

## INTRODUCTION

Today's global interactions have increased followed by a request for translation across languages. The process that helps interpret messages from the source language (SL) to the target language (TL) is translation. Newmark (1988) explains that the transformation of a source text into a target language is what is called translation. Baker (2018) also defined translation as the process of conveying a message from the source language to the target language. In conveying the source text's message, the understanding of the message's content is used to make a translation in the target language.

Furthermore in translation theory, Ezeafulukwe (2022) emphasizes how translation theory focuses on analyzing the transition from the source text to the target language. Translation theory pays attention to cultural and linguistic shifts to change the source text into the target language. Therefore, translation strategies are used to convey the message in the translation. It concludes that translation involves conveying a message and delivering the writer's intended purpose.

Audiovisual translation applies translation by converting audio into subtitles. Assistance is provided in the form of subtitles in the target language to help the audience understand the content. This assistance is provided in the form of translated dialogue written on the audiovisual screen in the form of words (Albkowr & Haider, 2023). Viewers who speak a different language with source text understand the content of the audiovisual using subtitles. This is as explained by Virtianti et al. (2024), who explain that subtitles are used in multilingual movies to provide assistance to viewers in understanding the content and objects presented through the translator's interpretation. Gambier (2021) in this case also explains that subtitles support the communication process in audiovisual works because they provide the audience with the opportunity to understand the message in the source language.

Cultural differences between the source text and the target audience present challenges to translators in delivering translations. This is as explained by Baker (2018), who explains that problems in translation lie in differences in the levels of words used in translation. However, translation strategies used to overcome this challenge (Naghdi & Eslamieh, 2020). These translation strategies relate to how the source text is translated into the source language, and translation strategy analysis will assess the approach used in translating the source text. Gottlieb (1992) in this case explains that there are at least ten subtitling strategies: Expansion, Paraphrase, Transfer, Imitation, Transcription, Dislocation, Condensation, Decimation, Deletion, and Resignation.

### 1. Expansion

Expansion is a subtitling strategy that gives explanation when the source language contains cultural or grammatical nuances that are not found in the target language. This strategy is used to clarify meaning when dealing with cultural-specific elements. By using this strategy, further explanation is given to provide understanding to the audience which enhances the quantity of words in the subtitles.

### 2. Paraphrase

This paraphrasing strategy is utilized when the source language structure is not applied in the target language. It involves rephrasing spoken dialogue to preserve meaning while accommodating subtitle space and timing constraints. This strategy helps maintain clarity and viewer comprehension when syntactic or temporal limitations prevent a literal translation.

### 3. Transfer

Transfer is where the translator renders the source dialogue to the written target language without adding information or changing meaning. The transfer strategy's aim is to render the message in source text while preserving meaning, nuance and style by providing results that are in accordance with the subtitle format.

### 4. Imitation

Imitation is a strategy where the translator retransmits original terms from the source text to maintain the same structure. This strategy is used to refer to the names of places, people, magazines, journals, literary works, newspapers, companies, institutions, and addresses. This strategy maintains the original terms of source text terms.

### 5. Transcription

Transcription is a strategy used when the source text contains third language or abstract terms. This transcription strategy renders spoken or verbal content into written form while preserving the phonetics and context of the source language. For example, rewriting sentences in the source language with the spelling for that language in the form of subtitles. This strategy is one subtitling strategy that converts verbal content into written format, displayed on the screen.

### 6. Dislocation

This strategy is used when translation effects outweigh dialogue content. Dislocation uses alternative words to translate a word because it holds significance in the target language. Dislocation is adopted when the source language employs a special effect, such as a song in a cartoon movie, where translating the effect matters more than the content. This

strategy is used when the source text does not have a standard or recognized meaning in the target language so that the translator uses translation results that are not recognized by the target audience to still translate it using alternative words.

#### 7. Condensation

Condensation is a subtitling strategy that simplifies the translation result while ensuring that the main meaning of the source language is conveyed. Condensation shortens text by omitting parts while retaining the message. Using this strategy lead to a loss of pragmatic effect.

#### 8. Decimation

Decimation is a subtitling strategy used when actors are arguing. This strategy translates the arguing dialogue by adjusting the number of words and the timing of the dialogue. This strategy refers to reducing or eliminating some of the dialogue to ensure the meaning remains to viewers, despite the limited time available for reading subtitles. The term decimation itself is used in the creation of subtitles or contexts when it relates to reduction in several aspects such as reduction of information, content, or text.

#### 9. Deletion

This subtitling strategy refers to the removal of dialogue's parts that are not shown in subtitling. Deletion occurs when the dialogue is not translated because the message is understood through other discourse, such as images and sound.

#### 10. Resignation

Resignation is a subtitling strategy used when the audiovisual meaning is not be found, so this strategy becomes a solution, by making the translation results with 'untranslated'. This occurs when the translator does not understand what the speaker is saying or the speaker uses a dialect and a language associated with customs and culture unfamiliar to the speaker.

Figurative language is a way of conveying an idea or emotion that is not interpreted literally, as it has imagery and structures that enhance the narration. By using figurative language in a movie narrative, dialogue not only serves as a means of communication between characters but also valuing the narrative. Fontanari (2021) explains that figurative language allows directors to convey emotions and ideas. According to Alkhamash (2022), figurative language be a way to describe emotion and persuasion. Figurative language is classified by linguistic scholars. Perrine (1977) identifies ten types: metaphor, simile, personification, metonymy, symbol, allegory, paradox, hyperbole, and understatement. Colston (2015) includes metaphor, verbal irony, hyperbole, contextual expression, idioms, and indirect requests.

Figurative language appears in literary works such as short stories, novels, songs, and movies to convey an idea or emotion. According to Keraf (2010), figurative language is a way for someone to show the writer's soul and personality by using such a way of communication. Translation of figurative language is analyzed by examining how the figurative language of the source text is rendered into the target language while maintaining the figurative language form. The understanding and interpretation of the message is influenced by the translation strategy of figurative language in the subtitles. Fontanari (2021) notes that difficulties in translating figurative language is about misinterpretations that alter the intended meaning of a movie.

Carston (2018) said that figurative language is a part of communication pragmatics, and has been recognized for its ability to influence communication. According to Colston (2015), figurative language is a way of communication that contains structure, production, and understanding that differ from everyday language. Figurative language requires an understanding rather than everyday language. Social, emotional, motivational, physical, and life phenomena have a role in understanding figurative language. Through language study, figurative language is understood. This requires readers or audiences to discover the meaning, idea, or message of the figurative language.

Several types of figurative language were explained by Colston (2015), which include Metaphor, Verbal Irony, Hyperbole, Contextual Expression, Idioms, Indirect Request.

1. Metaphor

Metaphor is figurative language that compares two things using an indirect comparison. The indirect comparison in metaphor is when the speaker does not use the words "like" or "as" for comparing the two things. A concept is needed by the audience to understand the meaning of this metaphor. An example of a metaphor is associating the X value of a particular object with another object that does not have that X value.

2. Verbal Irony

Verbal irony is figurative language in which the meaning of what is said differs from or contradicts the speaker's intent. Irony or sarcasm is the effect produced by this figurative language. For example, a character does not praise intelligence but rather implies the opposite with the utterance, "That's real intelligence".

3. Hyperbole

Hyperbole is a figure of speech that uses embellishment to make dramatic effect by exaggerated statements. Hyperbole is used as an extra of attitudes and emotions.

4. Contextual Expression

Contextual expression is figurative language that depends on the context of the discourse because the structures used in figurative language are related to the context of the discourse. Because of this, contextual expressions rely on shared understanding more than other types of figurative language.

#### 5. Idioms

Idiom is figurative language in that the meaning is unrelated to the literal meaning of the sentence. Audiences need knowledge of idioms to understand them because their meanings are not to be interpreted in a literal way.

#### 6. Indirect Request

This type of figurative language occurs when the speaker expresses a desire, but not directly, but rather through an indirect request. An example of an indirect request is when the speaker asks the other person to give a command to a third person.

This research aims to analyze the figurative language types that is used in *The School for Good and Evil* movie and how the figurative language is translated in Indonesian subtitles. This movie's story revolves around Agatha and Sophie, best friends who have different personalities. Sophie has a dream of living like a princess and make her trying to have characteristics that match what she expects. Agatha, on the other hand, want to trained her magical skills and has characteristics associated with witches. One night, Sophie who tried to leave her hometown was held by Agatha who did not want Sophie to leave. Not being able to stop Sophie, the two were dragged to a magic school that separates students based on their characters where students are divided into two factions: School for Good and Bad. School for Good student trained to become heroes and School for Bad trained to become villains. Agatha and Sophie are separated into two different schools. Sophie is classified as a Never and enters the School for Evil, which trains students to become villains. Meanwhile, Agatha becomes a student at the School for Good and becomes Ever, who is trained to become a hero. The binary complexation of good and evil, friendship, and self-discovery are the topics explored in this movie. This movie, that have fantasy genre, premiered on Netflix on October 18, 2022. It is adapted from the book of the same name by Soman Chainani. The movie is directed by Paul Freig and stars Sophia Anne Caruso, Sofia Wylie, and Charlize Theron. The Indonesian Subtitler who worked on this movie is Hendrik Sompie.

This study focuses on the translation of figurative language used in the subtitling of *The School for Good and Evil* movie. It is a movie that has not been analyzed before for use as research data. This study selected five papers that discuss the same topic, which is figurative language in subtitles. The first study discusses figurative language subtitles in the Batwoman

drama series conducted by Bastian and Sujana (2023). The purpose of this study is to find the types of figurative language used in *Batwoman* and to identify the subtitling techniques used in figurative language in *Batwoman*. Bastian and Sujana (2023) employs Perrine's theory to find figurative language and Gottlieb's theory to find subtitling strategies (Gottlieb, 1992; Perrine, 1977). The results of this study indicate that there are 83 data in the series.

The second study is conducted by Jumrotin (2021) that analyzes the figurative language used in 3 English fairy tales movies entitled "*The Wild Swans*", "*The Snow Queen*" and "*The Fir Tree*". A qualitative descriptive approach was used as the research method, while the theory used in this study is Baldick's theory, supported by the theory of J. A. Cuddon and M. H. Abrams. In addition, this study also analyzes movie ethics based on the Indonesian Movie Censorship Institute. Jumrotin's (2021) research findings show that 27 items are categorized as figurative language within four types. The data are categorized 15 data as personification, 7 data as simile, 3 as metaphor, and 2 data as hyperbole.

The research by Šporčić (2024) became the third previous study that was used in this research. The aims of this study are to analyze metaphorical expressions in the TV series *Gossip Girl* and how they are used. The results of the study indicate that metaphorical expressions are used to construct character reality and convey emotions. Meanwhile, the analysis of metaphor translation emphasizes the difficulties experienced by translators in maintaining the meaning of metaphorical expressions from the source text in the target language.

The fourth study is conducted by Megaptche's (2022). The results of the study show that three forms of metaphor: structural, ontological, and orientational, are found in the subtitles of the movie *Lumumba*. The results of this study also show that the translator uses four strategies used to translate metaphors. The strategies used include using the same metaphor as the source text, using a different metaphor but with the same meaning, using non-metaphorical expressions, and removing metaphors in the target text. However, the results of the study found that there is a specific strategy used, where the source text that does not contain metaphorical utterances is translated into the target language using metaphors. This makes the target text have more metaphorical utterances when compared to the source text. The results of Megaptche's (2022) study show that the translator of this movie has a tendency to translate using metaphors.

The fifth study is conducted by Saideen (2024). This study examines the translation strategies used to translate idioms and proverbs, including metaphorical approximation (idiom to idiom), metaphorization, and literal paraphrase. Address, religious expressions, food, and drinks terms are translated using the strategies of cultural adaptation, deletion, substitution, and

generalization. Swear words used in the data were translated using various strategies: substitution, addition, deletion, or literal translation. Swear words were translated using various strategies: substitution, addition, deletion, or literal translation. The conclusion of Saideen's (2024) research is the translation strategies play a role in conveying the cultural context, feelings, and meanings inherent in a source text. These strategies are used in the translator's decision to convey expressions in the target language while preserving the meaning and emotions inherent in the source text.

After conceiving the related studies above, Bastian and Sujana's (2023) research differs from this study in the research theory used. Bastian and Sujana's (2023) research uses the theory of figurative language by Perrine, whereas this study employs Colston's theory. Meanwhile, Jumrotin's (2021) research differs from this research also in the research theory used, where Jumrotin employs Baldick's theory, supported by the theories of J. A. Cuddon and M. H. Abrams. The third and fourth previous studies differ from this research because the studies of Šporčić (2024) and Megapatche (2022) focus on metaphors. In contrast, this study focuses on all the types of figurative language based on Colston's theory. Finally, Saideen's (2024) research differs from this research in that Saideen's research emphasises translating idioms, proverbs, cultural terms, and swear words in movies. Meanwhile, this study analyses figurative language in fantasy movie subtitles. Based on the description, the research problems of this studies are, (1) what are the types of figurative language found in the *The School for Good and Evil* movie? and (2) what are the subtitling strategies used to translate figurative language found in *The School for Good and Evil* movie into the target language?

## **RESEARCH METHODOLOGY**

### **METHOD**

Descriptive qualitative method is used as a method in this research. This qualitative method emphasizes the context in interpreting the research findings. The type of qualitative method in this research is focusing on identifying, analyzing, and reporting the result. To support data collection, this study involves equivalence, utilizing dictionaries, and also pay attention to the equivalent of words used in the target text in Indonesia retrieved by *Kamus Besar Bahasa Indonesia*.