



**TECHNIQUES IN TRANSLATING NON-STANDARD ENGLISH INTO
INDONESIAN IN SPONGEBOB MOVIE SUBTITLE**

Final Project

Submitted in partial fulfillment of the requirements
for the degree of *Sarjana Pendidikan* in English

by

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DEDICATION

My highest dedication to those who have supported me in conducting this final project. Those are as follows :

1. The creator of the universe, the almighty, the one and only Allah SWT who always distributes my path and with his permission my final project can be completed properly.
2. My beloved parents, my father Suhadi and my mother Yunita Sari who always support me in everything. Who always believe that their daughter can be a helpful person in society
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5. All friends of the class of 2017, thank you for this journey full of twists and turns. The emotions of my soul get its own experience.

MOTTO

“Tenang ini hanya dunia, never give up”

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This final project is unstable and subjective thus another thought is permitted to rich the knowledge. The writer hope that this final project can give advantage for the teacher, the reader or another writer.

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ABSTRACT

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Keywords: *translation techniques, non-standard English, subtitling*

This study focuses on translation techniques of non-standard English applied in “Spongebob Sponge on the Run” movie and its application plan in education based on 18 translation techniques from Molina and Albir (2002). The purposes of this final project are as follows 1) To know the translation techniques used in the Spongebob movie subtitle. 2) To know which technique is dominant used in the Spongebob movie subtitle. The writer chose this topic because the writer really wants to know more about the translation technique of every non-standard word in this “African style” movie. The writer used descriptive qualitative as a method to analyze the data. As a result, the writer found that 9 translation techniques were used to analyze personal pronouns. The results of this study are: Adaptation as 13 data or 24.53%, Modulation as 12 data or 22.65%, Transposition as 8 data or 15.10%, Reduction as 6 data or 11.32%, Established Equivalence as 4 data or 7.54%, Literal Translation as 4 data or 7.54%, Particularization as 4 data or 7.54%, Generalization as 1 data or 1.89%, Discursive Creation as 1 data or 1.89%

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CHAPTER I

INTRODUCTION

In this part, the researcher presents the background of the research, the reason for choosing the topic, the statement of the problem, the objectives of the research, the significance of the research, definition of key terms.

A. Background of Research

English Globalization has made a direct impact on the development of translation researchs. As the world experiences faster communication and accelerated mobility, translation researchs take part as a bridge to avoid a communication gap (Nugroho, Raden Arief, et al. (2016)

This research is about techniques for translating nonstandard English into Indonesian. Translation is the process of transferring the meaning and information from the source language (SL) into the target language (TL). In this life, translation is very important in the cross-cultural exchange of ideas to be accepted. This translation can help people to share any opinion in their lives. The translation process is not as easy and simple as people think, not only needs a dictionary but also requires an understanding of the context of the source language (SL) to the target language (TL). The movie subtitle text is one of the texts to be translated.

Non-Standard English is one of language varieties which do not have any form. Widarso (1994) explained that Non-Standard English is commonly used by those who are lack of education. He also explains that Non-Standard English is different from the informal form. According to him, the informal form is used by almost all of educated people, but Non-Standard English is only used by people who are lazy

to research and lack of education (1994). Indeed, the differences between Non-Standard and informal form can be seen through people who use it. If it is used by an educated man or woman it is an informal form. If it is used by an uneducated man or woman, it is non-standard.

Subtitling aims to make the message of the movie can be conveyed to the audience. A very lot of people in Indonesia watch western movies with subtitles in Indonesian. Because it can help they are getting the message of this movie. Gottlieb in Tira Nur Fitria (2015) states "that subtitling is a rendering of a verbal message media movieic in different languages, in the form of one or more lines of written text, presented on the screen. In dealing with problems of translation, the translator is assigned to play a role in overcoming obstacles language between moviemaker and audience.

Translators are people who interpret the language of the source language (SL) to the target language (TL). Hatim and Mason (1997: 1) states that the translator is a good receiver and producer. The task of the translator is to read and comprehend written text (SL) and then transfer the meaning of the TL in written form. A good translator must be able to translate between the source language (SL) with the target language (TL).

The translation technique of Molina and Albir's theory was used as a framework in translating the source language (SL) into the target language (TL) of this research because the theory Molina and Albir is one popular theory and many researchers use this framework in their research of translation techniques.

B. Reasons for Choosing the Topic

Spongebob Sponge on the Run was produced by Paramount Animation, Nickelodeon Movies, and United Plankton Pictures, with animation provided by Mikros Image. This movie contains many educational messages, in Indonesia this movie is presented with Indonesian subtitles as a facility to facilitate the audience in understanding the original language in the movie. For that reason, the researcher wants to know the translation techniques used in Spongebob sponge on the run movie subtitles, and also the researcher wants to increase translation skill in analyzing the text.

Hopefully, the investigation of translation techniques provide some positive suggestions for the other researchers.

C. Statements of the Problem

The problem statement of the research are as follows :

1. What translation techniques are used in the Spongebob movie subtitle?
2. Which technique is dominant used in the Spongebob movie subtitle?

D. Objectives of the Research

Based on the problem statement above, the objective of the research is as follows:

1. To know the translation techniques used in the Spongebob movie subtitle.
2. To know which technique is dominant

E. Significances of the Research

There are two kinds of benefits in this research. Those are theoretical and practical.

1. Theoretical benefit

The researcher hopes that this research can give the knowledge and perception to understand the translation field, especially in the translation techniques in Spongebob's utterances in Spongebob sponge in the run movie subtitle.

2. Practical benefits

The researcher hopes that this research will be worthwhile to help other researchers to do further research..

F. Definition of Key Term

Some key terms used by the researcher in this research, as follows :

1. Translation Technique

Vinay and Darbelnet's pioneer work *Stylistique comparée du français et de l'anglais (SCFA)* (1958) was the first classification of translation techniques that had a clear methodological purpose. The term they used was 'procédés techniques de la traduction.' They defined seven basic procedures operating on three levels of style: lexis, distribution (morphology and syntax) and message. The procedures were classified as direct (or literal) or oblique, to coincide with their distinction between direct (or literal), and oblique translation.

2. Non-Standard English

Non-Standard English is an informal version. It usually contains slang and colloquialisms that wouldn't be used in more formal or professional settings. Widarso (1994) explained that Non-Standard English is commonly used by those who are lack of education. He also explains that Non-Standard English is different from the informal form. According to him, the informal form is used by almost all of educated people, but Non-Standard English is only used by people who are lazy to research and lack of education

The Merriam-Webster dictionary defines a subtitle as "a printed statement or part of a movie's dialogue that changes the movie's language and is displayed at the bottom of the screen."

3. Subtitling

According to Cowie (1997: 161), subtitling consists of some process of presenting an explanatory text that is harmonized with dialogue in movie and television. On the other hand, Cintaz (2012: 274) states that subtitles can be interpreted as a translation practice that consists of information in writing, usually located at the bottom of the screen, translation to the target language is the result of exchanging the original dialogue spoken by the speaker in an audio form visual in different languages, as well as all verbal information that appears written on the screen in the form of letters, banners, or inserts or transmitted in the soundtrack (song lyrics, voice). In contrast to

dubbing which completely changes the original dialogue, subtitling preserves the original text, both visually and non-visually, with the addition of information. Based on the multimedia properties of the materials used, the subtitles are expected to be a solution that achieves the right balance and interaction between all audio and visual dimensions. For this, they should concentrate more on the fact that the audience must read the written subtitles at a certain speed while watching them at the same time

G. Outline of the Research

This research will contain five chapters. Introduction, Review of Related Literature, Research Methodology, Research Findings, Discussion, Conclusion, and Suggestions.

The first chapter will present the Introduction which comprises the background of the research, reasons for choosing the topic, statement of the problems, objectives of the research, definition of key terms, and outline of the research.

The second chapter will discuss the Review of Related Literature. This chapter comprises an explanation of previous researches and a review of related theories.

The third chapter will deal with the Research Methodology. The researcher presents the research design, the object of the research, the roles of the researcher, the source of data, the methods of collecting data, and the method of data analysis.

The fourth chapter discusses research Findings and Discussion; it presents data description and discussion.

The fifth chapter presents the conclusions and suggestions of the research based on the research findings.

CHAPTER II

REVIEW OF LITERATURE

In this chapter, the researcher wants to review some related literature used in conducting the research. This chapter presents previous researchs and reviews of related theories. Previous researchs are a research that has been done by another one before the researcher and his similarity with the researcher's research.

A. Previous Researchs

Analysis of translation techniques in movie from English to Indonesian has been carried out by several researchers. And now the researcher will mention some previous researchs related to this final project. Some of the following previous researchs also serve as a reference for the researcher in completing this research.

Analysis of translation techniques and non-standard English has been conducted by several researchers. The first previous researchs were done by Andi Indah Yulianti (2014) with the title is "Ungkapan Vernakular Bahasa Inggris-Amerika Dalam Movie 12 Years A Slave" written by The purpose of her writing is to explain the forms of vernacular expression in American-English in 12 Years A Slave which the script is written by John Ridley and directed by Steve McQueen. The vernacular expressions grammatically and lexically in the dialogues are mostly infringe the rules of English grammar. The grammar deviations appear grammatically, such as the deviation of copula be, the vanishing of copula be, the using of multi-negation, the vanishing of subject, the vanishing of auxiliary verb do in interrogative sentence, the deviation of auxiliary verbs do, the vanishing of be and the shortening

of going to, and the vanishing of auxiliary verbs have. Meanwhile, the lexically deviations are variant of copula be + not, gunna as variant of going to, cain't as a variant of the can + not, the linking sound, shortening of the word element, and a variety of lexical variation

The second research has entitled "The Non Standard English Used By Women In The Help Movie" written by Aal Inderajati¹ , Ubaidillah² (2016). The book is about discusses the grammatical features of Non-Standard English that is used by women characters in The Help movie and also the factors that influence. The research found five features of non-standard English used by women characters; they are missing auxiliary verbs, construction words, grammatical mistakes, wrong pronouns, and double negatives. The factors which affect the use of non-standard English are Setting and Scene, Participants, Ends, and Genre

The third research is research by Devi Indah Anggreeni, M. Bahri Arifin, Ririn Setyowati (2018) entitled "African American Vernacular English In Shrek Movie". This article's focused on analyzing the grammatical characteristics of Donkey's AAVE utterances and the factors underlying them through descriptive qualitative research. The result of this research showed that Donkey's AAVE utterances have three AAVE's grammatical features which are verb phrase, negation, and nominal and all four factors which consist of social class, gender, age, and linguistic environment underlying those grammatical characteristics. AAVE grammatical characteristics that appeared in Donkey's utterances are Copula/Auxiliary Absence, Invariant be, Subject-Verb-Agreement, Other Verb Phrase Structure, ain't, multiple negation, ain't with but, and second person plural y'all. Those grammatical

characteristics are influenced by Donkey's working class status, his male gender, teenage age, and his mood when the utterances were taking place whether he was comfortable or not. AAVE grammatical characteristics indicate that Donkey's character represents African American ethnicity through his utterances and the factors underlying them show that Donkey's variety is influenced by the social factors that appear in society.

The fourth review is about Translation Techniques In Indonesian Subtitle Of "Spongebob The Movie I" conducted by Andra Sukmalahi Sarasmara, Issy Yuliasri (2018). The purposes of the research were to analyze the translation techniques used in the movie and analyze in what cases the most prominent technique was used by the subtitlist. Analysis was also made on what cases the subtitlist used the most prominent translation technique based on its language features. The result of the research found seven translation techniques used in the Indonesian subtitle of Spongebob the Movie I. The most prominent technique used was literal translation technique, followed by generalization, linguistic compression, compensation, linguistic amplification, borrowing, and modulation. In terms of the cases, the literal translation was found at simple sentences, short utterances, compound sentences, and also phrasal verbs.

The last review is "*Translation Technique of English into Indonesian Subtitle in "Bhaijan Bhajrangi" Movie*" by Tira Nur Fitria (2019). The objective of her research is to classify the types of translation technique from English to Indonesian subtitle, to determine the most dominant type of translation technique of English to Indonesian subtitle of "Bhaijan Bajrangi" movie. The data were collected by using

the documentation method in the movie. The type of translation techniques used are: 1) Literal (137 data or 28.84 %), 2) Modulation (86 data or 18.11 %), 3) Reduction/Omission (83 data or 17.47 %), 4) Established Equivalence (49 data or 10.32 %), 5) Amplification/Addition (42 data or 8.84 %), 6) Transposition/Shift (33 data or 6.95 %), 7) Borrowing (20 data or 4.21 %), 8) Particularization (12 data or 2.53 %), 9) Generalization (6 data or 1.26 %), 10) Adaptation (5 data or 1.05 %), and 11) Description (2 data or 0.42 %).

B. Reviews Of Related Theories

1. Translation

There are several definitions of translation from experts.

The first is the definition of translation by Roger T. Bell (1991) found that “Translation is the expression in another language (or target language) of what has been expressed in another, source language, preserving semantic and stylistic equivalence” (p. 5). The translation is used to express a message of language, oral and spoken, between two or three different languages both semantically and stylistically equivalence.

Translation consists of the process of changing a language's status or form to another country to change to its language. In translation, the source language structure is replaced by the target language structure. It is done from the first language form to the second language form with regard to the semantic structure (Larson, 1984:3).

Bell (1991:13) states that if confined to a written language, translation is a cover term with three distinguishable meanings. The first meaning is the word

“translating”, which concerns the process (to translate; the activity rather than the tangible object). The second meaning is carried by “a translation”, which concerns the product of the process of translating (e.g. the translated text). The last meaning carried by translation is “translation” as the abstract concept that encompasses both the process of translating and the product of that process.

Translation is the process of transferring a written text from a source language to a target language (Hatim and Munday, 2004). It covers all dimensions of the source text, including linguistic organization, culture, intentions, feelings, style and time and should reproduce the entire text naturally, smoothly and as close to the original as possible in the target text (Zhonggang, 2006). Therefore, it is essential for translators to translate the source text into the target text as close as possible to what the author intends to convey, without changing the characteristics or the style of the original text. However, it is often difficult for the literary translator to preserve the meaning and the writing style unchanged, due to the differences between the two languages (ibid). Translating the implied meanings of the utterances between two speakers can be regarded as one of the most difficult situations that translators may confront because understanding utterances is not simply a matter of knowing the meaning of the words uttered (Abdellah, 2004).

Translation procedures are very important to make the translation better, in applied for sentences, clauses, phrases, and smaller units of language within that text (Haryanto & Ulfiyatzuhriyyah, n.d.; Newmark, 1998). Therefore, translation procedures are how techniques found to be applied by translators

when they formulate an equivalence for the purpose of transferring elements of meaning from the Source Text (ST) to the Target Text (TT). Translation technique is courses of action that utilized by the interpreter to formal inquiry to discover and examine the facts, also classify the work of translation equivalence (Noryatin & Romauli, 2020). It is expected that using of translation techniques, translators would be capable of overcoming translation to operate equivalency as a way of communication between two or more languages.

The translation technique focuses more on analyzing the components of the language and classifying all the components so that an appropriate equivalent is found (Molina & Albir, 2002). Molina and Albir, (2002) stated 18 translation techniques, the terms are adaptation occurs when something explicit to one culture of a language is uttered in a completely different way that is familiar or appropriate to another language culture in context and (Volf, 2020), stated that adaptation translation techniques in which elements from the source language are substituted with ones from the target language that is acceptable and recognizable.

Translation method related to ways and process of translation. (Zepedda, 2020), mentioned that translate a text in a certain way known as translation method. Translation method in translation as stated by (Molina & Albir, 2002) is the choice of how to translate during the translation process and will affect the entire text.

Translations are works that contain attempts to replace messages or meanings in one language's written statement with the same meaning and/or statement in another language Newmark (1988;5).

Translation is the process of replacing textual elements in one language (source language) with textual elements equivalent in another language (target language) catford 1974; 20)

Nida and Taber (1982: 12) defines translation as a language processing process based on the basis of natural language used in the language of the closest recipient of the source language message, this takes into account the meaning and style of the language. With this it can be denied that translation is the process of transferring meanings, messages, and language styles from one language to another by paying attention to delivery in accordance with the meaning and style of language.

According to Nida and Taber (1969:12), translation is the re-expression of messages from the Source Language (SL) in the Target Language (TL) with the closest and fair equivalent, in terms of meaning and language style. The translation must aim primarily at re-disclosing a message. To re-express the message from the source text, a translator must make grammatical and lexical adjustments well. According to Machali (2009:26), a linguist of the University of New South Wales (UNSW), translations are the effort to "replace" the source text with equivalent text in the target language and what is translated is the meaning intended by the author.

Translation refers to cognitive processes, a process that occurs in the translation brain. Therefore, this cognitive process is also called the translator's black box because it cannot be observed by the human eye (Nababan, 2003:19). This process is shown by the behavior of translation, such as opening a dictionary, writing, reading and so on.

Based on the definition of translation above, the writer believes that translation is an activity of conveying an oral message or written text systematically into the structure of the target language without changing the purpose of the message. Therefore, translating a text must take seriously in understanding a message so that the message can be translated according to the desired TL.

2. Translation Techniques

The process for translating a language into another language can be more easily when the translator used knowledge and reference theory in translating a language, this is what we know as a translation technique. Translation techniques are the results obtained by translators based on the choice of a determined process, taking into account the validity of various questions related to the context, the purpose of the translation, the expectations of the audience, etc. (Molina Albir, 2002)

Molina and Albir (2002:509) classified translation techniques for several criteria including:

1. To isolate and focus on technical concepts from other related ideas (translation strategies, methods and errors).

2. To include only procedures that are characteristic of text translation and not those related to language comparison.
3. To maintain the idea that translation techniques work. The definition created does not correct whether the technique is appropriate or correct, as it always depends on the situation in the text and the context and translation method that has been selected.
4. In terms of terminology, to maintain the most commonly used term.
5. Trigger a new technique to explain the unexplained step-by-step process

According to Molina and Albir (2002:507–509), is the process of analyzing and categorizing the ways in which translation equivalents can be applied to various language units. They assert that translation techniques influence the quality of the translation and can be used to resolve a variety of translation issues. They suggest a few approaches, including the ones listed below:

a) Adaptation

Adaptation is when something specific to one language culture is expressed in a completely new manner that is familiar to or appropriate for another language culture. So the adaptation technique does not necessarily change the entire text into an adaptation, because this technique only translates elements of the text, unless all elements in the text are adapted as a whole. Amplification is the technique of adding or putting some words or information in the target language. This technique is also employed to introduce details that are not stated and formulated in SL by paraphrasing

some words in order to make the translation results become clear and can be understood by the readers.

Example 1

SL : even **the aurora** is jealous of your smile.

TL : *bahkan langit gemerlap pun iri oleh senyumanmu.*

Since aurora is not found in Indonesia, "*langit gemerlap*" will be used instead.

Example 2

SL : as a white snow

TL : seputih kapas

b) Amplification

Amplification is a method of translation that introduces or adds details to the source text that are not stated. Amplification is employed to introduce details that are not formulated in SL by adding some words, paraphrasing, or creating footnote to make the translation product is clear and help the reader to understand the text; borrowing using lexical expressions directly from other language and this technique has 2 kinds of using lexical expressions directly, namely pure borrowing and naturalized borrowing.

Example 1

SL : There is an American in that plane.

TL : *Ada orang Bangsa Amerika di pesawat itu.*

Example 2

SL : Employees of all industries took part in the conference.

TL : Karyawan-karyawan dari semua cabang industry mengambil bagian dalam konferensi tersebut

c) Borrowing

A borrowing strategy involves directly borrowing a word or expression from another language. Borrowing is a method that produces a translation with minimal modifications because the word from the source language has nearly identical pronunciation, spelling, and meaning. Borrowing comes in two forms: pure borrowing and naturalized borrowing.

1) Pure borrowing

In pure borrowing, words or phrases from the source language are used in the target language without being altered.

Example 1

SL : Warthog can't run **zig-zag**

TL : *Babi hutan tidak bisa berlari zig-zag*

Example 2

SL : Can I borrow your **hardisk**?

TL : Bisakah aku meminjam **hadisk** mu?

2) Naturalized borrowing

Naturalized borrowing employs words from the source language in the target language, with SL words being spelled in SL.

Example 2

SL : Dance when you hear the **music**

TL : *Menarilah saat kau mendengar musik*

Example 2

SL : Can you fix my **computer**?

TL : Bisakah kamu memperbaiki **komputerku**?

d) Description

A term or expression can be replaced with a description of its purpose using this method. Usually used to explain something about a subject and an object. This translation technique is used to replace a noun with a description that describes the type of object in question.

Example 1

SL : Dani's favourite food is **taco**.

TL : *Makanan kesukaan Dani adalah **taco**, makanan asal Meksiko yang terdapat berbagai macam isian di dalamnya.*

Example 2

SL : Gado-gado

TL : A traditional cuisine of Indonesia that consists of vegetables and special local ingredients.

e) Calque

It refers to the literal translation of a word or phrase from one language into another. Interference of the source language structure into the target language is a characteristic of the calque technique.

Example 1

SL : Abdul is the new **president director**.

TL : *Abdul adalah **presiden direktur** yang baru.*

Example 2

SL : Police Academy

TL : Akademi Polisi

f) Generalization

When translating words or phrases, the generalization technique makes use of a neutral or general term. Generalization is a translation technique with a process that changes a term from the source language with

terms in the target language that are commonly used and widely known by the public.

Example 1

SL : Ron successfully escaped from being chased by **grizzly**.

TL : *Ron berhasil melarikan diri dari kejaran **beruang**.*

Example 2

SL : When i was in Malioboro i walked around using a **vehicle**

TL : *Ketika aku di malyoboro aku jalan jalan menggunakan **becak***

g) Particularization

Particularization technique uses more concrete or precise terms. Particularization is the opposite of generalization. This technique is the opposite of the generalization technique. Based on this statement, it is concluded that the particularization translation technique tries to translate one term by looking for a more specific or special equivalent.

Example 1

SL : Alan is accused of selling an **endemic bird** on the black market.

TL : *Alan dituduh menjual **cenderawasih** di pasar gelap.*

Example 2

SL : The **air transportation** has been in this museum for a long time

TL : **Helikopter** itu sudah lama berada disini

h) Modulation

The perspective in relation to the source text is altered by the modulation technique. It can be structural or lexical. Translation technique where the translator changes the point of view, focus or cognitive category in relation to the SL; can be in structural or lexical form. This technique requires high creativity of the translators because we need to see the

sentences from different points of view. This technique changes the focus of SL in structural or grammatical terms.

Example 1

SL : The sign says “**touch with eyes only**”.

TL : *Tandanya tertulis “**hanya boleh dilihat**”.*

Example 2

SL : You are going to **have a child**

TL : Anda akan menjadi **seorang bapak**

i) Compensation

The compensation strategy moves an element or stylistic effect from the target text to another location and either replace or introduces it there. This is due to the fact that it cannot be reflected in the same location as the original text. Compensation is a translation process where the resulting translation contains the position of the information element or the style of the source language which is replaced to the other side of the target language.

Example 1

SL : A pair of shoes.

TL : *Sepasang sepatu.*

Example 2

SL : Never did she visit her aunt

TL : Wanita itu benar-benar tega tidak menemui bibinya

j) Discursive creation

This method is used to create a temporary equivalence that is completely out of context and unpredictable thanks to the translator's inventiveness. The

discursive creation approach is frequently utilized when translating book or movie titles.

Example 1

SL : Story of the Lion and the mouse.

TL : *Kisah Singa dan Tikus baik hati.*

Example 2

SL : *A Betrayed Son Malinkundang*

TL : Si Malinkundang

k) Established Equivalent

A term or expression that is recognized as equivalent in the target language by dictionaries or the language in use is used in this method. This technique applies to translate term or expression that mostly used as a daily life language that can easily found in dictionary or language use as an equivalence in TL. The meaning and style of SL are the same as TL.

Example 1

SL : Sincerely yours.

TL : *Hormat kami.*

Example 2

SL : Red rose

TL : Mawar merah

l) Linguistic Amplification

This method adds some linguistic elements. This is frequently used in consecutive, interpreting, and dubbing. It makes it harder to compress words. Linguistics amplification is a translation technique with a process that adds linguistic elements from the source language into the target language.

Example 1

SL : It's all up to **you!**.

TL : *Semuanya terserah pada **dirimu sendiri!***.

Example 2

SL : I get it

TL : biar saya saja yang mengangkat telepon

m) Linguistic Compression

The linguistic components of the target text are combined using this method. It is frequently utilized for subtitles and simultaneous interpretation. Linguistic amplification is opposed by this. This technique synthesizes existing linguistic elements into simpler ones that can already be understood.

Example 1

SL : Watch over my son for me.

TL : *Titip anak saya*

Example 2

SL : You must find out!

TL : Carilah!

n) Literal Translation

This method alters the compatibility between the grammar of the target language and the grammar of the source language after beginning with word-for-word translation. Literal translation is the process of translation techniques that replace terms from the source language word for word from the Source language to the target language.

Example 1

SL : Julio gave me a gift.

TL : *Julio memberiku sebuah hadiah.*

Example 2

SL : I will ring you

TL : Saya akan menelpon anda

o) Variation

Aspects of linguistic variation that are influenced by linguistic or paralinguistic elements (intonation, gestures) can be altered using this method: alterations to the text's tone, style, social and geographical dialects for the purpose of introducing or altering the dialectical indicators of the character. This translation technique is the process of translation that used to change the linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation: changes of textual tone, style, socialdialect, geographical dialect, etc., e.g., to introduce or change dialectal indicators for characters when translating for the theater, changes in tone when adapting novels for children, etc.

Example 1

SL : Tell your big brother, I will be back!

TL : *Bilang sama abang lo, gue bakal balik lagi!*

Example 2

SL : I was told to go home by my mother

TL : Gue disuruh pulang nyokap

p) Transposition

This is a method of interpretation that changes the linguistic class of the source text in the objective text, such as from action word to thing or

expression to word. Because the syntactic structure and language frameworks of various dialects frequently differ and necessitate fundamental change, this method is utilized. Grammar category replacement technique, This technique is the same as the category shift technique, structure and unity

Example 1

SL : everyone stay **ice cool** and no one gets hurt.

TL : Semuanya tetap *tenang* dan tidak ada yang terluka.

Example 2

SL : You must get the money

TL : Uang itu harus kamu dapatkan

q) **Substitution**

The linguistic elements are transformed by this method into paralinguistic elements (intonation, gestures, etc.). Like in the United States, giving a thumbs up means "good." Substitution is a translation technique with a process that changes linguistic elements or terms to become paralinguistic in the form of intonation and gestures

Example 1

SL : about your food, it is (giving thumbs up sign).

TL : Soal makananmu, ini *enak sekali*.

Example 2

SL : (He shakes his head)

TL : (Dia tidak setuju)

r) **Reduction**

Because the deletion is regarded as not causing a distortion of meaning, this method suppresses information items from the source text in the target

text. Amplification is opposed by reduction. Reduction is a translation technique process that focuses the information elements of the source language into the target language. Reduction technique suppresses information items of SL into TL, including omission and implication. The function of this technique is to make an effective sentence or to eliminate general information that has been known in TL.

Example 1

SL : Superman, one of the most iconic comic book character will be portrayed by Andre Taulany in his new movie.

TL : *Superman akan diperankan oleh Andre Taulany di movie barunya*

Example 2

SL : The month of fasting

TL : Ramadhan

The removal of the phrase the month of fasting for the translation of the noun Ramadhan into English because the word exists in Arabic and already contains the meaning of the month of fasting or 'fasting month' so it does not need to be mentioned again.

3. Non- standard English

Nonstandard English refers to any dialect of English other than Standard English and is sometimes referred to as nonstandard dialect or non-standard variety. The term Nonstandard English is sometimes used disapprovingly by non-linguists to describe "bad" or "incorrect" English.

Holmes (1992) said that Black English is heard especially in the northern cities of the United States. One of its most distinctive features is the complete absence of the copula verb *be* in some social and linguistic context. In most

speech contexts, speakers of Standard English use shortened or reduced forms of the verb *be*. In other words, people do not usually say *She is very nice* but rather *She's very nice*. They reduce or contract the *is* to *s*.

Lisa J. Green (2002) said AAE is a variety that has set phonological (system of sounds), morphological (system of structure of words and relationship among words), syntactic (system of sentence structure), semantic (system of meaning) and lexical (structural organization of vocabulary items and other information) patterns. So when speakers know AAE, they know a system of sounds, word and sentence structure, meaning and structural organization of vocabulary items and other information.

African Americans who use this variety, and not all do, use it consistently, but there are regional differences that will distinguish varieties of AAE spoken in the United States. For example, although speakers of AAE in Louisiana and Texas use very similar syntactic patterns, their vowel sounds may differ. Speakers of AAE in areas in Pennsylvania also share similar syntactic patterns with speakers in Louisiana and Texas; however, speakers in areas in Pennsylvania are not likely to share some of the patterns that the Louisiana and Texas speakers share with other speakers of southern regions. Also, speakers from the three different states have different vowel sounds. That is to say that they will all use the same or similar semantic and syntactic rules for the *be* form that indicates that some event occurs habitually (e.g., *They be running* 'They usually run'), but they will produce the vowel sounds in words such as *here* and *hair* differently, for example.

Widarso (1994) stated that the most non-standard English commonly used is *ain't* and another distinctive grammatical feature of non-standard English is the use of double negative . Here is the example of the differences:

Non-Standard English

Jessie *ain't* been here.

Jessie *hasn't* been here

Standard English

We *ain't* going nowhere.

We *aren't* going anywhere.

The first example of Non-Standard English is shown by the use of the word *ain't*; the word *ain't* is the most non-standard English use. Compared to it, the Standard English does not use the word *ain't* but it becomes *hasn't*. The second example of Non-Standard English also shows the use of word *ain't* and *no* at the same time. It belongs to double negative as Holmes explained and this grammatical features exactly doest not follow the standard rule. In Standard English, the use of *ain't* and *no* is changed into the word *aren't* and *any*. Theoretically, this research will provide readers with an understanding of the features of Non-Standard English used in the Spongebob Movies.

4. Subtitling

Subtitles, according to the Oxford Learner's Dictionary, are phrases that appear at the bottom of a movie screen and translate what is being said into a different language. Subtitles make it easier for us as viewers to comprehend the content.

Cowie (1997: 161) states that subtitling is the process of presenting an

explanatory text that is harmonized with dialogue in movie and television. On the other hand, Cintaz (2012: 274) states that subtitles can be interpreted as a translation practice that consists of information in writing, usually located at the bottom of the screen, translation to the target language is the result of exchanging the original dialogue spoken by the speaker in an audio form visual in different languages, as well as all verbal information that appears written on the screen in the form of letters, banners, or inserts or transmitted in the soundtrack (song lyrics, voice). In contrast to dubbing which completely changes the original dialogue, subtitling preserves the original text, both visually and non-visually, with the addition of information. Based on the multimedia properties of the materials used, the subtitles are expected to be a solution that achieves the right balance and interaction between all audio and visual dimensions. For this, they should concentrate more on the fact that the audience must read the written subtitles at a certain speed while watching them at the same time.

The target language, which is distinct from the source language, is the goal of the translator. During this time, the target language is the language that will be translated into another language. The language of this research is Indonesian.

CHAPTER III

DESIGN OF THE RESEARCH

In this chapter, the researcher explained some parts of methodology of the research, they are; research design, object of the research, roles of the writer, method of collecting data, method of data analysis.

A. Research Design

The research design contained all the structural designs that are applied in a research. In this research, the writer described and provided his views on translation techniques using descriptive qualitative. In classifying the technique, the writer referred to Molina and Albir (2002). Molina and Albir's methods have been the subject of a complex research that referred to and compared them to those of previous studies, indicating that they are quite effective. Molina and Albir say that there are 18 different methods of translation.

According to Cresswell (1994: 32), qualitative research is an approach to developing and understanding the deeper meaning of an individual or group which means a social or human problem. The research process often involves questioning and the specific manner in which data is collected usually in the form of an arrangement, analysis, and inductive data processing creates many aspects ranging from specific points to general themes, and the researcher is a process for making interpretations of the meaning of data. Then the results of data processing are reported in writing with a flexible structure. Those involved in research have indirectly participated in supporting a research perspective that adapts to inductive

styles, focuses on individual meanings, and the importance of translating the complexity of situations. That is, qualitative research is a process of approaching by analyzing a problem that is around it which will then be processed based on the existing structure, and involving several stages of research.

Moleong (2010: 4) states that qualitative methods are research methods used as research techniques that produce descriptions of words with work processes that can be obtained.

B. Object of The Research

This research made use of a Disney+ item. This application was used by the author because it is legal. The writer always respects every moviemaker, so the decision goes to this application. The movie that was chosen by the writer was “Spongebob Sponge on the Run Movie”, it contains English and Indonesian subtitles in it.

C. Roles of the Data

There are four roles used by the researcher of this research. First, as an observer, it means that the researcher watched the Spongebob Movie with Indonesian subtitles.

Second, as a data collector, the researcher collected data from the object of the research, namely all information from the non-standard English in the Spongebob movie subtitle. All the data, then, are organized in a table to make it easier to analyze.

Third, as an analyzer, it means that I have to analyze the data carefully based on Molina and Albir's translation techniques. There are 18 translation techniques based on Molina and Albir; namely adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation.

At last, as a research report researcher, the researcher reported the proceeds of data analysis by providing detailed explication and percentage.

The data used in this research as content to analyze are shown in a form of subtitles, in English and also in Indonesia. The researcher was downloaded the English subtitle by the link from google <https://english-subtitles.org/177118-the-spongebob-movie-sponge-on-the-run.html> and Indonesian subtitle in <https://subscene.my.id/subtitles/the-spongebob-movie-sponge-on-the-run/indonesian/2524673/>.

D. Method of the Data Collection

In this research, the researcher used descriptive qualitative research, Miles, and Huberman (1994: 12) state that there are three types of analysis activity in interactive analysis. They are as follows:

1) Data Reduction

Miles and Huberman (1994:10) state that data reduction is the process of selecting, focusing, simplifying, transforming the data that appear in write-

up field notes or transcription. Then they also state that qualitative data can be reduced and transformed.

2) Data Display

Miles and Huberman (1994: 11) define that data display refers to an organized, compressed assembly of information that permits conclusion drawing. Then they add that looking at displays helps us to understand what's happening and to do something either analyze further or take action based on that understanding.

3) Drawing Conclusion and Verification

Miles and Huberman (1994: 11) view conclusion drawing as only half of Gemini configuration, conclusions are also verified as the analyst proceeds. They also state that verification may be as brief as a fleeting second thought crossing the analyst's mind during writing, with a short excursion back to the field noted or it may be the trough and elaborate, with lengthy argumentation and review among colleagues to develop "intersubjective consensus" or with extensive effort to replicate a finding in another data set.

The following steps are the steps used in collecting the data:

- 1) The researcher found the data Spongebob Movie by download from <https://english-subtitles.org/177118-the-spongebob-movie-sponge-on-the-run.html> and <https://subscene.my.id/subtitles/the-spongebob-movie-sponge-on-the-run/indonesian/2524673/>

- 2) The researcher watched the movie to understand and try to explore deeply the content and context of the movie and also this step the researcher easier to selected the subtitle that applied translation techniques.

The researcher classified the data as Non-Standard english in Spongebob Movie subtitle in the table and it refers to the Source Language (in English), Target Language (in Indonesian), and Translation Technique used in each Non-standard English

E. Method of The Data Analysis

In this research, there were data to be analyzed, so that the writer could get the results to answer the questions of the procurement of this research. Methods for analyzing the data in this research were identifying and classifying, analyzing, and after that the writer concluded all the data.

- 1) Identifying the translation techniques. Identifying in this research means the researcher identifies the translation technique used in every Non-Standard English. Is it the source language or the target language?
- 2) Analyzing the translation technique that had been identified and making a description of it. For example :

SL: **Gotcha. I'll draw up the decree, sire!**

TT: Baik. Akan kutulis dekritnya. Tuan

This dialogue is translated into the target language using the technique of generalization translation it is because the result of the translation shows that there is a specific term in the part of the source

language because the word “gotcha” translates become “baik” that fits the context of the movie but in this case a term from a source language refers to a specific part that does not refers to the same part in the target language.

3) Conclusion Drawing and Verification

The writer came to the conclusion, after analyzing the data, that not every Non-Standard English in "Spongebob Sponge on the Run Movie" was translated the same way.

After getting all the results from the data that the writer was looking for, the writer looked for the percentage of each technique used in "Spongebob Sponge on the Run" movie. After getting the percentage of each translation technique, the writer determined which technique had the biggest contribution or which technique was most dominantly used by translators in "Spongebob Sponge on the Run" movie.

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

This chapter presents research findings and discusses the data collected to answer the research problem formulation. The results are written based on the problems formulated in the previous chapter. This description relates to the use of translation techniques, the techniques most often used to translate non-standard words, and how to apply these translation techniques in everyday life.

Molina and Albir (2002) claim that there are 18 translation techniques; however, the author of this research only discovered 16 translation techniques. Using data that had been analyzed descriptively, the author offered an explanation. This chapter presents the problem statement's findings from this research. The next section explains how the found translation techniques are put to use.

A. Research Findings

Spongebob Sponge on the Run movie was used as data for this research object. Two data were organized by the researcher in the English version and the Indonesian version. Based on translation techniques from Molina and Albir (2002: 509). Molina and Albir (2002) said that we can use 18 different translation techniques, and the authors found at least 9 different translation techniques used to translate non-standard words; Adaptation, modulation, transposition, generalization, literal translation, particularization, substitution, calque, discursive creation.

a. Adaptation

The movie "Spongebob Sponge on the Run Movie" certainly has differences from Indonesian culture because it was made in America. Based on the data that has been analyzed, there are 13 forms of non-standard word adaptation techniques, while the adaptation carried out in the context of these pronouns is by equating elements of Indonesian culture with the culture of origin, the United States. America. The following is an example of translation findings using adaptation techniques:

Data 1

SL : Oh, don't worry, **Gare-Bear**

TL : Tenang, Gary sayang

"Gare-bear" is a term of endearment for Spongebob's favorite pet named Gary. This dialogue occurs when Spongebob goes to work and leaves his beloved pet Gary alone at home. and he will immediately go home at night when Spongebob is finished with his work.

Data 2

SL : Oh, **fishticks**. What could that boob have to do with it?

TL : Ya, ampun. Apa urusannya dengan si bodoh itu?

The fishsticks referred to here lead to Plankton's dialogue asking what his plan to steal the Krabby Patty recipe has to do with Spongebob, which always fails. The translator uses transposition techniques to make it easier for readers and audiences to understand.

Data 3

SL : **Howdy**, partners

TL : **Halo**, rekan

This dialogue happens when SpongeBob is holding his challenge coin and they hear a loud noise coming from the saloon, it was El Diablo but it was El Diablo's tornado. And the translator uses adaptation techniques so that the reader can understand

Data 4

SL : **Nay**, I could never harm the lad

TL : Aku tak akan menyakitinya

“**Nay**” is the word used when voting against something. The opposite of “nay” is “yea,” which is a sound in favor of something. The meaning of “Nay” is used to correct what has just been said by replacing a word with one that is more accurate or appropriate.

b. Modulation

Modulation is a translation method that changes the focus, point of view, or aspects of cognitive skills in the TL lexically and structurally. Modulation is a change in perspective, perspective, and often categories of thought through variation. According to this definition, the failure of a translated text to convey an SL message is caused by the variety of viewpoints, points of view, and mindsets of SL readers. When a translation is done correctly but the result is “considered inappropriate, unironic, or odd

in the TL”, this is a sign that something is wrong. In the movie "Spongebob Sponge on the Run", the researcher found 12 sentences containing non-standard words which were translated using modulation techniques. The following is an explanation of the data;

Data 1

SL : Whatcha say Squidward? Squidward?

TL : Apa katamu, Squidward? Squidward?

Whatcha means 'what are you'. in Indonesian it means 'what...'. This word is usually interpreted in a question sentence. The word 'you' can be read 'ya' so that 'are you' becomes 'are ya'. If the word 'what' is added to 'are you/ya' it will sound like 'whatcha'.

Data 2

SL : Get **movin'** sailor.

TL : Bekerjalah, pelaut!

This scene occurs when Mr. Krabs then shouts at SpongeBob to start working immediately. The word "**movin'**" refers to "bergerak", but the translator "bekerjalah" to make the translation appropriate to the context and easy for readers and viewers to understand.

Data 3

SL : Oh, never **get's old**.

TL : Tak pernah membosankan.

Get's old which means "tua", the translator uses transposition techniques to translate this dialogue and interprets it as "membosankan" so

that the dialogue fits the scene, making it easier for readers to understand this dialogue. This dialogue occurs when Spongebob starts his work by starting the toaster in various ways first.

Data 4

SL : **Boob savant**, you mean.

TL : Si bodoh yang pintar, maksudmu.

This dialogue occurs when Karen tells Plankton that his plan has failed because Spongebob is not Mr. Krabs. The translator changes the point of view of the dialogue which should be the smart fool.

c. Transposition

Transposition is a translation technique process that changes the grammatical categories of the source language in the target language, such as replacing words with phrases.

Data 1

SL : Once I am done here, zees kitchen shall be completely spotless.

TL : Setelah aku selesai di sini, tidak akan ada noda di dapur ini.

This non-standard word refers to the scene when Spongebob is ordered by Mr. Krab to clean the kitchen after working all day at the Krusty Krab. This non-standard word is also translated into the target language using transposition translation techniques because the translation results show a translation because there are differences in grammatical structure between SL and TL.

Data 2

SL : Nope

TL : Tidak

These non-standard words are translated into the target language using adaptation translation techniques. Adaptation techniques can be used if cultural elements or elements have equivalents in the target language.

The word “nope”, meaning no, is also used more often in oral communication than in writing which tends to be more formal, such as letters. “Nope” is not a formal word that is commonly used in official situations. However, this word can still be used when chatting or interacting on social media.

Data 3

SL : Full **disclosure**, man

TL : Baik, aku akan jujur.

The disclosure in question is a full, honest disclosure from the chancellor to Poseidon that they had run out of snails. The translator uses the transposition technique by translating the word "disclosure" from SL to TL "honest" so that it is easy to understand.

Data 4

SL : **Nailed it**, spongebob

TL : **Kau berhasil**, spongebob

"Nailed it" is an informal expression used to comment on the successful, skillful, or clever completion of something. For example, you might say "I nailed it" after completing a road test and getting your driver's license. You can also use the phrase to encourage someone, such as by saying "I bet you nailed it" after hearing about a friend's difficult test.

d. Reduction

Reduction is a translation technique process that focuses the information elements of the source language into the target language.

Data 1

SL : Would you two **knuckleheads** keep it down out here?

TL : Kalian berdua bisa tenang?

An angry Squidward opens the window, screaming at SpongeBob and Patrick, cutting them off. Squidward slams the window angrily and accidentally closes it on his nose. He screams in pain, then groans angrily at SpongeBob and Patrick. The camera then moves back to the front of the house as Squidward tries to get his nose out of the window. The scene then cuts to SpongeBob in his kitchen, cooking breakfast for Gary.

The word **knuckleheads** means stupid, but the translator did not translate it according to the meaning of the words, the translator used the adaptation technique to interpret this dialogue.

Data 2

SL : Old Gertrude? Who **the kelp** is that?

TL : Gertrude Tua? Siapa itu?

What is meant in this dialogue is when Spongebob starts his work by turning on the stove, then Squidward asks who **the kelp** is that?. The kelp is seaweed, the translator translates it as who it is without including who is meant, the translator uses adaptation techniques to translate this dialogue to make it easier for the reader.

Data 3

SL : All hands on deck, front and center!

TL : Semua bersiap – siap

This non-standard word is translated into the target language by using the translation reduction technique because the result of the translation results from the summary of the information contained in the source language into the target language, simplification of the information performed should not change the meaning in the source language.

Mr. Krab said "All hands on deck, front and center!" from the source language translated become "Semua bersiap – siap" in the target language.

This dialogue is translated into target languages with compressed and simplified information in the target language without changing the message in the source language text.

Data 4

SL : **Aye, aye, cap'n** krabs , sir!

TL : Baik, Kapten Krabs!

The "aye aye cap'n" originated from the French word "oui oui capitaine." That means "yes yes captain." Sailors would use the phrase to acknowledge and respond to their captains. It also shows the person knows the order and what it is requiring him or her to do. This dialogue occurs when Spongebob carries out orders from Mr. Krabs.

e. Established Equivalence

This technique uses everyday language or expressions that can easily be found in the Target Language dictionary. Source Language in meaning and style is the same as the Target Language

Data 1

SL : **I always end up with the wrong end of the stick.**

TL : In the end, I'm always unlucky.

“**I always end up with the wrong end of the stick.**” means to misunderstand something or have the wrong idea about it. This is an idiom implied in the Spongebob movie. They see the transition to Squidward's house and when he is playing his clarinet through his window.

Data 2

SL : And crappy

TL : Dan buruk

In this dialogue, the source language is translated into the target language using the established equivalence translation technique it is, this is because the translation results use everyday life language which is easy to find in dictionaries.

The reason the translator translates these non-standard words using an established equivalent technique is that the translator wants to convey a message that can make it easier for viewers to understand the context of the movie.

Data 3

SL : **Ha! Hilarious!**

TL : Luar biasa

When something is super-funny, it's hilarious. Hilarious is an adjective that describes a high degree of humor. Funny things can cause you to smile or giggle, but when something is hilarious, it causes you to laugh out loud. The translator uses established equivalent to translate this dialogue.

Data 4

SL : I have home-slices, **palsy-walsies**

TL : Aku punya teman baik, sobat dekat

Definition of **palsy-walsies** is a slang as in warm. having or showing good feelings and genuine interest, he suddenly became very unfriendly towards his boss. This dialogue occurs when Poseidon realizes that his life is not as warm as Spongebob's. He realized that all this time he had only

lived alone without the love of a sincere friend, they had only been pretending all this time.

f. Literal Translation

Literal translation is the process of translation techniques that replace terms from the source language word for word from the Source language to the target language.

Data 1

SL : Squidward, why ain't seeing krabby patties rolling out the service windows?

TL : Squidward, kenapa tidak ada Krabby Patty dari jendela layanan?

This non-standard word refers to Mr. Krab when he arrived at the Krusty Krab and saw his customers queuing to buy Krabby Patties. Then he asked Squidward who was relaxing on the cashier's boat and there were no Krabby patties served.

This dialogue also uses the literal translation technique because the result of the translation is translated word by word with focusing on the grammatical structure between the source language and the target language.

Data 2

SL : But you should know that old Gertrude is getting **pretty finicky** these days.

TL : Tapi ketahuilah Gertrude Tua sedang rewel belakangan ini.

This dialogue leads to Spongebob and Quidaward when they start working at the Krusty Krab. What is meant by old Gertrude is the old grill

that SpongeBob always uses to cook Krabby Patties. The translator uses literal translation to translate this dialogue.

Data 3

SL : Stop **yer** loafing Mr. Squidward!

TL : Berhenti bermalasan, Tn. Squidward!

Yer is a nonstandard spelling of "you", used in representing dialectal speech. "Well, are yer comin'?". Yer is a variant or alteration of another lexical item. This scene occurs when Squidward faces the ground first, the scene then continues until Mr. Krabs leaves his office.

Data 4

SL : And, frankly, **ye** won't find me complaining.

TL : Jujur, aku tak akan mengeluh.

Ye is an old-fashioned, poetic, or religious word for you when you are talking to more than one person. And determiner. **Ye** is sometimes used in imitation of an old written form of the word `the. **Ye** is also sometimes used as slang for "yeah" on the internet. This scene occurred when Mr. Krabs asked Squidward why there wasn't a single Krabby Patty served to customers.

g. Particularization

Particularization is a process of translation techniques that uses more concrete, and specific terms.

Data 1

SL : Adios, mateys!

TL : Selamat tinggal, kawan!

This non-standard word refers to the scene when one of the zombies says "Adios, mateys!" from the source language it translates to "Selamat tinggal, kawan!" in the target language. This dialogue occurred when Spongebob had succeeded in saving the zombies from El Diablo's cage a long time ago, and the zombies were free to leave and they flew and disappeared upwards.

This dialogue is translated into the target language by using a particular translation technique that is because the dialogue was translated by focusing on the specific term because the word "adios" translated into a more specific word "selamat tinggal" that shows that the translator used particularization translation technique in this dialogue.

The reason the translator uses this technique is because the word "adios" refers to "selamat tinggal" from the context of the movie so this technique is also used for focusing the result that refers to the specific term that makes the intent and the message of the movie easier to understand by the viewers.

Data 2

SL : **Toodle-oo!**

TL : Selamat tinggal!

Toodle-oo! possibly from French à tout à l'heure ("see you soon"); alternatively from toot. The British use "toodles" as a form of goodbye. It

likely comes from “toodle-oo” which has the same meaning and is a more or less mnemonic pronunciation of the French term, “à tout à l’heure”. This dialogue occurs when Spongebob says goodbye with the phrase toodle-oo to zombies who are free from the curse as long as they live a few years.

Data 3

SL : **Adios, mateys!**

TL : Selamat tinggal, kawan!

Adi-os ,ad-ē-'ōs. ,äd- used to express farewell, Etymology. From Spanish adiós "farewell," from a Dios, literally "(I commit you) to God," from Latin Deus "God" — related to adieu, deity. For many Spanish speakers, adiós sounds more final, like a farewell. A phrase like hasta luego is closer to a simple bye or see you later.

Data 4

SL : Let's light **this puppy**

TL : Mari nyalakan mobil ini

This dialogue leads to the incident when Spongebob and Patrick are going to Poseidon's palace by driving a Krabby Patty car, and they call him "Puppy". Then they set off together with Otto to save his pet who was kidnapped by Planton and handed over to Poseidon. The translator uses particularization techniques to make it easy for readers and audiences to understand.

h. Generalization

Generalization is a translation technique with a process that changes a term from the source language with terms in the target language that are commonly used and widely known by the public.

Data 1

SL : Spongebob ! be sure this kitchen's in **shipshape shape** before **ye** head out, boy.

TL : Spongebob! Pastikan dapurnya bersih sebelum kau pulang Nak.

Shipshape shape means clean, neat, and tidy, organized and in good condition. To wishfully regard (specific people or fictional characters) as being or having the potential to become romantically involved with one another." As a noun, "ship" refers to the pairing of said people or characters.

This scene happens when Karen closes the door, Plankton sighs. The scene then transitions to the Krusty Krab at nighttime, getting ready to close, with Mr. Krabs flipping the open sign to close, then he went to the kitchen to tell SpongeBob.

i. Discursive Creation

This translation technique is used to establish a certain equivalence that is not predictable out of context

Data 1

SL : The inferno saloon.

TL : Bar neraka.

Discursive creation is used to create a temporary equivalence that is completely out of context and unpredictable thanks to the translator's

inventiveness. This translation techniques approach is frequently utilized when translating book or movie titles.

This translation called "discursive creation" makes use of a temporary equivalent that is far removed from the original context. A translation model known as "discursive creation" is developed or interpreted because the SL lacks the intended context. According to the findings of the analysis that was carried out, this method of translation is prevalent in this movie.

B. Discussion

1. The most dominant translation techniques used in spongebob movie subtitle.

Researcher counted the number of translation techniques used in translating "Spongebob Sponge on the Run movie." In addition, aspects that must be considered in translating movies are; divert accuracy message, acceptance in the target culture, and the readability or understanding of the target audience. Based on the analysis of translation techniques that have been carried out, the translator only used 9 translation techniques out of 18 that have been found by the researcher. The 9 translation techniques include; modulation, adaptation, transposition, particularization, literal translation, reduction, established equivalence, generalization, and discursive creation. The most dominant of using translation technique that is often used in the "Spongebob Sponge on The Run Movie" movie was the Modulation translation with a percentage of 28,30%. Modulation translation changes the point of view, focus, or aspect of cognitive skills that exist in SL. Modulation was a variation through a change in the point of view, perspective, and very often category of thought.

The total of sentences that contained the non-standard word “SpongeBob Sponge on The Run” movie was 53 words. Those 53 words were translated with 9 translation techniques. The percentage of the use of translation techniques can be seen in the following table that had been arranged from the mostly used to the least;

No	Translation Technique	Data	Percentage
1	Adaptation	13	24,53
2	Modulation	12	22,65
3	Transposition	8	15,10
4	Reduction	6	11,32
5	Established Equivalence	4	7,54
6	Literal Translation	4	7,54
7	Particularization	4	7,54
8	Generalization	1	1,89
9	Discursive Creation	1	1,89
Total		53	100

Researchers found 9 translation techniques used to translate non-standard words in Sponge on the Run movie subtitles. 13 (24,53%) Adaptation technique; 12 (22,65%) Modulation technique; 8 (15,10%) Transposition technique; 6 (11,32%) Reduction technique; 4 (7,54%) Established Equivalence technique; 4 (7,54%) Literal Translation technique;

4 (7,54%) Particularization; 1 (1,89%) Generalization technique; 1 (1,89%) of Discursive Creation technique.

According to the movie transcription, non-standard words are used in several conversations in the SpongeBob Sponge on the Run movie. Movies are translated automatically by the "Netflix" app. This application is widely used because it is more easily accessible to many groups. Apart from that, this application provides more than thousands of movie videos from various genres and provides subtitles which make it easier for viewers. However, unstable internet signals and video quality are problems that are often encountered when using this application. Through the description of these findings, it will be illustrated what techniques were used by translators in translating the movie "Spongebob Sponge on The Run Movie".

Based on the findings, here are 9 translation techniques applied in translating non-standard words in Spongebob Sponge on the Run movie. The total of sentences that contained the non-standard word "SpongeBob Sponge on The Run" movie was 53 words. Those 53 words were translated with 9 translation techniques. Adaptation was a cultural elements that exist in the target language.

Based on the table translation techniques found in Spongebob Sponge on the Run movie. Adaptation technique by adopting cultural elements that exist in the target language. It was found that 13 words were translated using this technique because the elements of American culture as the source language

and elements of Indonesian culture as the target language were different. With 26,42% of the percentage.

Next technique is Modulation, according to Vinay and Darbelnet, is defined as “a variation through a change of viewpoint, of perspective, and very often of category of thought” (Newmark, 1988: 88). By this definition, Vinay and Darbelnet want to convey that, in many cases, TL readers’ different perspectives, viewpoint, and mindset are the causes of the failure of a translated text to deliver the SL message. One indication of the failure is when the translation has been done correctly, but the result is “considered unsuitable, unidiomatic or awkward in the TL” (Venuti ed., 2000: 89). When a SL text cannot be translated into a TL unless modulation is applied, the modulation is obligatory. Meanwhile, when modulation works as a translator’s technique to obtain the closest equivalent, it is called free modulation.

The transposition technique is used to translate non-standard words in the “Spongebob Sponge on the Run” movie by changing the grammatical system from the source language to the target language. As many as 8 words were translated using the transposition technique, the percentage of use was 15,10%.

Furthermore, the non-standard word translation technique in the form of information compaction or reduction was intended to convey the content of the message from the source language into the target language by reducing some linguistic elements but not changing the meaning. Based on the results

of the analysis, it was found that 11,32% of the forms of non-standard words were translated by reduction technique.

Furthermore, in a translation replace terms/words in the source language with common terms in the target language. In the “Spongebob Sponge on the Run” movie, it was found that sentences that contained non-standard words were translated using established equivalence, there are 4 sentences with a percentage of 7,54% that applied common equivalent techniques.

Next, the researcher found a literal translation technique with a percentage of 7,54% of the total data. Translation techniques that are oriented to the target language and following the culture of the Indonesian people. The translator for "Spongebob Sponge on the Run" exemplifies what is required for the translation to not be perceived as a foreign work and to allow the audience to enjoy it. However, many non-standard words are adapted to the context of the target language which is the Indonesian language.

The particularization technique uses concrete terms in the target language. In the “Spongebob Sponge on the Run” movie, there are 7,54% or 4 words were found which were translated using a particularization technique.

The last two techniques that are rarely used in translating are generalization. Languages have general terms used as non-standard words, but some languages do not have specific equivalents. For this reason, the translator used a generalization technique to translate these terms. In the “Spongebob Sponge on the Run” movie, it was found that a 1,89% percentage

of pronoun translations use this technique or in other words, there was 1 word that has been generalized into the Target Language.

The last one is discursive creation, the technique that is rarely used in the "Spongebob Sponge on the Run" movie. The discursive creation translation technique with a percentage of 1,89% was used as a temporary equivalent that was far from the original context of the source language. This is because, in the target language, the intended context is not available..

The last two techniques that are rarely used in translating are generalization. Languages have general terms used as non-standard words, but some languages do not have specific equivalents. For this reason, the translator used a generalization technique to translate these terms. In the "Spongebob Sponge on the Run" movie, it was found that a 1,89% percentage of pronoun translations use this technique or in other words, there was 1 word that has been generalized into the Target Language.

C. Implications

Implications is the most widely used by translators. Translators carry out translations using several techniques and it was found that the most widely used technique is adaptation, this is also reinforced by the large number of translations that lean towards TL.

This statement is supported by researchers who state that if adaptation is dominant then it tends to TL. The first one is Andi Indah Yulianti (2014) "Ungkapan Vernakular Bahasa Inggris -Amerika dalam movie 12 Years A Slave". The Second entitled "The Non-Standard English used by Women in the Help

Movie” written by Aal Inderajati, Ubaidillah (2016). The third by Devi Indah Anggreeni, M. Bahri, Ririn Setyowati (2018) entitled “African American Vernacular English in Shek Movie”. The last one was by Tira Nur Fitria (2019) Translation Technique of English into Indonesian Subtitle in “Bhaijan Movie”.

CHAPTER V

CONCLUSION AND SUGGESTIONS

Chapter five is the final chapter of this research which contains conclusions and suggestions for the development of this research in the future. The suggestions are for the readers, the lectures, and the next research by the researcher to explore more about translation techniques

A. Conclusions

"Non-standard English" refers to informal or colloquial variations of the English language that deviate from standardized grammar and usage. To translate non-standard English into standard English, you may need to correct grammar, spelling, and vocabulary errors, and ensure that the language follows the rules and conventions of standard English. This could involve correcting slang, dialect, or informal expressions to make the language more formal and universally understood.

Translating non-standard English can vary depending on the specific phrases or words you are trying to translate. Non-standard English may include slang, colloquialisms, dialects, or informal language that deviates from standard grammar rules. The researcher found 9 translation techniques were used to translate non-standard English in "Spongebob Sponge on the Run Movie" which was produced

by Paramount Animation, Nickelodeon Movies, and United Plankton Pictures, with animation provided by Mikros Image.

The 9 techniques are adaptation, modulation, transposition, reduction, established equivalence, literal translation, particularization, generalization, and discursive creation.

The methods used to translate subtitles in "Spongebob Sponge on the Run Movie" serve a variety of purposes, including:

1. The adaptation method is a type of translation in which cultural elements from the target language are used in place of those from the source language.
2. Modulation is a method of translation that alters the lexical and structural focus, point of view, or aspect of cognitive skills that are present in the source language.
3. Transposition is used to change the grammatical category of the source language into the target language, like turning words into phrases.
4. Information from the target language into the source language can be compressed using the reduction technique.
5. Establish equivalency by translating familiar terms from the source language into the target language.
6. A literal translation is a type of translation in which a word or phrase in the source language is directly translated into the target language.
7. The particularization technique in translation refers to the use of more precise or concrete terms in the translated text.

8. Translating a term into terms that are already well-known to a large community is known as generalization.
9. Discursive creation is a translation technique that uses a temporary equivalent that is far removed from the original context.

According to the data analysis conducted by the researcher, 13 (24,53%) Adaptation technique; 12 (22,65%) Modulation technique; 8 (15,10%) Transposition technique; 6 (11,32%) Reduction technique; 4 (7,54%) Established Equivalence technique; 4 (7,54%) Literal Translation technique; 4 (7,54%) Particularization; 1 (1,89%) Generalization technique; 1 (1,89%) of Discursive Creation technique

Based on the results of the research on the translation techniques, it can be seen that translators often used adaptation techniques with a very high frequency when compared to other translation techniques. This makes the adaptation technique the most common used technique used by translators in translating non standard english "Spongebob Sponge on the Run Movie". The highest frequency was indicated by the adaptation technique with a percentage of 24.53% of the total word with non standard english included. This was evidenced by translation techniques that were oriented to the target language and in accordance with the culture of the Indonesian people.

B. Suggestions

Based on the conclusion above, the researcher would like to give some suggestions for :

1. For the readers

The researcher suggests that readers who are interested in translation research and want to increase their knowledge about the translation techniques in the subtitling text of the movie or some other field related to translation would comprehend the text before doing other researches that deal with the translation.

2. For lecturers

The researcher suggests that the lecturers can use this research to teach translation studies by movie subtitles as media. This media is interesting to increase the students' skills. Then, the result of the research contains many examples of the translation techniques used as tools to make the translation easier to apply, so that the researcher hopes this research enriches the students' knowledge, especially the translation technique.

3. For the next researcher

The researcher suggests that this research can be used as a source or reference in conducting further studies about translation studies, so the other researcher can create the recent findings based on research that has been developed by looking at previous research with the other branch of material such as comic, article, etc.

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APPENDIXES



**KARTU BIMBINGAN FINAL PROJECT
MAHASISWA UNIVERSITAS PGRI SEMARANG**

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 FAKULTAS/PRODI : FPBS/Pendidikan Bahasa Inggris

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DOSEN PEMBIMBING II : Dr. Rahmawati Sukmaningrum, S.Pd., M.Pd.

NO	WAKTU BIMBINGAN	MATERI YANG DIKONSULTASIKAN	TANDA TANGAN	
			PEMB I	PEMB II
1	20 January 2021	Revision of the title		
2	8 February 2021	Approved the title		
3	14 April 2021	Revision chapter 1-3		
4	28 April 2021	Chapter 1-3 accepted(revision of writing format)		
5	12 July 2024	Chapter 2-3		
6	17 July 2024	Chapter 4		
7	18 July 2024	Chapter 5		
8	19 July 2024	Prociding the article		
9	6 August 2024	Final Project Approved		

Appendix 2 Berita Acara Ujian Skripsi



YAYASAN PEMBINA LEMBAGA PENDIDIKAN PERGURUAN TINGGI PGRI SEMARANG
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BERITA ACARA UJIAN SKRIPSI

Pada hari ini Kamis 15 Agustus 2025, berdasarkan susunan tim penguji skripsi :

1. Nama : Siti Musarokah, S.Pd., M.Hum.
Jabatan : Ketua
2. Nama : Dr. Rahmawati Sukmaningrum, S.Pd., M.Pd.
Jabatan : Sekretaris
3. Nama : Dr. Jafar Sodik, S.Pd., M.Pd.
Jabatan : Anggota (Penguji I)
4. Nama : Rahmawati Sukmaningrum, S.Pd., M.Pd.
Jabatan : Anggota (Penguji II)
5. Nama : Dr. Nur Hidayat, M.Hum
Jabatan : Anggota (Penguji III)

Dengan ini menyatakan bahwa mahasiswa yang tersebut di bawah telah diuji skripsinya.

Nama : Aisyah Shafira Putri Tanjung Fakultas : FPBS
N.P.M : 17420132 Program Studi : Pendidikan Bahasa Inggris
Program Pendidikan : Strata 1

Judul skripsi :

TECHNIQUES IN TRANSLATING NON-STANDARD ENGLISH INTO INDONESIAN IN SPONGEBOB MOVIE
SUBTITLE

Nilai :

Demikian berita Acara Ujian skripsi dibuat untuk diketahui dan dipergunakan seperlunya oleh pihak-pihak yang berkepentingan.

Ketua,


Siti Musarokah, S.Pd., M.Hum.

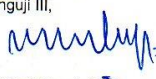
Sekretaris,

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Penguji II,

Rahmawati Sukmaningrum, S.Pd., M.Pd

Penguji III,

Dr. Nur Hidayat, M.Hum



Appendix 3 The result of data analysis of translation techniques Non-Standard English used in Spongebob Movie Subtitle.

No	Source Language	Target Language	Translation Technique
1	Oh, don't worry, Gare-Bear .	Tenang, Gary sayang	Adaptation
2	Oh, fishticks . What could that boob have to do with it?	Ya, ampun. Apa urusannya dengan si bodoh itu?	Adaptation
3	Gare-bare ? Hey, where are you, buddy?	Gary sayang? Hei, kau di mana?	Adaptation
4	Otto is yer ticket	Otto pilihan terbaik.	Adaptation
5	Howdy , partners.	Halo, rekan.	Adaptation
6	What's up, spongey-dawg ?	Ada apa, Spongey-Dawg?	Adaptation
7	Nay , I could never harm the lad	Aku tak akan menyakitinya	Adaptation
8	I might have had a teensy-weensy hand in a very...	Mungkin aku sedikit ikut campur dalam...	Adaptation
9	Well, it's tomorrow and guess who's the weenie .	Ini hari esok dan tebak siapa yang lemah.	Adaptation
10	Tomorrow is for weenies !	Hari esok untuk orang lemah!	Adaptation
11	Hey, y'all critters of the sea!	Hei, makhluk-makhluk laut!	Adaptation
12	Whoa! Watch your left flank , people!	Awas sisi kirimu!	Adaptation
13	Ladies and gentlefish	Para hadirin	Adptation
14	Whatcha say squidward? Squidward?	Apa katamu, squidward? Squidward?	Modulation
15	Get movin' sailor.	Bekerjalah, pelaut!	Modulation

16	Oh, never get's old .	Tak pernah membosankan.	Modulation
17	Boob savant , you mean.	Si bodoh yang pintar, maksudmu.	Modulation
18	Oh! Bingo!	Oh! Berhasil!	Modulation
19	Gotcha!	Kena!	Modulation
20	Yo. What's up , sire! You sent for me?	Ada apa, Tuan! Kau memanggilku?	Modulation
21	Gotcha . I'll draw up the decree, sire.	Baik. Akan kutulis dekritnya, Tuan.	Modulation
22	Fat chance .	Tidak akan.	Modulation
23	Fat chance I'd miss a Kelpy G performance.	Tidak akan kulewatkan penampilan Kelpy G.	Modulation
24	Let it ride , Patrick!	Pasang semuanya, Patrik!	Modulation
25	Yo, what's up?	Hei, apa kabar?	Modulation
26	Nope .	Tidak.	Transposition
27	Nailed it , spongebob	Kau berhasil, spongebob	Transposition
28	Once I am done here, zees kitchen shall be completely spotless.	Setelah aku selesai di sini, tidak akan ada noda di dapur ini.	Transposition
29	Spongebob! What's with yer lollygaggin' boy?	Spongebob! Kenapa kau bermalasan?	Transposition
30	Full disclosure , man	Baik, aku akan jujur.	Transposition
31	Ye who enter here abandon all hope.	Tidak ada harapan bagi yang masuk.	Transposition
32	What the heck is that?	Apa itu?	Transposition
33	Let me jangle your minds.	Biar kuingatkan.	Transposition

34	Would you two knuckleheads keep it down out here?	Kalian berdua bisa tenang?	Reduction
35	Old Gertrude? Who the kelp is that?	Gertrude Tua? Siapa itu?	Reduction
36	All hands on deck, front and center!	Semua bersiap – siap	Reduction
37	Aye, aye, cap’n krabs , sir!	Baik, Kapten Krabs!	Reduction
38	Aye-aye , chef.	Baik, koki.	Reduction
39	You’re hoot , little dude.	Kau lucu, sobat kecil.	Reduction
40	I always end up with the wrong end of the stick.	Akhirnya aku selalu tidak beruntung.	Established Equivalence
41	And crappy	Dan buruk	Established Equivalence
42	Ha! Hilarious!	Luar biasa	Established Equivalence
43	I have home-slices, palsy-walsies	Aku punya teman baik, sobat dekat	Established Equivalence
44	But you should know that old Gertrude is getting pretty finicky these days.	Tapi ketahuilah Gertrude Tua sedang rewel belakangan ini.	Literal translation
45	Stop yer loafing Mr. squidward!	Berhenti bermalasan, Tn. Squidward!	Literal translation
46	Squidward, why ain’t seeing krabby patties rolling out the service windows?	Squidward, kenapa tidak ada Krabby Patty dari jendela layanan?	Literal translation
47	And, frankly , ye won’t find me complaining.	Jujur, aku tak akan mengeluh.	Literal translation
48	Bon voyage , boys.	Selamat jalan, teman - teman	Particularization
49	Toodle-oo!	Selamat tinggal!	Particularization

50	Adios, mateys!	Selamat tinggal, kawan!	Particularization
51	Let's light this puppy	Mari nyalakan mobil ini	Particularization
52	Spongebob ! be sure this kitchen's in shipshape shape before ye head out, boy.	Spongebob! Pastikan dapurnya bersih sebelum kau pulang Nak.	Generalization
53	The inferno saloon.	Bar neraka.	Discursive creation