TRANSLATION TECHNIQUES IN THE VIDEO SUBTITLES OF KNORR (ROYCO) ADVERTISEMENT " THE FLAVOR OF HOME"

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Abstract: Even though nowadays technological developments have contributed a lot to the ease of translation, problems in translation will always be encountered due to differences between the source language and the target language. This article aims at identifying techniques of translations used in a Youtube ad. In analyzing the data, the writer applied a content analysis method with a qualitative approach. The findings show that there are 8 categories of translation techniques namely literal translation, transposition, modulation, amplification, established equivalence, generalization, linguistic compression, and adaptation with modulation as the most common translation technique used.

Keywords: *translation, translation techniques, Youtube advertisement*

INTRODUCTION

Language plays a vital role in human interaction. Apart from being used as a tool for communication, language has a big role in the spread of information and knowledge from one hemisphere to another. This surely impacts the emergence of the need for translation caused by differences in the language used by humans to communicate.

Munday (2016) states that translation has played a significant role in interhuman communication throughout history allowing access to vital texts for scholarships and religious purposes, business matters, and language learning practices. This depiction of translation underscores the importance of translation.

Especially in the field of language learning, translation tasks can turn out to be

useful activities for students in learning a foreign language (Guerra, 2015) as they can give real-world experience practices.

However, translation is not an easy task even though nowadays technological developments have contributed a lot to the ease of translation, problems in translation will always be encountered because of distinctions between the source language and the target language.

According to Gallegos (2016), there was a new emerging genre of translation in the 20th century. This genre originated as a result of the entrance of cinema and the invention of sound film in 1927. The translation was used at the time to present dialogues from the movies' SL to the audience's TL. Audio-Visual Translation (AVT) is the name given to this new translation genre (AVT).

AVT is classified into two types: "subtitling" and "dubbing," which are the two most common techniques of language transfer in movies and television shows. The first, which is the topic of this article,

is characterized as supplementing the original voice/dialogue with written text on the screen, while the second involves replacing the original voice with another voice in a different language.

The spoken component of a video is translated into audiovisual translation (Matkivska, 2014). The coordination of the verbal and nonverbal components is its key distinguishing characteristic. As a result, audiovisual product translators not only deal with text but also with other polyphonic parts of media art such as dialogue/comments, sound effects, pictures, and video sceneries.

The subtitle is described as the presentation of translated language in a movie as a title, generally at the bottom of the picture or on the screen (Matkivska, 2014). The text normally appears and vanishes by the original dialogue section and is virtually always afterward added to the active screen image as a consequence of the post-production part.

Subtitles have three characteristics: the correspondence among pictures, audio, and text (the transfer of translated messages should then correlate with conversation in the original text; subtitles must not contradict what characters do on-screen); the shifts from spoken language to written language (this unique aspect frequently causes translators to remove lexical units in translation); and temporal and spatial limitations determined by frame use (the actual screen size is limited and the translated text should fit the width of the screen).

In practice, each line of subtitles should not include more than 35 characters. Because only the bottom half of the screen may be used, only two-line titles are permitted. As a result, the amount of text displayed on every display is restricted to seventy characters. This low number is because subtitles should contain as minimal visual information as possible and they should account for no more than 20percent of the pictures on the screen (Matkivska,

2014). Each line should be grammatically correct and constitute a coherent unit. Therefore, the appropriate translation process is required to accommodate this.

According to Molina and Albir (2002), translation techniques are methods to analyze and classify how translation equivalence works. There are five basic features of translation technique: 1) They have an impact on the translation result. 2) They are characterized by comparison to the original 3) They have an impact on text micro-units 4) They are discursive and contextual by nature 5) They are useful.

Based on those features, Molina and Albir (2002) proposed eighteen translation techniques that they summarized from various experts such as Vinay and Dalbernet, Nida, Margot, Deslile, and Newmark. They are:

1. Adaptation

Adaptation is a translation technique that substitutes the cultural parts of SL with those of the TL.

2. Amplification

It is a technique in the translation process that presents information that is missing in the SL.

3. *Borrowing*

This technique uses a word or phrase directly from a language. *Borrowing* may use original or naturalized expressions.

4. Calque

A calque is a direct translation of a foreign word or phrase, either lexically or structurally.

5. Compensation

It is a translation technique that introduces information components or force effects in TL since they cannot be replicated in the same way in SL.

6. Description

It is a technique in the translation process that replaces terms or expressions with descriptions of their form or function.

7. Discursive creation

Discursive creation generates momentary equality that is entirely unanticipated out of context.

8. *Established Equivalence*

It is a technique in which a recognized phrase or expression (according to the lexicon or language utilized) is used as the equivalent in TL.

9. Generalization

A technique in which a more generic or neutral phrase is used.

10. Linguistic amplification

It is a technique for providing linguistic features. It is frequently employed in simultaneous interpreting and dubbing.

11. Linguistic compression

This technique incorporates linguistic features in TL. It is also often used in *Simultaneous interpreting* and dubbing.

12. Literal Translation

It is a word-to-word translation

13. Modulation

This technique changes viewpoints, focus, or cognitive categories in SL. It can be lexical or structural.

14. Particularization

This technique uses more precise or concrete terms.

15. Reduction

This technique reduces information items in SL and replaces them with a shorter yet more comprehensive one.

16. Substitution

This technique converts linguistic components (intonation, gestures) into paralinguistic ones (or vice versa).

17. Transposition

This approach is used to switch grammatical categories, which entails replacing one set of words with another without altering the sense of a message.

18. Variations

This technique modifies linguistic or paralinguistic components (intonation, signals) that influence aspects of linguistic variety, such as text tone, style, social dialects, regional dialects, and so on. This technique is used in movies that convey the tale of several cultures and employ a range of accents.

Unilever company produces cooking spices that are sold internationally in several countries. In Indonesia, this cooking spice brand is Royco while abroad it is known as the Knorr brand. In promoting the brand, the company produced a Youtube advertisement video with the setting di Arctic Finland that was translated into different languages including Indonesian.

Regarding that there are differences in cultures between people living in Arctic Finland and those in Indonesia, there should be varied translation techniques to achieve a sense of meaning in translation. Therefore, this article is going to discuss

what techniques of translation are used in the subtitle text of "The Flavour of Home" Youtube video advertisement, which techniques of translation are mostly used, and why those techniques are used.

METHODOLOGY

A content analysis method with a qualitative approach is applied by the writer. The units of analysis were utterances found in the Knorr ad (known as Royco in Indonesia) entitled "The Flavor of Home" with an Indonesian version entitled "Cita Rasa Masakan Rumah" consisting of 33 maincharac'ers'rs utterances in the ad. The SL is English, while the TL is Indonesian as the data to be analyzed. This research instrument is Molina and Albir's (2002) classification of translation techniques consisting of 18 categories of techniques.

The data were collected through documentation in the form of official Knorr and Royco advertising videos which were downloaded from the following links. They are

https://www.youtube.com/watch?v=3T87l MYzqf4 and https://www.youtube.com/watch?v=knSGD XAJUfI.

In doing the data analysis, the writer performed steps such as watching the video repeatedly, transcribing manuscripts in the SL and TL, identifying, categorizing translation techniques, and interpreting and drawing conclusions.

RESULTS AND DISCUSSIONS

Of the 33 expressions in Knorr's "The Flavor of Home", the writer found eight translation techniques used: *literal translation*, modulation, *established equivalence*, *amplification, generalization, linguistic compression*, transposition, and adaptation. The followings are the analysis of each translation technique.

a. Literal Translation

"I want to go and work in the Arctic."

"Saya ingin pergi dan dan bekerja di kutub utara."

In the above sentence, the translator uses the literal technique of using word-for-word equivalents without making any changes.

b. Transposition

"Hopefully when she has eaten it, she'd recognize that I cooked it."

"Mudah-mudahan dia tahu kalau saya yang memasak, saat dia memakannya."

Changes in grammatical arrangements can be seen in this sentence. The translator put 'Saat dia memakannya' at the end of the sentence while in the SL, *'when she has eaten it'* is at the beginning of the sentence.

c. Modulation

"Smells divine!"

"Aromanya lezat sekali."

The word *divine* literally means 'surga' (heaven) and is translated into 'lezat sekali' (very delicious). It appears that the translator made adjustments to make his or her meaning easier to understand by replacing it with another choice of words.

d. Established Equivalence

"When I've been outside for sixteen hours all I want is a home-cooked meal."

"Ketika saya bekerja di tengah udara dingin, saat itu yang saya inginkan hanyalah menikmati masakan rumah."

'Been outside' is translated into 'bekerja di tengah udara dingin'. The translator sought a suitable context that is in this ad which is indeed about someone who works at the north pole. Modulation techniques are also seen in this sentence. i.e '*all*' is translated into 'hanyalah'. These two words are in fact literally different.

e. Amplification

"And now I've been here for three years."

"Dan sekarang, tanpa terasa, sudah tiga tahun saya di sini."

Amplification or addition can be found in this sentence. The phrase 'Tanpa terasa' (without being realized) in this sentence is to give the impression that three years of time is not so long.

f.   Generalization

"Carmen's always loved dogs."

"Carmen selalu menyayangi binatang."

The word *'dogs'* is generalized into 'binatang' (animals). This is because, in Indonesia, which has the biggest moeslem population, dogs are not common pets

g. Linguistic Compression

"Give me a minute."

"Tunggu sebentar."

In this sentence, there is a synthesis of linguistic elements. *Give me a minute* literally means 'beri saya satu menit' is adjusted into 'tunggu'(wait)

h. Adaptation

"I really want to be a husky guy."

"Saya sangat ingin menjadi anggota tim penyelamat."

'Hetta husky' which only exists at the north pole, is adapted to 'anggota tim penyelamat'.

To find out the most commonly used translation techniques in the video, the writer did a simple percentage analysis of the translation techniques found which can be seen in the following table.

Tabel 1.

The Occurences of Translation Techniques

Translation Technique	Number of Occurrences	Percentage
Literal translation	7	21.2%
transposition	1	3,03%
Modulation	12	36.3%
Established equivalence	3	9.09%
Amplification	5	15.15%
Generalization	2	0.55%
Linguistic compression	1	3.03%
Adaptation	2	0.55%

From the findings, it can be seen that most of the translation is

oriented to the Target Language as the target audiences are Indonesians. Therefore, changes and adjustments are made for easier comprehension and more appropriate meaning. For example, adding the phrase 'tanpa terasa' (without being realized) in *"And now I've been here for three years"* is to give the impression that three years of time is not so long. Another example is the use of "binatang" for the translation of "dogs". The reason behind the choice of the word is that in Indonesia, which has the biggest moeslem population, dogs are not common pets.

The findings also show that modulation turned out to be the most common translation technique used. This is because there are indeed many differences in cultural content between the north pole and Indonesia so a word or sentence equivalents are needed to represent the same phenomenon so that knorr's advertising message 'The Flavor of Home' can be conveyed properly.

CONCLUSIONS

Translation is not an easy task**.** problems in translation will always be encountered due to differences between the source language and the target language. After analyzing 'The Flavor of Home' Youtube advertisement, the writer found 8 techniques used namely literal translation, transposition, modulation, amplification, *established equivalence*, generalization, *linguistic compression*, and adaptation. Most of the translation is oriented to the Target Language as the target audiences are Indonesians. Therefore, changes and adjustments are made for easier comprehension and more appropriate meaning.

Modulation turned out to be the most common translation technique used. This is because there are indeed many differences in cultural content between the north pole and Indonesia so a word or sentence equivalents are

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