reduce communication barriers and shape society's ideas. The key point is that translation is necessary for breaking communication barriers and spreading knowledge globally.

In other words, it can be concluded that translation is the process of transferring the meaning of text from one language to another while maintaining the meaning of the context. The translator must adapt the translation to the intended target. This translation is important to overcome language barriers in sharing information.

### **Subtitle**

Subtitling may be a prepare of interpreting or exchanging data from one dialect to another through varying media media. In case observing motion picture especially on YouTube, individuals may take note that there's content shown at the foot of the screen. This content is known as subtitles, and it could be a interpretation of the talked or source dialect within the film into the target dialect. Arbain (2020) contended that subtitling is to interpret the talked SL exchange into TL utilizing synchronized captions at the foot of the screen.

Meanwhile, Yuni and Murtiningtias (2019) state that subtitle happens when the choice has been taken to keep the initial soundtrack and to switch from the talked to the composed disposition, by including text to the screen. Subtitling could be a sort of interpretation that includes changing over talked or composed source dialect content in an varying media item into composed target dialect content, which at that point shows up at the foot of the screen. It implies that subtitling is the act of changing over talked or composed dialect (SL) in an varying media item into composed content (TL) in another language, which is then displayed at the bottom of the screen.

Similarly, Cintaz and Anderman (2009) argue that subtitling is the process of adding translated text to a film. This text is added to the bottom of the screen and helps people understand the video on YouTube in their language. Subtitling needs to align the text with the images, sound, and time in the video. It also needs to match the dialogue and the actions in the YouTube. Additionally, the size of the screen and the safe area for subtitles must also be considered when creating subtitles.

### **The Type of Subtitle**

Scholars isolate subtitling into two fundamental sorts agreeing to their phonetic point of see. Cintaz (2021) classify subtitling into the following types:

#### **1. Intralingual Subtitling**

It is the process of adding subtitles in the original language of a program or a film. This includes subtitles for domestic programs and consists of a written version of the spoken dialogue. It is mainly used for deaf and hard-of-hearing viewers and is often referred to as "subtitling for the deaf and hard-of-hearing" (SDH).

#### **2. Interlingual Subtitling**

Interlingual subtitling is the process of translating spoken dialogue from one language to another and displaying it as written text on the screen. This type of subtitling is mainly intended for hearing audiences, and it is considered a type of audiovisual translation (AVT) rather than media accessibility. Subtitles, in this case, can be either open (always shown with the film) or closed (optional and shown via Teletext). The subtitler changes the mode and language in this a process.

### **Subtitling Strategies**

Subtitle strategies are a method of language transfer used in translating visual media such as movies, films, and television. The goal is to convert spoken language into written form and convey information to viewers in a limited space. Unlike literal translation, the person translating subtitles (subtitler) needs good listening skills to match the spoken dialogue with subtitles placed at the bottom of the screen. To maintain the same level of content as

the source text, subtitlers use specific strategies to balance the source and target text. Nirwana, Husein, and Zainuddin (2019) mentioned that subtitling strategies are used by subtitlers in translating words, phrases, or speaker's utterances in the audiovisual field. These strategies help ensure that the meaning and context of the original content are accurately conveyed in the target language. Gottlieb (1992) explored ten types of subtitle strategies as follows:

1. Imitation Strategy  
Imitation strategy is a translation strategy that keeps the same wording, often for proper. This strategy can be used for specific terms such as names of people, places and the product name.
2. Resignation Strategy  
Resignation strategy occurs when there is no way to exchange the message from the source dialect to the target dialect, coming about in an untranslatable source content. It is the technique utilized when no interpretation arrangement can be found and meaning is misplaced.
3. Decimation Strategy  
Destruction methodology is an extraordinary frame of condensation where important elements are omitted, causing confusion for the audience, such as in a scene where characters are speaking too fast during a disagreement.
4. Paraphrase Strategy  
The paraphrase strategy is used when the translator changes the wording of a sentence to make sure the meaning is clear in the target language and sometimes adds more information based on context.
5. Transfer Strategy  
Transfer strategy is a translation strategy that involves reconstructing the original text in the target language as closely as possible, without making any changes or omissions.
6. Condensation Strategy  
Condensation strategy involves shortening the source language into the target language by leaving out unimportant parts but preserving the message.
7. Transcription Strategy  
Transcription strategy is a strategy used by subtitlers to accurately convey the content of the source text in the target text. This includes situations where a third language or nonsense language is used, as well as when dealing with nonstandard, dialectical, or emphasized speech.
8. Dislocation Strategy  
Separation is embraced when the first discourse of the source dialect utilizes a few sort of uncommon impacts, such as a senseless tune in a cartoon film, where the interpretation of the impact is more imperative than the substance.
9. Expansion Strategy  
Expansion strategy is used when the translator adds extra information to the translated text to explain something that is not clear in the original language because of cultural references. This is done to help the reader's understand the meaning better.
10. Deletion Strategy  
Deletion strategy involves removing parts of the source text deemed unimportant by the translator and refers to the complete elimination of certain parts of a text or expression.

## **RESEARCH METHODS**

The method used in this research was a descriptive qualitative method to analyze to analyze the types of subtitling strategies. It approach is an appropriate method to do this

study because it is about types of subtitling strategies that were found in Indah Asmigianti's subtitle on her YouTube Channel. The data of this study were English utterances complete with the subtitle. The source of data is the utterances of Indah Asmigianti and four strangers on the YouTube with a title "Korean People Got Shocked When I Spoke Their Language" published on January 02, 2023. The English utterances as the source language and Indonesian subtitling appear in the screen as the target language.

According to Roscoe (1975), when conducting qualitative research and the population is less than 30, it is possible to sample the entire population. This means that the researchers selected all conversations with strangers, including the host on her YouTube channel, for analysis. The data took the form of transcripts of the subtitling, which were organized into clauses and classified into types of subtitling strategies based on Gottlieb's theory (1992).

## RESULTS AND DISCUSSION

From the research that has been done in analyzing the utterances between Indah Asmigianti and the strangers. Subtitle strategies were applied in Indah Asmigianti's subtitles where English as the source language (SL) and Indonesia as the target language (TL). Paraphrase strategy was the most dominant strategy applied by the subtitler while transcription and dislocation were not found. Paraphrase strategy occurs to adapt the structure to the target language and make own language without changing the conveyed message.

Typically, paraphrase strategy is applied to make it easier for viewers to understand the target language. It was happened because the utterances in the video used informal language which had aim to get attention of attracting the viewer's attention, providing entertainment through subtitles, and keeping the viewer enjoying the video. Meanwhile, transcription was not used in this research because nothing third language in the subtitle and dislocation was not found because did not specific sound in the conversation of the video to be shown in the subtitle.

The types of subtitle strategies by Gottlieb (1992) were used in this research. There were eight out of ten strategies found with the total frequencies 174. It can be seen in Table.1 below.

**Tabel 1.** Types of Subtiling Strategies

No	Types of Subtiling Strategies	Frequency	Percentages (%)
1.	Paraphrase	63	33.2
2.	Transfer	42	22.1
3.	Condensation	21	11.1
4.	Expansion	15	8
5.	Deletion	10	5.3
6.	Imitation	9	5
7.	Resignation	8	4.2
8.	Decimation	6	3.2
9.	Transcription	-	-
10.	Dislocation	-	-
<b>Total</b>		<b>174</b>	<b>92.1</b>

Table. 1 above, the subtitle strategies used by Indah Asmigianti in OmeTV through subtitles on her YouTube channel from the most frequently to the least commonly used strategies. A through explanation of each subtitling strategy along with the examples and the respective contexts are presented as follows:

### **1. Paraphrase Strategy**

#### **Sess. 2/ Data. 51/ B2**

SL: So that's how I get the accent.

TL: *Karena itu aku bisa aksennya.*

In the data 46, the utterance **“So that's how I get the accent”** of source language was translated into **“Karena itu aku bisa aksennya”** in target language. Here, the subtitler was applied paraphrase strategy by changing structure without changing message to make the viewer easier to understand the context. The subtitler also focused on finding the closest equivalent. Hence, in the target language is still maintained the same context and the meaning in source language. This utterance happened when Indah speak Korean language.

### **2. Transfer Strategy**

#### **Sess. 1/ Data.28/ B1**

SL: Don't lie to me?

TL: *Jangan bohong samaku.*

In the data above, transfer strategy was applied by subtitler. The source language **“Don't lie to me?”** was translated into target language **“Jangan bohong samaku.”** It was happened because nothing adding information. This happened because there was no additional information. The subtitler translate words completely from the source language. In the target language subtitler maintain the same equivalence from the source language. The utterance occurred when Indah guessed what a stranger had said to her.

### **3. Condensation Strategy**

#### **Sess. 3/ Data. 101/ B3**

SL: Don't be like that.

TL: *Jangan gitu...*

The data above showed that the utterance **“Don't be like that”** was translated into **“Jangan gitu”**. It has been analysed as condensation strategy. The subtitler shortens the target language but is clear. It shows that this strategy does not waste many words in the subtitle but also does not lose the meaning.

### **4. Expansion Strategy**

#### **Sess. 3/ Data. 110/ B3**

SL: Can you sing?

TL: *Kamu bisa nyanyi sedikit enggak?*

In the data above, the clause **“Can you sing?”** of source language was translated into **“Kamu bisa nyanyi sedikit enggak?”** in target language. Here, the subtitler was applied the expansion strategy. The word **“sedikit enggak”** is used to explain about the stranger because in the previous conversation of this utterance, he said he had a song in Spotify. It means that the subtitler using this strategy which need more explanation in the target language.

### **5. Deletion Strategy**

#### **Sess. 4/ Data. 178/ G1**

SL: I would always say no, I'm sorry, thank you.

TL: *Aku selalu menjawab enggak.*

Based on the data above, it can be seen that the utterances of **“I would always say no, I'm sorry, thank you”** as a source language was translated into **“Aku selalu menjawab enggak”** in the subtitles of the target language. Deletion strategy occurred in this data. The

word “I’m sorry, thank you” in this term was deleted by subtitler without changing the information to the viewer.

#### **6. Imitation Strategy**

##### **Sess. 3/ Data.78/ B3**

SL: Yeah, my music inside of the Spotify yeah.

TL: *Iya musikku ada di Spotify.*

In the data above happened between Indah and a stranger boy. They were talking about music and his music. Besides that, it can be seen that there is the name of application music (Spotify). The subtitle shows the same original name in the target language. This is applied in imitation strategy.

#### **7. Resignation Strategy**

##### **Sess. 2/ Data.70/ B2**

SL: No, I am nineteen.

TL: -

Based on 2 the data above, “No, I am nineteen” it can be seen that registration was happened because the subtitler not transferring the message into target language. The subtitler do not transferring the meaning because viewers already understand the meaning of what they say. Those are utterances of registration strategy.

#### **8. Decimation Strategy**

##### **Sess. 3/ Data.99/ B3**

SL: Ah, you’re YouTuber and Tiktoker.

TL: *Oh, gitu.*

In the data above has been analyzed as decimation strategy. The utterance comes from a stranger who is talking with Indah. This situation occurs when Indah and a stranger talk at the same time which makes their speech unclear. Here, the subtitler condenses the target language.

### **CONCLUSION**

This think about appears that making Indonesian subtitle has a few ordinary challenges. One of them is the social contrasts between the source dialect and the target dialect as well as between the watchers of the source dialect and the target content. From ten procedures proposed by Gottlieb (1992), the researcher found that there were eight types of subtitle strategies which consist paraphrase (33.2%), transfer (22.1%), condensation (11%), expansion (8%), deletion (5.3%), imitation (5%), resignation (4.2%), and decimation (3.2%). It can be concluded the most dominant strategy used was Paraphrase strategy. This occurs because the subtitler needs to adjust the words in the source language to make it shorter, more effective, and more accurate but maintains the message. In addition, transcription was not found because a subtitler not used third language in the target language and dislocation was not found because did not specific sound in the conversation of the video to be shown in the subtitle.

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