Indonesian Subtitling Translation Techniques in Muhsin and Mahasin Arabic Cartoons: A Descriptive Study Oriented to Newmark Theory

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Abstract

The purpose of the study was to identify and describe the translation techniques, methods and ideologies used in translating Arabic cartoon subtitles Muhsin and Mahasin versions of the Youtube channel SFH channel and describe the quality of the translation as the impact of the techniques, methods, and ideologies applied, in terms of accuracy, acceptance and readability. This research uses qualitative approaches using qualitative descriptive methods. Included in the study data are Arabic video subtitles Muhsin and Mahasin, while the data sources are Muhsin videos and Mahasin link versions https://youtu.be/PZ3DPvdvVdI. The data collection technique used is scriptwriting. After the data collection process, analysis is also carried out. The findings of the study showed that there are six kinds of translation techniques. Based on the dominant techniques that occur, translators tend to use communicative translation methods and domestication as their ideology. Then, the impact of the application of translation techniques, methods and ideologies on the quality of translation as a whole has accuracy, acceptance, and readability. This shows the quality of good translation.

Keywords: translation, strategy, method
A. INTRODUCTION

In the XXI century, community communication is not only limited to local intergroups with the same language and culture, communication and association have become more widespread and globalized. Likewise with the flow of information, exchanging information between individuals in different parts of the world has become commonplace. However, there are times when the language factor becomes an obstacle. Self-translation can be interpreted as a diversion of meaning. This is in line with the definition put forward by Nida and Taber translation is to recreate the meaning in the target language the natural equivalent that is closest to the message in the source language, first in meaning and second in style (Eugene & Taber, 1969). From this statement we know that one of the important problems in translation is meaning.

Other experts such as Newmark give the definition of translation as an attempt to restate the meaning of a text in another language as the original author intended (Newmark, 1988). Meanwhile, Catford states that translation is the replacement of textual material of a language (source language) by textual material commensurate in another language (target language) (Catford, 1965). In other words, translation is the search for the harmony of meaning in the target language.


Here are some strategies that translators use in addressing various translation problems: 1) Transference: transference is a term used by Newmark (1988) who uses terms in the source language into the target language. 2) Naturalization: this strategy is to adapt words in the source language and natural morphological structures into the target language.
example the word "cryptographic software" translates into Indonesian to "perangkat lunak kriptografis". 3) Calque: calque is a literal or borrowed translation strategy for common collocations or phrases known in the source language, such as "honeymoon" translated to "bulan madu". 4) Modulation: the strategy of translating something abstract into concrete, active voice into passive, replacing symbols and so on. Example: "teabag" translates to "the celup". 5) Cultural Equivalent: cultural equivalent is done by replacing a word or cultural expression in the source language with a different word or cultural expression in the target language, 6) Transposition (Transposition): transposition is the shifting of a class of words such as verbs into nomina without changing the meaning of the translated sentence. This transposition can also occur when the translation produces a change for example: a change in plural to singular, or a change in the position of an adjective. Based on the explanation above, researchers are very interested in trying to explore the methods and strategies used in translators.

B. METHODS

This research is a qualitative descriptive research. Bogdan & Biklen, s (1992) explained that qualitative research is a research step that produces descriptive data in the form of writing or speech, as well as the behavior of the observed person. This study aims to gain a general understanding of social reality from the participant's point of view. According to David Williams (1995) said that qualitative research, researchers' efforts to collect data based on natural settings because they are carried out naturally or naturally, the results of their research are also scientific and accountable. According to Creswell, J. W. J. W interprets qualitative research as research used to examine human and social problems. Where the researcher will report from the results of the study based on the report of the view of data and analysis of the data obtained in the field, then described in the research
From the understanding of qualitative research methods above, it can be concluded that qualitative methods explain data descriptively & naturally, which aims to provide a general understanding and the results of the research based on reports & analysis of existing data. The data source is a video subtitling of Muhsin and Mahasin Arabic cartoons.

Data collection was carried out by looking carefully at the subtitling videos of Muhsin and Mahasin's Arabic cartoons to examine the methods and strategies for translating them from Arabic to Indonesian. The resulting data is analyzed descriptively. Then the translation of the video is categorized based on New Mark translation methods & strategies.

C. RESULT AND DISCUSSION

The data source is a video subtitling of Muhsin and Mahasin Arabic cartoons translated into Indonesian. The table below is the data findings of the Method of translating Arabic into Indonesian based on Newmark's theory.

From the results of data analysis of translation methods, it was found that the sharpening method used was most dominant using the literal translation method. The translation techniques and strategies translated into Indonesian predominantly use a literal strategy of 15 data, a Calque translation strategy of 6 data, a 6-data transference strategy, and a naturalization strategy of 13 data, and a modulation of 2 data.

Data Analysis

Data 1 :

Source Language (SL) : سلامْكِ يا إِبْنَتِي الصَّغيِّرَةِ

Target Language (TL) : Kesehatan menyertaimu putri kecilku.
The data above presents SL sentences that are translated into TL using the literal translation method. Sentence  "سلام ملكا يا إبنتي الصغير" translates literally to "Kesehatan menyertaimu putri kecilku". From the data above, it shows that the translation uses a naturalization translation strategy.

Data 2:
Source Language (SL): حمد الله الأم المرض كان صعب جدا يا أمي
Target Language (TL): Syukur kepada allah, Ibu sakit ini sangat berat

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence  "حمد الله الأم المرض كان صعب جدا يا أمي" translates literally to "Syukur kepada Allah, Ibu sakit ini sangat berat". From the data above, it shows that the translation uses a naturalization strategy.

Data 3:
Source Language (SL): الهاتيف لم يصمت لحظة
Target Language (TL): telepon tidak berhenti berbunyi

The data above presents the sentence SL which is translated into TL using the literal translation method. Kalimat  "الهاتيف لم يصمت لحظة" Translates literally to "telepon tidak berhenti berbunyi.". From the data above, it shows that the translation uses a literal strategy.

Data 4:
Source Language (SL): كل دقيقة تأتي مكالمة
Target Language (TL): setiap detik datang panggilan telpon

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence  "كل دقيقة تأتي مكالمة" Translates literally to "setiap detik datang panggilan telpon." From the data above, it shows that the translation uses a calque strategy.

Data 5:
Source Language (SL): ألو... كيف حال محاسن ؟
Target Language (TL): halo bagaimana kabar Mahasin ?
The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence ألو... كيف حال محاسن ؟ Translates literally to "halo bagaimana kabar Mahasin ?" From the data above, it shows that the translation uses a naturalization strategy.

Data 6 :
Source Language (SL) : بالتأكيد الجميع يسألون عن محاسن
Target Language (TL) : tentu saja mereka menanyakan mahasin

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence بالتأكيد الجميع يسألون عن محاسن Translates literally to "tentu saja mereka menanyakan mahasin." From the data above, it shows that the translation uses a calque strategy.

Data 7 :
Source Language (SL) : ظهرت عائلتها جميلة
Target Language (TL) : tampak lah keluarga kita keluarga yang baik

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence ظهرت عائلتها جميلة Translates literally to "tampak lah keluarga kita keluarga yang baik". From the data above, it shows that the translation uses a naturalization strategy.

Data 8 :
Source Language (SL) : أكيف حالك اليوم يا جميلتي؟
Target Language (TL) : bagaimana kabarmu hari ini putri cantikku?

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence أكيف حالك اليوم يا جميلتي؟ Translates literally to "bagaimana kabarmu hari ini putri cantikku?". From the data above, it shows that the translation uses a naturalization strategy.

Data 9 :
Source Language (SL) : الحمد لله يا أبي بخير
Target Language (TL) : Syukur kepada Allah saya baik ayah.
The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "الأمّ يا أبي بخير" Translate literally to "Syukur kepada Allah saya baik ayah". From the data above, it shows that the translation uses a naturalization strategy.

Data 10:
Source Language (SL): "سأذهب للنموذجات لشراء بعض الحاجيات"
Target Language (TL): "Saya akan pergi ke toko pecah bela untuk membeli beberapa keperluan"

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "سأذهب للنموذجات لشراء بعض الحاجيات" Translates literally to "Saya akan pergi ke toko pecah bela untuk membeli beberapa keperluan". From the data above, it shows that the translation uses a naturalization strategy.

Data 11:
Source Language (SL): "هل يمكن أذهب معه يا أمي"
Target Language (TL): "ibu, apakah saya boleh pergi bersamanya?"

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "هل يمكن أذهب معه يا أمي" Translates literally to "ibu, apakah saya boleh pergi bersamanya?". From the data above, it shows that the translation uses a naturalization strategy.

Data 12:
Source Language (SL): "حسنًا يا محاسن"
Target Language (TL): "baiklah mahasin"

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "حسنًا يا محاسن" Translates literally to "baiklah mahasin". From the data above, it shows that the translation uses a naturalization strategy.
Data 13:

Source Language (SL): لا تخاف يا تعى
Target Language (TL): ibu jangan takut

The above data presents the sentence SL which is translated into TL using the literal translation method. Sentence "لا تخاف يا تعى" translated literally into "ibu jangan takut". From the data above, it shows that the translation uses a naturalization strategy.

Data 14

قد وصلنا... إنتظريني لحضرة، لن أتخر

TL: Kita sudah tiba... Tunggu saya sebentar, saya tidak akan terlambat

The sentences in the SL above are translated into TL by the literal translation method, namely the sentence "قد وصلنا... إنتظريني لحضرة، لن أتخر" translates to "Kita sudah tiba... Tunggu saya sebentar, saya tidak akan terlambat". From the data above, it shows that the translation uses a literal translation strategy. The sentence is also clearly a translation that is in accordance with the rules of Indonesian translation that can be understood.

Data 15

لا، سأنتظرك هنا

TL: Tidak, saya akan menunggu disini

The sentences in the SL above are translated into TL by the literal translation method, namely the sentence "لا، سأنتظرك هنا" translates to "Tidak, saya akan menunggu disini". From the data above, it shows that the translation uses a literal translation strategy. Characterized by adjustment of context equivalents.

Data 16

محاسنا أين أنت يا إلهي أين ذهب

TL: Mahasin.. Dimana kamu.. Yaallah kemana dia pergi

The above data explains that the sentence in the source language "محاسنا أين أنت يا إلهي أين ذهب" translated into the target language into "Mahasin..
Dimana kamu...Yaallah kemana dia pergi”. Term “YaAllah”, This data uses a modulation strategy, translation procedure by replacing point of view or way of thinking but in the same context (Vinay & Dalbernet, 2000). Literal is defined as God, changed to the word Allah to make it easy to understand.

Data 17
مَا ذَا تَفْقُولْ يَا إِلَهِي كيف حدث ذلك
SL : ماذا تقول ...كيف حدث ذلك
TL : Apa yang kamu katakan, Bagaimana itu bisa terjadi

The sentences in the SL above are translated into TL by the literal translation method, namely the sentence “مَا ذَا تَفْقُولْ يَا إِلَهِي كيف حدث ذلك” translates to “Apa yang kamu katakan, Bagaimana itu bisa terjadi”. From the data above, it shows that the translation uses a literal translation strategy. Characterized by adjustment of context equivalents.

Data 18
لا أَدْرِي يَا أَبِي أَيْنَ ذَهَبْتُ لَقَدْ بَحْثْتُ اَنَا وَلَمْ أَجِدهَا
SL : لا أدرى يا أبي أين ذهبت لقد بحثت انا ولم أجدها
TL : Saya tidak tahu ayah kemana dia pergi, Saya telah mencari dan dan belum menemukannya

The sentences in the SL above are translated into TL by the literal translation method, namely the sentence “لا أَدْرِي يَا أَبِي أَيْنَ ذَهَبْتُ لَقَدْ بَحْثْتُ اَنَا وَلَمْ أَجِدهَا” translates to “Saya tidak tahu ayah kemana dia pergi, Saya telah mencari dan dan belum menemukannya”. From the data above, it shows that the translation uses a literal translation strategy. Characterized by adjustment of context equivalents.

Data 19
حالا سابلغ الشرطي
SL : حالا سابلغ الشرطي
TL : Saya akan menyampaikan polisi segera

The sentences in the SL above are translated into TL by the literal translation method, namely the sentence “حالا سابلغ الشرطي” translates to “Saya akan menyampaikan polisi segera”. From the data above, it shows
that the translation uses a literal translation strategy. Characterized by adjustment of context equivalents.

Data 18
Source Language (SL) : 
أَيْنَ كُنْتِ يَا مَحَاسِن َ؟  
Target Language(TL) : *Dari manakah kamu mahasin?*

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "أَيْنَ كُنْتِ يَا مَحَاسِن َ؟" translates literally to "dari manakah kamu mahasin?". From the data above, it shows that the translation uses a literal translation strategy.

Data 20:
Source Language (SL) : 
أَخْبِرِيْنَا بِمَا حَدَثَ لَك  
Target Language(TL) : *Beritahu kami apa yang terjadi padamu*

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "أَخْبِرِيْنَا بِمَا حَدَثَ لَك" translates literally to "Beritahu kami apa yang terjadi padamu". From the data above, it shows that the translation uses a naturalization strategy.

Data 21:
Source Language (SL) : 
سَأُخْبِرُكُمْ عِنْدَمَا وَقَفَتُ أنْتَظِرُ مُحْسِنْ عَلَى البَسِيْط  
Target Language(TL) : *Saya akan beritahu,ketika saya berhenti,saya menunggu Muhsin di lapangan luas.*

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "سَأُخْبِرُكُمْ عِنْدَمَا وَقَفَتُ أنْتَظِرُ مُحْسِنْ عَلَى البَسِيْط" dtranslate literally into "Saya akan beritahu, ketika saya berhenti, saya menunggu Muhsin di lapangan luas.". From the data above, it shows that the translation uses a literal strategy.

Data 22:
Source Language (SL) : 
وَتَذَكَّرْتُ وَقْتَهَا الاَمَ المَرَضَ المُبْرِحَة  
Target Language(TL) : *Dan saya teringat,ketika sakit berat.*
The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "وتذكرت وقتها الأم المرض" Translates literally to "Dan saya teringat,ketika sakit berat." From the data above, it shows that the translation uses a calque strategy.

Data 23:
Source Language (SL): ا...ا... أنا أتألم يا أمي
Target Language (TL): Aaa..aa.. ibu saya sakit

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "ا...ا... أنا أتألم يا أمي" Translates literally to "Aaa..aa.. ibu saya sakit" From the data above, it shows that the translation uses a literal strategy.

Data 24:
Source Language (SL): سلامتك يا حبيبتي
Target Language (TL): Kesehatan menyertaimu sayangku.

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "سلامتك يا حبيبتي" dtranslate literally into "Kesehatan menyertaimu sayangku." From the data above, it shows that the translation uses a calque strategy.

Data 25:
Source Language (SL): وَبَعْدَ ذلك مَاذا حدث ؟
Target Language (TL): Dan setelah itu apa yang terjadi ?

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "وبعذ ذلك ماذا حدث؟" dtranslate literally into "Dan setelah itu apa yang terjadi ?. From the data above, it shows that the translation uses a literal strategy.

Data 26:
Source Language (SL): أخذت أفكر للقُرَاء و الأيتام المرض
Target Language (TL): Saya memikirkan orang orang miskin dan anak yatim yang sakit
The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence 
"أخذت أفكار لللفقراء والإيتام المرض" translated literally into "Saya memikirkan orang-orang miskin dan anak yatim yang sakit" From the data above, it shows that the translation uses a calque strategy.

Data 27

أخذت أفكار للفقراء والإيتام المرض:
(SL): أخذت أفكار للفقراء والإيتام المرض:
(TL): "Saya memikirkan orang-orang miskin dan anak yatim yang sakit"

From the data above, it presents the sentence SL which is translated into TL using the literal translation method. Sentence

وكيف سيشفون مثلي؟
(SL): وكيف سيشفون مثلي؟
(TL): "Bagaimana mereka akan sembuh sepertiku?"

From the data above, it presents the sentence SL which is translated into TL using the literal translation method. Sentence

وهم لايملكون مصاريف علاجهم
(SL): وهم لايملكون مصاريف علاجهم
(TL): "Dan mereka tidak punya biaya pengeluaran"

From the data above, it presents the sentence SL which is translated into TL using the literal translation method. Sentence

وهم لايملكون مصاريف علاجهم
(SL): وهم لايملكون مصاريف علاجهم
(TL): "Dan mereka tidak punya biaya pengeluaran"
a transference translation strategy.

Data 30

( SL): "لذلك دنوت إلى دخل الصيدلية"

(TL): "Karena itu saya mendekat kedalam Apotek"

From the data above, it presents the sentence SL which is translated into TL using the literal translation method. Sentence "لذلك دنوت إلى دخل الصيدلية" translated literally into Indonesian to "Karena itu saya mendekat kedalam Apotek (tempat menjual atau meramu obat)". From the data above, it shows that the translation uses a transference translation strategy.

Data 31

( SL): "وسألت صيدلي فقال لي"

(TL): "Dan aku bertanya kepada kepada Apoteker, lalu dia berkata kepadaku"

From the data above, it presents the sentence SL which is translated into TL using the literal translation method. Sentence "وسألت صيدلي فقال لي" translated literally into Indonesian to "Dan aku bertanya kepada kepada Apoteker (peracik obat), lalu dia berkata kepadaku". From the data above, it shows that the translation uses a transference translation strategy.

Data 32

( SL): "هذا برنامج بلسم لعلاج الفقراء والأرامل والمساكين"

(TL): "Ini adalah balsem untuk pengubatan orang-orang fakir, janda dan orang-orang miskin".

From the data above, it presents the sentence SL which is translated into TL using the literal translation method. Sentence "هذا برنامج بلسم لعلاج الفقراء والأرامل والمساكين" translated literally into Indonesian to "Ini adalah balsem untuk pengubatan orang-orang fakir (, janda (wanita yang telah bercerai atau ditinggal mati oleh pasangan pernikahannya) dan orang-orang miskin (orang yang tidak bisa memenuhi kebutuhan hidup)". From the data above, it shows that the translation uses a transference translation strategy.
Data 33
(SL): "ولا تكررهانرة أخرى 
(TL): "Dan jangan kau ulangi kedua kalinya".

From the data above, it presents the sentence SL which is translated into TL using the literal translation method. Sentence "ولا تكررهانرة أخرى" translated literally into Indonesian to "Dan jangan kau ulangi kedua kalinya". From the data above, it shows that the translation uses a transference translation strategy.

Data 34
Source Language (SL) : "و سأساهم ببطاقة التأمين الصحي للمحتاجين و الفقراء"
Target Language (TL) : "Saya akan berpartisipasi pada asuransi kesehatan untuk yang membutuhkan dan orang-orang fakir"

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "و سأساهم ببطاقة التأمين الصحي للمحتاجين و الفقراء" translates literally to " Saya akan berpartisipasi pada asuransi kesehatan untuk yang membutuhkan dan orang-orang fakir". From the data above, it shows that the translation uses a literal translation strategy.

Data 35
Source Language (SL) : "بجمعيه نماء الخيريه"
Target Language (TL) : "Dengan pusat kebaikan"

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "بجمعيه نماء الخيريه" translates literally to "Dengan pusat kebaikan ". From the data above, it shows that the translation uses a modulation translation strategy.

Data 36
Source Language (SL) : "آسفة يا أبي , لن أكررها 
Target Language (TL) : "Maafkan saya ayah, saya tidak akan mengulanginya"
The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "آسفًا يا أبي, لن أكررهما" translates literally to "Maafkan saya ayah, saya tidak akan mengulanginya". From the data above, it shows that the translation uses a translation strategy.

Data 37
Source Language (SL): و أنا أيضا
Target Language(TL): *Dan saya juga*

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "و أنا أيضا" translates literally to "Dan saya juga". From the data above, it shows that the translation uses a literal translation strategy.

Data 38
Source Language (SL): سأساهم مثلك يا أبا محسن.
Target Language(TL): *Saya akan ikut serta seperti ayahnya Muhsin*

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "سأساهم مثلك يا أبا محسن" translates literally to "Saya akan ikut serta seperti ayahnya Muhsin". From the data above, it shows that the translation uses a calque translation strategy.

Data 39
Source Language (SL): حقا أبي و أمي! شكرا لكما
Target Language(TL): *Betulkah ayah dan ibu! Terimakasih untuk kalian berdua*

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "حقا أبي و أمي! شكرا لكما" translates literally to "Betulkah ayah dan ibu! Terimakasih untuk kalian berdua". From the data above, it shows that the translation uses a literal translation strategy.
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Data 40
Source Language (SL) : "و أنتـم يا أصدقاء، بماذا ستساهمون؟"
Target Language (TL) : "Dan kalian teman-teman, dengan apa kalian berpartisipasi?"

The data above presents the sentence SL which is translated into TL using the literal translation method. Sentence "و أنتـم يا أصدقاء، بماذا ستساهمون؟" translates literally to "Dan kalian teman-teman, dengan apa kalian berpartisipasi?". From the data above, it shows that the translation uses a literal translation strategy.

D. CONCLUSION

From the results of data analysis, it can be concluded that in the methods and strategies of translation from Arabic into the Indonesian of Muhsin and Mahasin cartoons, the most dominant method used is the literal translation method. Translation techniques and strategies translated into dominant Indonesian using a literal strategy of 40 data (60%), a calque translation strategy of 6 data (9%), a transference strategy of 6 data (9%), a naturalization strategy of 13 data (19%). A translation technique that is rarely used is the 2 data modulation technique (3%).

The large amount of data translated using the naturalization strategy indicates that the terms used in Muhsin Mahasin's cartoon videos are widely translated using borrowing techniques because it is difficult to find the right word equivalent in the target language. This indicates that Arabic as a Source Language has a major influence on translation.
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