

INTRODUCTION

The development of technology added a branch of translation studies, one of them is Audiovisual Translation (AVT). Audiovisual translation (AVT) is developing the translation activity in a context characterized by the interaction of text (whether oral or written) with sound and image. Within this type of translation, the two most popular areas are the dubbing and subtitling. According to Chiaro (2008 p.141) audiovisual translation covers the interlingual transfer of verbal language when it is transmitted and accessed both visually, acoustically, usually, but necessarily through some kind of electronic device. Cintas and Anderman (2009, p.8) describe that audiovisual translation is now one of the most vibrant and vigorous fields within Translation studies. In other words, audiovisual translation is one of the translation studies branches.

Subtitling is not only a translation between languages but also between modes of communication from the spoken word to the written word. In the subtitling process, a subtitler needs to understand the context of the film so that the information can be conveyed well to the audience. Subtitles are translation text of the movie or television dialogue that appear on the screen. Subtitles can also be referred as a tool to help people understand the meaning of the entire dialogues or message in a movie.

The problem that is commonly found in the subtitling process is the use of right language to convey the information from SL to TL. A subtitler must arrange short, clear, and right words when creating a subtitle. Subtitles are usually used by foreigners who have different languages and cultures. Because of the cultural differences, a subtitler must be careful in conveying information so there is no misunderstanding and the information can be well received by the audience. Besides that, Ismailia (2011) said there are six requirements before using subtitle: (1) two-line

text in a caption, (2) shows in the bottom of screen, (3) the subtitle (formed by 2 lines) cannot have up to 70 characters. (4) no more than forty characters in a line of subtitle, including the space and punctuation, (5) the second line is shown shorter than the first line, (6) the minimum duration is three seconds and five seconds most. Therefore, various kinds of translation and subtitling strategies are made to facilitate the subtitler.

Slang Word

Slang language always appears in the dialogue of the film or television program; Slang is become a part of our daily conversation. In the subtitle, it is important to translate slang clearly so the audience will understand the messages from the film clearly without misunderstanding. According to Hickey (2010) Standard English (SE) English with respect spelling, grammar, pronunciation, and vocabulary is substantially uniform though not devoid of regional differences, can be used in formal or informal speech, and acceptable wherever English is spoken and understood. Nonstandard English is English that does not follow the rules of standard English dialect (Telpedia English journal). There various definitions associated with slang language. Mish (2003, p.1170) mentions "Slang is an informal nonstandard vocabulary composed typically of coinages, arbitrarily changed words, and extravagant, forced, or facetious figures of speech. Linhua (2006) defines slang as a part of language which is usually used by most people and it may be in the form of single words, phrases or sentences. Munro cited in Fasola (2012, p.4) mentions that slang is included in non-standard language as the sort of words and expressions which anyone might use in conversation or a letter, but which is not used in a speech or formal essay. It can be concluded that slang is informal variety of speech used in social group to communicate among themselves that occurs in relaxed social settings.

According to Willis (1964, p.195) there are two categorized types of slang from Willis theory which are standard expression and new invention. Standard expression is the type of slang that has the same spelling as the standard word but has a different meaning. In this case by standard expression means the word that people can find the meaning in the dictionary. New invention is types of slang that are created as new words or at least have only slight connection with established or standard words are classified. Most slang words in this research are modified from the standard word. The types of slang words above are used by the researcher in this study.

There are some previous studies which are similar to this topic research. The first research is from a thesis by Falla Nour Rohmah (2014) titled “*Subtitling strategies of English Slang Expressions in the Indonesia Subtitle of TV Series: Hannah Montanah Season 4*”. The purposes of this research are to analyze the translation and to indicate how equivalent the subtitle of the slang expression in the TV Series: Hannah Montana Season 4. This study use a descriptive qualitative method. The data analysis is based on some theories. The first is types of slang proposed by Willis, the second is subtitling strategies theories proposed by Gottlieb, and degree of equivalent theory by Bell. The result from this research found that there are two types of slang in the film. There are standard words and new inventions; new invention appear more often in the data. He applied seven subtitling strategies in translating the slang expressions. There are expansion, paraphrase, transfer, imitation, condensation, transcription and deletion. He applied four meaning equivalent degrees. There are fully equivalent, partly equivalent, different meaning and no meaning. From 123 data, there are 102 data or 82,93% of the data in this research belong to equivalent. This data shows that the translation of slang expression is acceptable for the audience.

The second previous research is from a thesis by Kharisma Senja (2015), entitled “*Subtitling Strategies of Slang Expression in the English and Bahasa Indonesia ‘God Will Hunting’ Movie Text*”. The aim is to analyze the English slang expression, observe subtitles in connection with discipline of translation studies, especially strategies used in translating the movies. This study used a descriptive qualitative method. The data categorized based on three theories. The research found that there are six types of slang proposed by Sumarsono and Paina (2007). They are apocope, acronym, metaphor, creativity using the existing word; creativity is the most prominent type. He applied six subtitling strategies in translating the slang expression by Gottlieb (1992). There are expansion, transfer, paraphrase, decimation, and deletion. He found four equivalent degrees proposed by Bell (1991) in this study. There are fully equivalent, partly equivalent, different meanings and no meaning. This research indicates 119 data, 57,98% data belonging to equivalent and 40,02% data belonging nonequivalent. Based on the explanation above this data shows the slang expression in the film sufficiently equivalent.

The last research is from a thesis by Siti Noer Rachmawaty (2018), titled “*Comparison of Slang Translation Strategies between TV and DVD Subtitle of the Hangover Part II Movie*”. The purpose of this study is to compare translation strategy used by TV and DVD translators in translating the slang words in the movie. This study used a descriptive qualitative method. The researcher describes one by one of the slang words that were found in the movie using the theory of Chapman. The researcher limits the type of slang only on *primary slang*. The researcher analyzes and compares the strategy that was used by both translators to translate the slang words by using the theory of Gottlieb. The result of this study shows that there are seven subtitling strategies used by both translators. The TV translator used four strategies,

they are expansion, paraphrase, transfer, and imitation. While the DVD translation use six strategies to translate the slang words, they are paraphrased. Transfer, imitation. Deletion, resignation, and decimation. This data indicates that both translation from TV and DVD are acceptable.

Based on those researches, the analysis of data is about slang words. Those researchers also analyzed the subtitling strategies, type of slang and the slang expression that were used in their journal. While in this research, the researcher focuses to find out the type of slang based on Willis theory and strategies based on Gottlieb's theory of subtitling strategies in this film.

Translation Strategies in Subtitling

The goal of a translator is people understand exactly the same message from the source language. A translator must comply with differences between the linguistic system of the source and target language. Subtitling is limited by various technical matters like the maximum length of a subtitle and its duration of the screen. Subtitling strategies are needed to overcome the problems. The researcher uses strategies based on Gottlieb (1992) translation strategies in subtitling film as follow.

The first strategy is expansion; this strategy is used when the original text requires an explanation because of some original nuance not retrievable in the target language. The second is paraphrase; this strategy used when the phraseology of the source language cannot be reconstructed in the same syntactic way in the target language. The third is transfer; this strategy refers to translating the source language correctly and accurately. The fourth is imitation; this maintains the same forms, typically with names of people and places. The fifth is transcription; this strategy used

the term is unusual even in the source language, for example, the use of third language.

The next is dislocation; this strategy is used when the original is employed in those cases where the translation of the effect is more important than the content (i.e. a silly song in a cartoon movie). The seventh is condensation; the purpose of this strategy is shortening the text but it does not lose the message and is still conveyed well. The eighth is decimation; decimation is omitting important elements and some taboo words that are confusing the audience. The ninth is deletion; it refers to the total elimination of the part of the text. The last is resignation; the strategy is used when no translation solution can be found and meaning is inevitably lost.

RESEARCH METHOD

In this research, the researcher uses a qualitative method because the researcher describes and analyzes the data by using verbal explanation. According to Noor (2011) said that qualitative research is a research process and comprehension based on methodologists that investigate social phenomena and human problems emphasizing the nature of reality that is built socially and close relationships between researchers and the subject of the study. For example, dealing with behavior, motivation, perception, action and the description is in the form of words and language, in a special natural context and by utilizing various natural methods. Meanwhile, according to Christensen & Johnson (2014, p. 104) “qualitative research is based on qualitative data and tends to follow the exploratory mode of the scientific method”. Based on experts’ definition, qualitative research is descriptive research that uses analysis in processing the data. This method aims for understanding social life.