

Study of Subtitling Strategy in The School for Good and Evil

Kajian Strategi Penerjemahan dalam Subtitle Film *The School For Good and Evil*

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ABSTRACT

Keywords: *This research aims to analyze what subtitling strategy are used in The School for Good and Evil based on Gottlieb's (1992) theory and the accuracy of translation in The School for Good and Evil based on Larson's (1998). This research uses descriptive qualitative method to analyze the data. The data source used is the English-Indonesian script of the movie The School for Good and Evil. The result of this research is 6 out of 10 strategies used with 588 data including expansion with 12 data, paraphrase with 89 data, transfer with 421 data, imitation with 24 data, condensation with 38 data, and deletion with 4 data. Which is not found transcription, dislocation, decimation, and resignation. The accuracy of the translation with 588 data was found to be accurate, which means that the translation in the movie The School for Good and Evil is accurate. This research focuses on translation strategies and translation accuracy in The School for Good and Evil movie aired on Netflix. This study can be an additional information for researchers who take the same research.*

*Subtitling Strategy,
Accuracy of
Translation*

ABSTRAK

Kata Kunci: Penelitian ini bertujuan untuk menganalisis strategi penerjemahan apa saja yang digunakan dalam film The School for Good and Evil berdasarkan teori dari (1992) dan keakuratan dalam penerjemahan di film The School for Good and Evil berdasarkan teori dari Larson (1998). Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis data. Sumber data yang digunakan adalah script Inggris-Indonesia film The School for Good and Evil. Hasil dari penelitian ini adalah ditemukan 6 dari 10 strategi yang digunakan dengan 588 data diantaranya expansion dengan 12 data, paraphrase dengan 89 data, transfer dengan 421 data, imitation dengan 24 data, condensation dengan 38 data, dan deletion dengan 4 data. Yang mana tidak ditemukan transcription, dislocation, decimation, dan resignation. Keakuratan terjemahan dengan 588 data ditemukan 588 dari 588 data adalah akurat yang artinya penerjemahan dalam film The School for Good and Evil sudah akurat. Penelitian ini berfokus pada strategi penerjemahan dan keakuratan



terjemahan dalam film *The School for Good and Evil* yang ditayangkan di Netflix. Penelitian ini dapat menjadi informasi tambahan untuk peneliti yang mengambil penelitian yang sama.

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INTRODUCTION

The more people are exposed to foreign dialects, especially English, the more they are reminded that English is a universal language and many people should be able to speak English. Many people are able to speak English independently because they regularly listen to, watch and study dialects that use English. Daily interaction and communication with others involves dialect, which is very important in instruction and can be a concept in the teaching and learning process. Dialect can influence others or even change the situation, but dialect is not a tool for exchanging information.

When it comes to the magic of dialects, especially English, where English is the universal dialect, English is the most commonly used dialect in movies. Hollywood movies are produced by American companies, and since English is the mother tongue in the United States, many other countries, such as Indonesia, also appreciate Hollywood movies. Observing and listening to English recordings or audios regularly is one way to improve one's English skills, although not everyone in Indonesia can speak English. Here, subtitles serve as a translator from the original dialect to the target audience's dialect, ensuring that the audience understands the main plot of the movie without mistakes. These subtitles can also prepare for close reading and improve the vocabulary of the audience group.

According to [Henrik Gottlieb](#) (1994), subtitling is the adaptation of an original message into a culture outside the native speaking population. The process of translating from spoken to written language, known as subtitling, requires that the original language of the speaker be changed into the target language so that the target language can understand what is being said. Gottlieb (2004) defines subtitling as the technical transmission of spoken message in real time from source language film or audiovisual content to target language film or audiovisual media. One type of translation technique that is often used in movie translation is subtitling. As a result, subtitles are necessary so that many people can understand the video. In addition, some viewers prefer to use subtitles because it helps them understand and absorb the message of the movie. Therefore, using subtitles in a movie will make it easier for many people to view it. Subtitles usually appear at the bottom of the screen. By reading the subtitles, viewers can enjoy the movie without having to rely on understanding the actors' dialogue. Governments and international organizations are increasingly promoting subtitles as a useful tool for language learning and maintenance, and are often associated with foreign language learning.

The ability of a translation to communicate the information or message properly, correctly and truthfully from the source language to the target language is known as accuracy. The message is not altered, added or omitted in any way. Readers can understand the translated material easily, and convey the intended message. This is in line with the goal of translation to express meaning accurately. For a translator to successfully translate a language, accuracy is essential. Translators must pay attention to translation accuracy to maintain the quality of the translated content. Accuracy is one of the most important elements of a good translation. Rahimi (2004) defines accuracy as

describing the original message and its transmission as accurately as feasible in suitable and comprehensive manner. Larson (1998) asserts that to improve the quality of the text, the translator should strive for accuracy, clarity and naturalness in every sentence he translates. Larson (1988) defines translation as the transfer of meaning from the source language into the recipient language, e.g. English to Indonesian, and states that accuracy refers to the precision of the information transferred from the source language to the target language.

Apart from being a literary work that expresses the art of story ideas or ideas, film is a medium used to convey messages in the form of story media with visualization of images and sound. According to [Hornby](#),(2010) a film is a collection of sound-assisted moving images that tell a story and are shown on television or in a theater or cinema. A movie is a collection of images that are brought to life to create the impression of sound and motion. One of the purposes of movies is to provide entertainment value, but they can also be used to teach various subjects. Setiawan, Budiasningrum, and Efendi (2024) said as a key element in audiovisual translation, movie dubbing helps bridge the language and cultural gap. It involves the difficult task of translating the spoken word between languages while maintaining allusions, humor, and cultural subtleties. Projectors are used to display still or moving images, layouts, or photographs onto a screen to create a movie, which is also referred to as a moving picture. To create the illusion that the graphics are moving on their own, the screen is rotated.

The movie *In the School for Good and Evil* uses English (SL) as the source language and Indonesian (TL) as the target language. Analyzing the subtitle translation technique and the accuracy of the translation in the movie *In the School for Good and Evil* is the focus of this research. The displayed dialogues and the Indonesian subtitles of

the movie are the data sources. An illustration of the analysis in the movie *In the School for Good and Evil* is shown below.

SL: Evil doesn't cooperate. Evil doesn't share.

TL: Kejahatan tak bekerja sama. Kejahatan tak berbagi

The data above is transfer because the translation was accurately and completely translated into the target language by the translator without further explanation.

SL: I'm Hort

TL: Aku Hort

The data above is imitation because "Hort" is the name character in this movie, so the translator no need to translate it.

SL: Where have you been?

TL: Darimana saja kau?

The data above is accurate because this translation conveys the original meaning well, there is no addition or deletion, so it is accurate

SL: This is my brother, Dave

TL: Ini saudaraku, Dave

The data above is inaccurate because The meaning of the term "brother" in the original language has been reduced by the translator. In the target language, the term "saudara" is equivalent to "brother". However, since the word saudara in Indonesian does not mention the gender of the object in question, the translator chooses to translate it into the target language, where the meaning has been reduced. As a result, when the translator changes it to.

Saudara in the target language, the meaning of the source language—that is, a male who shares parents with another parent or one parent with another parent—experiences a reduction in meaning and the translation becomes inappropriate.

These phenomena made the researcher decide to identify the subtitling strategies used in the film “The School for Good and Evil,” describe the accuracy of the translation in the film text, and use the two-hour and twenty- nine-minute film to analyze the subtitling strategies used in the film. The researcher used Gottlieb's (1992) theory of subtitling strategies, which consists of ten subtitling strategies, including imitation, expansion, transcription, paraphrase, dislocation, transfer, deletion, resignation, decimation, condensation. The accuracy of translation using the theory of Larson (1998) is divided into 2 namely accurate and inaccurate. This research focuses on the subtitling strategy used based on Gottlieb's (1992) theory and the accuracy of the translation based on Larson's (1998) theory. However, the object of this research is different, namely a Netflix movie titled The School for Good and Evil, and the findings will also be different.

RESEARCH METHOD

Descriptive qualitative methodologies were used in this study. Marczyk, Dematteo, & Festinger (2005) said instead of quantifying their findings through statistical analysis, descriptive qualitative methods describe the caliber of their findings. Naturalistic inquiry is the most effective way to gain a deep, intricate, and detailed understanding of meanings, actions, events, attitudes, intentions, and behaviors that are not observable through qualitative research. Original dialogue from films and their Indonesian subtitles served as the research topic. The movie The School for Good

and Evil, which debuted on Netflix on October 18, 2022, served as the research's data source.

In order to gather information about the subtitling strategy employed and the precision of the translation in the film *In the School for Good and Evil*, the researcher employed English-Indonesian subtitles. The researcher frequently viewed the film "The School for Good and Evil" as part of the data collection process. After comparing the original dialogue with the Indonesian translation, each subtitle in the movie "The School for Good and Evil" was noted, and the appropriate subtitling approach was applied to the appropriate portion. Collected and categorized the information based on the subtitling techniques employed, after which the accuracy of the subtitle was examined. conclusions derived from the study's findings.

Gottlieb's (1992) translation [approach and Larson's](#) (1998) translation accuracy in the English-Indonesian subtitles of "The School for Good and Evil" are examined in this study using a descriptive-qualitative methodology. Classifying and grouping the subtitling techniques according to Gottlieb's (1992) ten classifications is the first stage. The second stage is to locate the subtitling strategies in the movie. Analyzing the subtitles' accuracy and making inferences from the research findings constitute the final step.

FINDINGS AND DISCUSSION

A. Subtitling strategies used in the movie entitled "The School for Good and Evil" based on Gottlieb's theory

Based on Gottlieb's (1992) theory, there are ten strategies, there are expansion,

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

Table of Data Result of Subtitling Strategies

No	Subtitling Strategies	Frequency
1	Expansion	12
2	Paraphrase	89
3	Transfer	421
4	Imitation	24
7	Condensation	38
9	Deletion	4
Total		588

Based on the data above, according to Gottlieb's (1992) theory, there are ten strategies, there are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. However, in this research, not all strategies are used, the researcher found 6 strategies with 588 data in the translation of the movie

“The School for Good and Evil”, there are expansion with 12 data, paraphrase with 89 data, transfer with 421 data, imitation with 24 data, condensation with 38 data, and deletion with 4 data. The most used strategy is the transfer strategy and the least used is the deletion strategy. And the strategies that are not used are transcription, dislocation, decimation, and resignation strategies.

The six strategies that have been found in this research are explained as follows.

a. Expansion

Based on Gottlieb (1992) another explanation for translation is expansion, which occurs when cultural differences between the source and target languages cause the text to be lengthier in the target language so that the target language can comprehend what the source language is trying to say. Datum number 16

Time	Source Language	Target Language
4.55	You lazy, ridiculous	Dasar gadis malas tak
minute	girl	karuan

Analysis:

Sophie's stepmother is waking Sophie up, Sophie's stepmother is banging on Sophie's bedroom door to get Sophie to wake up, while banging on Sophie's bedroom door her stepmother says you lazy, ridiculous girl, get your candied ass out of the bed now!.

The translator added the word “dasar” in the translation. The addition of the word “dasar” at the beginning of the sentence is a form of expansion that emphasizes the negative or mocking tone of the sentence. The word “dasar” is not present in the original text, but it provides an additional effect appropriate to the angry or demeaning tone in the target language context.

b. Paraphrase

Based on Gottlieb (1992) when it is too difficult to reconstruct the target language, the translator paraphrases it into his own, which is syntactically different but conveys the same idea.

Datum number 12

Time	Source Language	Target Language
2.55	It'll consume you. You	Itu akan menguasaimu dan tak
minute	can't control it	bisa dikendalikan

Analysis:

Rafal fought with Rhian, at first they were just practicing fighting but Rafal wanted to fight again with Rhian but used magic. Rafal, who was sick of sharing power and wanted everything, finally fought Rhian again. But Rafal used the blood magic he had been looking for for years, but Rhian forbade Rafal from using the magic because the magic could control Rafal and could not be controlled.

The data above is paraphrase. The word “consume” which means “menghabiskan” is translated into “menguasaimu” to make it more

appropriate and clearer in the context of translation. the sentence “You can't control it” is translated into “tak bisa dikendalikan” to shorten the subtitle but still maintain the meaning.

c. Transfer

Based on Gottlieb (1992) transfer occurs when the translator accurately and completely translates a statement into the target language without providing further context.

Datum number 33

Time	Source Language	Target Language
9.59 minute	We don't want witches in this town.	Kami tak ingin ada penyihir di kota ini.

Analysis:

After Agatha meets Sophie, Agatha meets a man from the town, the man greets Agatha by asking You're the girl lives in the graveyard? then Agatha answers she lives near the graveyard to be exact. but the man mocks Agatha by saying Agatha is a witch, and they don't want any witches in this town.

The data above is transfer. The translator translated it into the target language correctly and completely without any additional explanation.

d. Imitation

Based on Gottlieb (1992) imitation is the process in which the translator rewrites the original text, usually for places, names, objects or nations.

Datum number 99

Time	Source Language	Target Language
27.45 minute	I am Professor Dovey, Dean of the School for Good	Aku Profesor Dovey, dekan sekolah kebaikan

Analysis:

When the new school year begins, the students of the school of good make a show that is watched by the students of the school for good and the students of the school for evil, and also watched by the deans of the two schools, the dean of the school for good is Professor Dovey and the dean of the school for evil is Lady Lesso. After the show from the school for good students had finished the deans of the two schools gave speeches starting with the dean of the school for good, Professor Dovey.

The word “Professor Dovey” is the name of character in this movie, so the translator does not need to translate them but simply rewrite the original text words.

e. Condensation

Based on Gottlieb (1992) condensation is the process of summarizing text in the source language into the target language in order to more efficiently and effectively communicate the intended meaning of the text.

Datum number 185

Time	Source Language	Target Language
46.15	If Sophie were to kiss her true	Kalau sophie mencium

minute	love, that would prove to Quill over there that you were wrong about us?	cinta sejatinya, itu membuktikan pada si pena bulu bahwa kau salah?
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Analysis:

Agatha and Sophie went to the principal's office to prove that the principal's decision was wrong and asked the principal to send them back to her town. But the headmaster said that if Storian had written something Storian was never wrong and Agatha and Sophie's story had been written by Storian before Agatha and Sophie arrived at the school for good and evil. The headmaster tells her that to prove Storian wrong, Sophie must find her true love, which is usually realized with a kiss. And Agatha says that if Sophie kisses her true love, it proves to the quill that you're wrong.

In the sentence “that would prove to Quill over there” literally means “itu akan terbukti menjadi pena bulu di sana” but the translator translates it by summarizing it into “itu membuktikan pada si pena bulu”, eliminating redundant words but still conveying the core meaning.

f. Deletion

Based on Gottlieb (1992) repetition, filler words, and question tags are examples of inefficient text that can be removed from a dialog but does not change the meaning conveyed it is a deletion.

Datum number 235

Time	Source Language	Target Language
53.13	School Master said it had to be	Harus ciuman sejati

minute	true love's kiss	
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Analysis:

They meet after Sophie and Agatha finish a Ugly and beauty class. Agatha fails a beauty class during a smiling lesson, and Sophie is attacked by a tadpole during an ugly class, causing her face to swell. Agatha claims to have found Gregor, the prince Sophie can kiss, but Sophie also chooses Tedros as her partner. Sophie claims that Tedros, Beatrix's partner, is more attractive than she is, to which Agatha responds that we need unmarried people. Sophie then claims that the Headmistress stated that the kiss should be the kiss of true love.

The data above is deletion. The translation of the sentence "School Master said it had to be true love's kiss" is "Kepala Sekolah mengatakan itu harus ciuman cinta sejati", although the original sentence was "School Master said that it had to be true love's kiss." In order to condense the text into a shorter form, the words "love" and "School Master said it" were removed, but the subtitle retains the main idea.

B. Accuracy of translation in the movie entitled "The School for Good and Evil" based on Larson's theory

According to Larson's (1998) theory, there are two assessments of accuracy: accurate and inaccurate.

Table of Data Result Accuracy of Translation

No	Accuracy of Translation	Frequency
1	Accurate	588
	Total	588

Larson's (1998) theory distinguishes between two types of accuracy evaluation: accurate and inaccurate. Accurate is where the meaning of the original text is fully preserved in the translation, without any sentences being moved or changed. Inaccurate is where the message of the source text is not communicated properly. If there are inconsistencies and shifts in meaning in the translated text, then it can be assumed that the translation is inaccurate.

Of the 588 data, 588 of them were accurate, according to the data results. This indicates that the translator has translated the text accurately, ensuring that the audience can easily understand the storyline and the portrayal of the actors without any additions or subtractions. The following is an explanation of the data found in this study.

Datum number 535

Time	Source Language	Target Language
2.00.09 minute	We fought... and I killed him.	Kami berduel... dan aku membunuhnya

Analysis:

Sophie asked Rafal why he was posing as the School Master. Rafal explained that in the past the School Master was Rhian, his brother, for centuries they were inherited by Storian because their brotherhood was stronger than the conflict of their personalities as long as they protected each other, they would

remain immortal and youthful, good and evil were balanced, but over time dissatisfaction arose in Rafal until finally they fought and Rafal killed Rhian. This translation conveys the original meaning well, there is no addition or deletion so it is accurate.

CONCLUSION

Based on the research findings, the researcher concludes that this research was conducted to analyze the subtitling strategies used by the movie *The School for Good and Evil* according to Gottlieb's (1992) theory and analyze how the accuracy of translation in the movie according to Larson's (1998) theory.

1. Gottlieb's (1992) theory of subtitling indicated that six of ten strategies were employed in *The School for Good and Evil*'s subtitling strategy: expansion of 12 data, paraphrase 89 data, transfer 421 data, imitation 24 data, condensation 38 data, and deletion 4 data. The most common strategy in the movie is transfer, which appears in 421 out of 588 data, while deletion appears in the fewest, in 4 out of 588 data. No transcription, dislocation, decimation, or resignation strategies were identified in the subtitling strategy of *The School for Good and Evil*.
2. According to Larson's (1998) theory of translation accuracy, 588 out of 588 translation data were found to be accurate. This indicates that the translation in the film "*The School for Good and Evil*" is classified as accurate, meaning that the translator conveys the entire meaning of the text without altering or adding to it. This ensures that the audience can easily understand the subtitle and that the original meaning is not lost, which could cause confusion and misunderstanding.

The results of this study can be additional information in the research to be studied, as a reference and example for researchers who take research on subtitling strategies, for different results researchers suggest taking different objects and adding or replacing the latest theory.

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