# AN ANALYSIS OF SUBTITLING STRATEGIES OF INDONESIAN SUBTITLES ON THE MOVIE ENTITLED "HARRY POTTER AND THE SORCERER'S STONE"

**Aurellia Ardia Pramatana**
State Polytechnic of Malang

## ABSTRACT

Harry Potter and The Sorcerer's Stone is one of the successful movie adaptations from a famous novel by J.K Rowling which has been translated into 80 languages worldwide. Because of this success the research conducted focuses on analysis of the subtitles. The procedures to collect the data, the researcher used several steps: finding, observing, and analyzing. Finding the movie script as the material, observing the subtitling strategies that are used by translator in the movie and analyzing the strategies that are found in the subtitles. The methods used was descriptive analysis on Indonesian script as the material taken from extracted subtitles from the DVD and had been analyzed using Henrik Gottlieb theory. The aims of the research to analyze the subtitling strategies which applied in English- Indonesian subtitles in the "Harry Potter and The Sorcerer's Stone" movie by the translator. The subtitling strategies that the researcher used are the one from Gottlieb's theory, where they are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. This research used a descriptive qualitative approach to describe the results of the analysis of subtitling strategies, the object of this research is "Harry Potter and The Sorcerer's Stone" movie subtitle. Percentage of the strategies that occurred in the English-Indonesian subtitles were transfer 72.8%, paraphrase 16.7%, imitation 0.29%, transcription 0.19%, decimation 0.18%, deletion 0.30% was found in Indonesian subtitle of "Harry Potter and The Sorcerer's Stone" and transfer is one of the strategies which mostly applied by the translator.

Keywords: translation, subtitle, subtitling strategies, English-Indonesian subtitle

## INTRODUCTION

Along with the development in this modern era, the movie industry has become an extremely popular media to gather the audience. As the movie develops, it also influences many movie genres based on different stories, ranging from action movies, adventure, comedy, crime, drama, fiction, horror, musicals, warfare, etc. One of the movies trends that dominates the list of top ten movies with the biggest income in Hollywood is adaptation movie. In general, adapted movies take the story from characters in superhero comics or novels that already have a lot of fans and get a variety of best-seller awards. One of the movies adapted from a very famous novel written by J.K Rowling, "Harry Potter and The Philosopher Stone" in 1997 gained tremendous popularity and sold more than 500 million copies worldwide and has been translated into 80 languages Wikipedia (2020). The adaptation movie of the Harry Potter novel was first aired with the title "Harry Potter and The Sorcerer's Stone" get the attention of fans from all over the world and became a successful movie adaptation of the novel in 2001 and grossing $975.8 million at the box office movie worldwide.

Harry Potter and The Sorcerer's Stone movie has one advantage over many other blockbusters whereas this adaptation movie was the first sequel in the novel series and many people already know about Harry Potter. The interest of this movie was how for the first time the audience can see directly on the screen hero scene of Harry Potter without changing the original story in the novel and the setting of the wizarding world as best as displayed by Columbus as the publisher. In screening this movie does have a different name from the original title in the novel, because the US publisher came with the decision that "Philosopher" was too big a word for American kids to grasp. Therefore the "philosopher's stone" which has been featured in songs and story for centuries became the "Sorcerer's Stone", the savings of three letters apparently making all the difference. The success of this movie made other countries translated the "Harry Potter and The Sorcerer's Stone" movie from English to the target language subtitles of their countries. Catford (1965) gives a statement about the definition of translation as the replacement of textual material in one language (SL) source language by equivalent textual material in another language (TL) target language. It means that translation is written communication in target language that has the same meaning as source language and does not change the meaning but only the language. There are many foreign language movies that have subtitles with various language versions, one of them is in Indonesian subtitle. Subtitling is a method of inserting text to an audio-visual media and explaining what has been spoken in the audio (dialogue). Unlike literary translation, subtitle translation is a process of transferring a verbal language into a written text, and highly dependent on subtitling equipment to present of transfer information to the viewers on subtitling Zhang & Junyan (2009) statement. According to Chang (2012). In order to make the subtitles meet the quality requirements, the translator needs the translation procedures, Newmark (1988) state that "translation procedures are used for sentences and smaller units of language" by following the rights rules as a translator, it will be easier to translate a text from SL (source language) into TL (target language).

There are several ways and strategies that can be used to translate subtitles to a movie, for an example the content in TT (target language) should have the same degree as in ST (source text). In order to balance the content in the ST (source text) and TT (target text), the translator use subtitling strategies based on Henrik Gottlieb's there are 10 points of subtitling strategies as follows: 1.) Expansion; 2.) Paraphrase; 3.) Transfer; 4.) Imitation; 5.) Transcription; 6.) Dislocation; 7.) Condensation; 8.) Decimation; 9.) Deletion; 10.) Resignation Gottlieb (1992). Ten main point that affect the subtitling strategy are used to observed how the translation effect the subtitling quality in the movie subtitle especially in English-Indonesia subtitle. Moreover, based on the explanation above about the background of the research, the researcher interested to analyze the subtitling strategies of Indonesian subtitle in "Harry Potter and The Sorcerer's Stone" movie.

**Objectives of the Research**

Based on background above, the objectives of the research are:

1. To describe the subtitling strategies in the "Harry Potter and The Sorcerer's Stone" movie subtitle.
2. To analyze which strategies are frequently used by the translator in "Harry Potter and The Socerer's Stone" English-Indonesian movie subtitle.
3. To observe the subtitling strategies that used by the translator in "Harry Potter and The Sorcerer's Stone" movie subtitle.

**Research Significances**

After the research project is done, there are some significances for theoretical perspective, professional significance, and academic benefits:

1. From theoretical perpective, this research is expected to make a new contribution to the area of translation procedures in the movie while doing a subtitling project. This is expected to enrich the previous research findings, because it involves the opinion of people who are expert in

analyzing subtitling strategies in movie translation.

2. From professional significance, it is also expected that the research would provide references to the professional translator or student in choosing the appropriate strategies while doing a subtitling project. The procedures in translating the text in order to understanding what strategies are likely to be used frequently, literary works especially in movie subtitle.

3. Academic benefits, this research expected to give practical guidance for both translator and student who are doing the subtitling project to improve their translation skills while translated movie subtitle. It can be used as references for students of English Department State Polytechnic of Malang who want to conduct similar final project in the future.

**Scope of the Research**

In this research will focus on analyzing the types of subtitling strategies based on the theory that the researcher used are from Gottlieb (1992). Other theories related with translation in subtitling the researcher used theories from some experts such as Newmark (1988), Nida & Taber (1982), Larson (1984), Catford (1965), Hariyanto (2005), Munday (2001), Chang (2012), Zhang & Junyan (2009).

**REVIEW OF RELATED LITERATURE**
**Definition of Translation**

Some of experts of translation describe about definition of translation in many different statements were seen in Newmark (1988) states that translation is perceived as rendering the meaning of a text into another language in the way that the author intended the text. The same with that theory Munday (2001) states that translation refers to the changing of an original source text of one language into a target text in a different language. Also, Catford (1965) defined translation as an operation performed on language: a process of substituting a text in one language for a text in another. As can be seen, Munday (2001) and Catford (1965) have the same statement about the concept of what translation is, and they are agree that

translation is a process of changing from original source text into another language.

Meanwhile Nida & Taber (1982) states that translating consists of reproducing in the receptor language to the closest natural equivalent of the source language message, first in meaning and secondly in term of style. Larson (1984) saw that translation is the replacement of meaning from (SL) source language into (TL) target language by using the form of the receptor target language. Opinions state by Nida & Taber and Larson also has a similar concept about the definition of what is translation, they said that translation is process of producing meaning from SL (source language) into TL (target language) in accordance with the natural equivalent form of the receptor language.

From all the definitions that have been stated by experts above it can be concluded that translation focuses on meaning equivalent, because of a text that has been translated from the SL (source language) into TL (target language) must have a meaning that is understood by the audience from target language.

**Process of Translation**

Based on Newmark (1988) proposed three ways of translating as follow:

1. Choosing a method of approach whether the translator will translate the source text sentence by sentence to get the feel of the text or translate the source text after reading the whole text for several times and finding intention, register, tone, mark the difficult words and then start translating.

2. Translating the translation with four levels and those are:

   a. The SL text level (the textual level)
   The translator starts to translate the SL (source language) to the TL (target language) by using literal translation and replaces the SL grammar with the TL (target language) equivalents, then translates the lexical unit into the appropriates sense.

   b. The referential level
   The translator gains the perspective from the language by visualizing and

builds up the essential parts of the text both comprehension and the reproduction process.

c. The cohesive level

The translator reconsiders the structure and the moods of the text, the lengths of paragraphs and sentences. The formulation of the title and the tone of the conclusion to summarize an argument at the beginning of a final sentence.

d. The level of naturalness

The translator attempts to make the translation product make sense and follow the grammatical structure and appropriate to the audience in certain situations.

3. Revising the procedures of the translation which constitutes at least half of the complete process.

Larson (1998) identify the translation process through the diagram as follow:
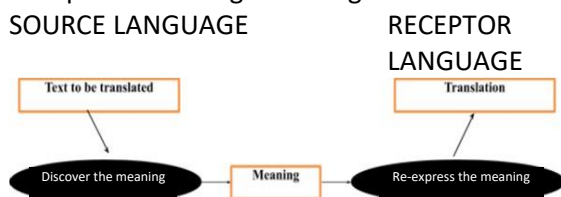
SOURCE LANGUAGE                RECEPTOR LANGUAGE



Figure 1. Larson's Bagan Process of Translation (1998:4)

**Translation Methods**

The important thing if the translator wants to produce such a good translation product, the translator needs to enrich their knowledge especially general knowledge and various references like encyclopedia can be a guidance for translator to looking for the meaning of the word. It may be difficult to properly translate some texts without understanding the meaning of the context, because there are many languages that are used around us related to life and culture of other's society talking by non-verbal language in society. To be able to find the exact equivalent words in the target language to make a good translation product. Larson (1984) states that a good translation product could be seen from:

1. Using the original or natural equivalent form of the TL (target language).

2. Having fluency in communicating the message of the SL (source language) exactly as the researcher wants to convey to the receptor language.

3. Having equivalent effects and responses to the reader and listener. A good understanding might help translator overcome the problems. But even more, experience is the most valuable tool than formal knowledge. Experienced translators will increase their understanding quality and their responsibility for their job, so that they can become more selective in choosing the translation methods. In order to produce a good translation product, methods need to be applied to help translators in doing the translation.

Larson (1984) also stated that translation is classified into two main types: form-based translation and meaning-based translation. Form-based translation attempts to follow the form of the SL (source language) and it is known as literal translation, while meaning-based translation makes every effort as much as possible to communicate the meaning of the SL text in the natural forms of the receptor language. Literal translation sounds like nonsense and has little communication value, the literal translation can be understood if the general grammatical form of the two language is similar. Then Larson adds that in applying the literal translation there is rarely a true literal translation, the methods spread in the continuum from very literal to near idiomatic, idiomatic, and unduly free.

Based on Newmark (1988) there are eight translation methods; word-for-word, literal, faithful, semantic, communicative, idiomatic, free and adaptation and has grouped in two big categories. First is purpose on source language (SL) they are word-for-word translation, literal translation, faithful translation, and semantic translation. The second is purpose on target language (TL) they are adaptation, free translation, idiomatic translation, and communicative translation. Word-for-word translation is a translation in which the SL (source language) word order is preserved, and the words translated singly by their most common meanings out of context.

Literal translation is a translation in which the SL (source language) grammatical constructions are converted to their nearest TL (traget language) equivalents, but the lexical words are again translated singly out of context. Faithful translation is a translation attempts to produce the precise contextual meaning of the original within the constraints of the TL (target language) grammatical structures. Semantic translation is a translation which differs from 'faithful translation' only in as far as it must take more account of the aesthetic value of the SL text. Adaptation is the freest form of translation and it is used mainly for plays (comedies) and poetry. The SL (source language) culture is converted to the TL (target language) culture and the text is rewritten. Free translation is a translation that produces the TL (target language) text without the style, form, or content of the original. Idiomatic translation is a translation that reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original. Communicative translation is a translation which attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.

The use of translation methods depends on the translator's needs. Although there are many methods that the translator can use, the main point in translation is to transfer the SL (source language) messages as well as to be understood by the target language reader.

**Subtitling Rules**
In subtitling there are some important things that need attention from the translator before doing the subtitling translation, such as the plot work, the movie terms, script and movie this has become unity as a whole work. Hariyanto (2005) states that "plot work" in subtitling means translating the movie script from the SL (source language) into the TL (target language) then combine the translation results with the movie and revise it. Movie script refers to the ST (source text) that will be translated into TT (target text), script also has two types; the original script and script

purposed to the movie translator. There are some notes for the original script such as the setting notes, actor's mimic, etc. The advantage of having original script is that the translator knows "the situation" of the movie well, meanwhile the script proposed to translator does not include such notes, but it includes the "timing" notes which help in deciding the subtitling appearance in the movie monitor.

Movie as a whole work means that movie is the same as other literature it was covered by certain society culture that makes the translator works harder because the translator must transfer the semantic and pragmatics meaning and the culture meaning. Different terminology and explains that the translator is faced with formal (quantitative) and textual (qualitative) constraints. Textual constraints are those imposed on the subtitles by the visual context of the film, whereas formal constraints are the space factors (a maximum of 2 lines and 35 characters) and the time factor. Therefore, it is very important for the translator to note that the results of the subtitle translation can be conveyed well to the audience because subtitles are one of the most important parts of the movie.

Theories that the researcher used to analyze movie subtitles are Gottlieb's theory about subtitling strategies. Gottlieb (1992) as well-known subtitling strategies experts have stated that there are ten main points that affects the subtitling strategy as following:
1.  Expansion is used when the original text requires an explanation because of some cultural nuance not retrievable in the target language. For example:
    SL   : A great (Muggle) like you is going to stop him?
    TL   : Ooh, dan seorang (Muggle) yang hebat sepertimu akan menghentikannya?
2.  Paraphrase is resorted to in cases where the phrase of the original cannot be reconstructed in the same syntactic way in the target language. For example:
    SL   : She's black-harted person and I'm done with her.

TL  : Dia orang yang berhati jahat dan aku sudah tidak mau berurusan dengannya.

3. Transfer refers to strategy of translating the ST (source text) completely and accurately. For example:

SL  : Hermione: You'll be okay, Harry. You're a great wizard. You really are.

TL  : Hermione: Kau akan baik-baik saja Harry. Kau seorang penyihir hebat. Kau sungguh hebat.

4. Imitation maintains the same form, typically with names of people and places. For example:

SL  : Are you Professor Dumbledore?

TL  : Apakah Anda Professor Dumbledore?

5. Transcription is used in some cases where a term is unusual even in the ST (source text), the use of a third language or nonsense language. For example:

SL  : Ron: So..so it's true! I mean, do you really have the..the scar? Harry: Oh..Yeah.
Ron: Wicked!

TL  : Ron: Jadi..itu benar! Maksudku, apakah kau benar memiliki bekas luka?
Harry: Oh..Yeah.
Ron: Hebat!

6. Dislocation is adopted when the original text employs some sort of special effect, e.g., a silly song in a cartoon, silly word dialogue in the movie where the translation of the effect is more important than the content. For example:

SL  : Spider-pig, can he swing from a web? No, he cant' he's a pig!

TL  : Babi-labalaba, babi labalaba, dapatkah dia berayun dari jaringnya? Tidak bisa, dia seekor babi. (The Simpsons Movie, 2007).

7. Condensation would seem to be the typical strategy used to shortening the text in the least obtrusive way possible. For example:

SL  : I'm not talking to him. There's no way.

TL  : Aku tidak mungkin bicara padanya.

8. Decimation is an extreme form of condensation where for reasons of discourse speed, even potentially important elements are omitted. For example:

SL  : You don't mean to intentionally refer to Anthony, do you?

TL  : Maksud Anda Anthony?

9. Deletion refers to the total elimination parts of a text. For example:

SL  : That's enough.

TL  : Cukup

10. Resignation describes the strategy adopted when no translation solution can be found, and meaning is inevitably lost. For example:

SL  : Expelliarmus!

TL  : - (No Translation)- (Harry Potter and The Socere's Stone 2001)

**Subtitling Difficulties**

Hariyanto (2005) states that translating a movie is not easy when translating a movie, the translator usually gets difficulty in 'language and culture'. Language difficulty refers to culture reference, idioms, diction, humor, and pragmatics meaning, whereas culture difficulty refers to the lack of knowledge and experience that the translator has related to the culture habits done by the SL (source language) society. It also happens when the translator translates idioms where they should choose the appropriate diction, it is very difficult to translate an idiom because of the limited equivalent meaning between SL (source language) and TL (target language). Therefore, the translator understanding before doing a subtitling translation is to recognize the characteristics of the movie. Then, the next problem that the translator has related to humor teasing allusion and pragmatics meaning. Sometimes, the translator does not realize that the text which translates contains the implicit humor teasing allusion or the translator does not find the appropriate equivalent meaning in TL (target language) because the meaning of the humor related to the SL (source language) culture. While the difficulty in pragmatics meaning means the difficulty in finding appropriate equivalent related to the actor's relation in

composing dialogue, especially when the dialogue uses certain dialect. These difficulties will be faced by every translator, to overcome this problem, their understanding of the culture scope of the movie is necessary before doing the translation.

Sugeng Hariyanto (2005) states further that movie translators also have difficulties because of limited time appearance and limited layout. There are some subtitling layout rules such as the translation should be at the monitor bottom, it just contains 2 lines in maximum and only 35 characters for each line also it must be Helvetica or Arial font without sheriff. The font color and the background must be in white, the text position is in the middle, and it must be right flat for the dialogue beginning without a dash. There are so many details that the translator needs to pay attention to before doing a subtitling project on the movie.

**Review of Previous Research Projects**

The previous study of translation in movie subtitling has already been conducted by Arie Firmansyah as the previous researchers. In Arie Firmansyah journal has analyzed in his research entitled "Analysis of Subtitling Strategies on the movie Harry Potter and the Chamber of Secrets" in 2008, the result showed that Gottlieb's strategies theory was most applied in translating movie subtitle by the translator. It can be concluded that Gottlieb's theory is a theory about subtitling strategies that are often used by translators to translate movie subtitle from SL (source language) into TL (target language).

Another previous research that has been explored by Herman M.Pd in the journal entitled "Category Shifts In the English Translation of Harry Potter and The Philosopher's Stone Movie Subtitle into Indonesian" describes an overview about the translation shifts and analyzing the movie subtitle script of "Harry Potter and the Philosopher's stone" based on the theories from some experts such as Munday, Catford (1965), Newmark (1988), Nida & Taber (1982) and the results shown the language analysis of English to Indonesian context. This research was conducted to make further analysis in

other kinds of text, to get a better understanding of shifts of translation. The researcher feels that his research through movie subtitles is not enough to fulfill human needs in further studying of translation shift. Therefore, the research that will be conducted by the researcher is different from the two-journal reference from previous research. The purpose of the researcher conducting this research is to analyze the subtitling strategies of "Harry Potter and The Sorcerer's Stone" movie subtitle in English to Indonesian context, to find out what strategies are used by translators when translating the movie subtitle script from English (source language) into Indonesian (TL).

**RESEARCH METHODOLOGY**
**Research Design**
Based on the research study and theory, this research presents a descriptive analysis of the data through data collection instruments. The data of this research were taken from "Harry Potter and The Sorcerer's Stone "English-Indonesian movie subtitles document had analyzed descriptively. The method used in this study involved tables of mean and quantiles which help to determine which the data had most occurred in the last results. There are several steps to analyze the subtitles, each sentence had been classified according to the subtitling strategies that used by the translator. First step is found the subtitle movie script entitled "Harry Potter and The Sorcerer's Stone" in Bahasa Indonesia. Second, the researcher was analyzing the subtitling strategies used in the movie based on the ten main points stated by Henrik Gottlieb. The last is describing the results of the analysis of subtitling strategies which strategies that occurred in the research, the percentage of results of the analysis will also show the percentage of subtitling strategies are used by translators to strengthen the data analysis results from the researcher.

**Data Collection**
The procedure of collecting data in this research had been conducted through data analysis. The data were taken from the dialogue in the movie "Harry Potter and The

Sorcerer's Stone" both English and Indonesian version in the form of subtitle. The observation would be done by watching the movie and identifying the subtitling strategies in each sentence found in the subtitle. Any subtitling strategies that occurred when translating subtitles "Harry Potter and The Sorcerer's Stone" movie classified based on Gottlieb theory. When the sentence consists of two clauses which have different subtitling strategies, it was chunked from the sentence into clause. The division of the data was not based on the types of data (phrase, clause, and sentence), but it was classified based on the subtitling strategy used. The results of the data collection can determine the outcome of the subtitling strategy used by the translator, by using this method the researchers can describe the strategies that mostly used by translator while doing the subtitle movie project.

**Research Procedures**

Source of the data is the subject of analysis where the data was found. The primary data had been taken from classification subtitling strategies that used by translator all the words, phrase and clause of the dialogue and their translation in the form of subtitle and the dialogue used in this research had taken from the movie entitled "Harry Potter and the sorcerer's Stone".

The aims of this research were describing and analyzing which strategies are frequently occurred in the Indonesian subtitle of "Harry Potter and The Sorcerer's Stone" and the procedures to collect the data. First, the researcher watched the "Harry Potter and The Sorcerer's Stone" movie with playing the DVDs with Indonesian subtitles. Then, the researcher had compared the English subtitle from the official platform (subscene) with the Indonesian extracted subtitle from the DVDs. The subtitle that the researcher chosen from the subscene was the subtitle which were detailed BluRay description. BluRay indicated the quality of the movie was high quality from the screen, audios, etc. After that, the English and Indonesian script will put side by side on the table to analyze which subtitling strategies that the translator used when translating the sentence in the dialogue. Next step, the

researcher observes the subtitling strategy by each sentence and classified based on the ten subtitling strategies proposed by Gottlieb (1992) such as expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. After the researcher had classified, the data will have counted to know the frequency and percentage of each strategy and presented in the table, for the complete samples can be seen in the appendices. The last results the classified data as sample data will show which strategies are often used by translators and how much percentage they appear in "Harry Potter and The Sorcerer's Stone" movie.

**FINDINGS AND DISCUSSION**

**The Finding Results of Subtitling Strategies**

The first objective of this study was to find out subtitling strategies found in the Indonesian subtitle of "Harry Potter and The Sorcerer's Stone" movie. Each clause of the dialogue was classified based on types of subtitling strategies. The table below shows the numbers of each strategy used in the "Harry Potter and The Sorcerer's Stone" movie:

Table 1. Frequency of Strategies Usage

| No | Subtitling Strategies | Frequency | Percentage |
|---|---|---|---|
| 1 | Transfer | 859 | 72.8% |
| 2 | Paraphrase | 198 | 16.7% |
| 3 | Deletion | 36 | 0.30% |
| 4 | Imitation | 35 | 0.29% |
| 5 | Transcription | 23 | 0.19% |
| 6 | Decimation | 22 | 0.18% |
| 7 | Condensation | 11 | 0.09% |
| 8 | Resignation | 11 | 0.09% |
| 9 | Expansion | 4 | 0.03% |
| 10 | Dislocation | - | - |

As shown in the result above, based on Gottlieb's subtitling strategies being applied in the subtitle of "Harry Potter and The Sorcerer's Stone" they are transfer, paraphrase, imitation, transcription, deletion, decimation, condensation, resignation, expansion and dislocation. Only nine strategies used by the translator when translating the subtitles but the strategy which frequently occurs in the translation of subtitle in the movie are transfer and paraphrase.

**The discussion of the results of English-Indonesian subtitle analysis**

The results of the analysis of subtitling strategies observed by the researcher in English-Indonesian subtitle of "Harry Potter and The Socerer's Stone" movie, it was found that 9 out of 10 strategies used by translators were in accordance with Henrik Gottlieb's theory. Henrik Gottlieb's theory is the theory most often used to analyze subtitling strategies in movie and the strategies frequently used are transfer, paraphrase, imitation, transcription, decimation, deletion.

The six strategies found occurred in Indonesian subtitles one of them is transfer strategy, 65.3% are used because there are so many sentences in dialogue "Harry Potter and The Sorcerer's Stone" movie which was translated literally by the translator because this movie tells about the life of wizard. Subtitling strategies are also used in accordance with the culture of TL (target language) so that the translation of meaning in the movie from SL (source language) can be conveyed properly towards the audience. Another strategy that is occurred in Indonesian subtitles is paraphrase, 16.7% of the strategies used by translators. The paraphrase strategy is used by translators when translating sentences that require explanation by adding information in accordance with the meaning of the TL (target language) to make it easier for the audience to understand the meaning in the dialogue of the movie. The imitation strategy is also often found in Indonesian subtitles used by translators to translate names or places on the "Harry Potter and The Sorcerer's Stone" movie by 3.9%. Because the setting of this movie is about a wizard, so the translator does not change the name or place of this movie using the imitation strategy.

Similarly, the transcription strategy as much as 2.3% is used by translators to translate words and sentences that have meaning that does not make sense or do not have meaning if translated to TL (target language). Then 1.9% of decimation strategies often occurred when translating sentences that require a reduction of several meanings to TL (target language). In addition, deletion strategies also often appear as much as 1.8% which is used by translators to translate sentences that need to be eliminated so that the sentence can be translated into TL (target language) clearly understood by the audience.

**CONCLUSION AND SUGGESTION**

**Conclusion**

There are several aspects of the research can be concluded:

1.  It has been stated in Chapter 1 in the objective of the research it is to describe and analyze about subtitling strategy of "Harry Potter and The Sorcerer's Stone" movie based on ten classification of Henrik Gottlieb's theory. However, subtitling strategy used by translators while translating Indonesian subtitles in "Harry Potter and The Sorcerer's Stone" movie were transfer, paraphrase, imitation, transcription, decimation, and deletion with a total of data 1222 with amount 90.5% percentage of all the subtitling strategies. The details of the data as follows: transfer occurred in this research was 856 (65.3%), paraphrase was 203 (16.7%), imitation 48 (3.9%), transcription was 30 (1.9%), decimation 21 (0.9%) and deletion 21 (0.9%). Based on the results of each strategy, it can be concluded that most of the strategies used is transfer with total of data 856, the translate strategies also needed to translate the language from SL (source language) into TL (target language). Literal translation used while translating the subtitle because most of the dialogue translated by the translator literally without changing so much meaning of the SL (source language) so that it can be understood by audience. The translator can use one strategy but also can used more than one subtitling strategies, it can be seen in the some of the dialogue that the researcher has mentioned on the appendices list. The results of this research also showed the efforts of the translator while doing the subtitles as equivalent as the original by using transfer strategies.

2.  This research also observed the subtitling strategies that used in "Harry Potter and

The Sorcerer's Stone" movie subtitle. It was found that besides transfer strategies, there are also several other strategies that translators use in translating subtitles from SL (source language) English to TL (target language) Indonesian there are: paraphrase, imitation, transcription, decimation, deletion. Some of these strategies are used to translate sentences in dialogue that require explanation so that it can be easily understood by audience from TL (target language).

## Suggestions

The following are some suggestions that are expected to help other researchers who want to conduct the same research or who will be doing the projects in the subtitling field.

1.  For Translators or Subtitlers
    In addition, about subtitling strategies, translation strategies are also needed in terms of translating from one language to another. The translator can use one strategy, but also can use more than one strategy if it is needed so that the results of the translation of these subtitles can be seen more natural, communicative, and easily to understand by the audience.

2.  For Other Researcher
    For the student who wants to conduct the same research related to subtitling strategies, movies can be used as a good medium for analysis. Be sure to choose a movie that has good quality in terms of the meaning or subtitle translation, even more from English to Indonesian. For students, especially students from English Department can gain their skills in analyzing translation or subtitling products as a practice. Solved the issues related to subtitling strategies when it is applied in a movie, what method is used when the translation in the subtitle is incompatible with SL (source language) to TL (target language). In this case it can also enrich the experience in analyzing movie subtitles.

## REFERENCES

Catford, J. C. (1965). *A linguistic theory of translation*. Oxford University Press.

Gottlieb, H., Dollerup, C., & Loddegaard, A. (1992). Teaching Translation and Interpreting: Training, talent and experience. *University of Copenhagen*, 164-166.

Gottlieb, H. (2001). Texts, translation and subtitling-in theory, and in Denmark. *Translators and Translations*, 149-192.

Ghaemi, F., & Benyamin, J. (2011). Strategies used in the translation of interlingual subtitling. *Journal of English Studies*, *1*(1), 39-49.

Hastuti, Endang. (2015). An Analysis on Subtitling Strategies of Romeo and Juliet Movie. *Register Journal*. 8. 10.18326/rgt.v8i1.324.

Hariyanto, S. (2005). Subtitling: Di antara Keterbatasan Bahasa-Budaya dan Media. In *Collection of International Conference on Translation: Translation, Discourse and Culture*.

Harry Potter and The Philosopher Stone (2020). In Wikipedia. Retrieved from https://en.wikipedia.org/wiki/Harry_Potter_and_the_Philosopher%27s_Stone

Herman, M. (2014). Category shifts in the English translation of Harry Potter and the Philosopher's Stone movie subtitle into Indonesia (an applied linguistics study). *IOSR Journal of Humanities And Social Science (IOSR-JHSS)*, *19*(12), 31-38.

Larson, M. L. (1984). *Meaning-based translation: A guide to cross-language equivalence* (Vol. 366). Lanham, MD: University press of America.

Michael, B. (2002). Analysis of Gottlieb's subtitling strategies in trans 7's 'home stay'. In *Ninth Conference on English Studies* (pp. 117-119)

Millán, C., & Bartrina, F. (Eds.). (2013). *The Routledge handbook of translation studies*. Routledge.

Nababan, M., & Nuraeni, A. (2012). Pengembangan model penilaian kualitas terjemahan. Newmark, P.

(1988). *A textbook of translation* (Vol. 66). New York: Prentice hall.

Nida, E. A., & Taber, C. R. (Eds.). (1982). *The theory and practice of translation* (Vol. 8). Yang, C. A Tentative Analysis of English Film Translation Characteristics and Principles/Y. Chang. *Theory and Practice in Language Studies*, *2*(1), 71-76.

Zhang, Y., & Liu, J. (2009). Subtitle translation strategies as a reflection of technical limitations: a case study of Ang Lee's films. *Asian Social Science*, *5*(1), 113-118.