

Analysis of Micro Translation Strategies Used by the Main Character in Subtitle Conversation Movie “Guardians of the Galaxy Vol 2”

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Abstract

The aim of this research is to identify the micro-strategies and quality of translation used by the translator in the subtitle conversation of the main character in the movie “Guardians of the Galaxy Vol 2”. The data sources used are words, phrases, and sentences found in the main character’s utterances. The method employed in this study’s method of translation was descriptive and qualitative in character of Schjoldager et al. (2008) followed by a quality assessment of the translation by Nababan, et al. (2012) with the following steps: 1) find the data analyzed in the film; 2) classify the micro-strategies and quality; 3) find the conclusions. There are some reasons for using these micro-strategies and qualities: 1) more detailed and specific; 2) more accurate in assessing the quality of the translation. The objectives of this study are: 1) to analyze and classify the data based on the category of micro-strategies; 2) identify the quality of the translation; 3) to find out what type of translation is used most often and what is the quality of the translation as a whole. As a result, the direct translation strategy is the one that translators utilize the most frequently, which reaches 77 data with a percentage of (42.55%). This strategy makes it easier for the target language because this translation emphasizes the translation of the words, so all source language information is conveyed correctly. The researcher also found that the direct translation technique has a higher percentage of translation quality than other translation techniques. The researcher concludes that direct translation is a translation that is more efficient to use for a translation because the target language quickly understands it.

Keywords: Main Character, Micro-strategies, Movie, Subtitle, Translation, Quality Assessment

1. Introduction

Translation is the process of converting one language from the source to the target language. According to Newmark (1988), Translation is the process of translating a text into another language while maintaining the original meaning intended by the author. It involves more than just translating words from one language to another. Finding communications or information that happen between people are done through this translation procedure. While Nida & Taber (1982), language translation entails reproducing the equivalent of the original language or linguistic foundation in natural language receivers, maintaining the essence from the initial syllable to the final without loss. Proficiency in translation is intricately connected to aspects such as meaning, elements, identity, ethics, and aesthetics. To become a translator, one must be able and have special techniques used to translate.

A common word in translation studies that is occasionally "exploited" is "translation strategy" (Nugroho, 2013). According to Baker (1992) outlines the eight translation strategies as follows: translation by omission; translation by illustration; translation by borrowing a word; translation by paraphrasing using a comparable word; and translation by borrowing an unrelated word. Translation by cultural substitution; translation using a more neutral or less expressive term; translation using a more generic word (superordinate). According to Molina & Albir (2002), a translation technique is a method for categorizing and analyzing the operation of translation equivalency. It describes the actions a translator takes to replicate a text. They also note how each textual micro-unit contains a translation strategy that identifies the procedures taken by translators. This indicates that the process of translating a message from the source language to the target language is known as translation. While, according to Hoed (2006) proposes that translation techniques should outline the applicable rules of translation techniques according to Newmark's (1988) theory, which are transposition, modulation, culture equivalents, and omission.

According to Schjoldager et al. (2008), there are twelve different micro-strategies for translation. Direct transfer, calque, oblique translation, direct translation, explanation, paraphrase, condensation, adaptation, addition, replacement, deletion, and permutation are among the 12 tactics. When applying micro translation techniques at the word, phrase, clause, or sentence level, messages are transferred from the source to the target language. This information can be submitted through accompanying media such as audio video in television, cinema, and music. A movie or film is one of the media that is often used as a medium for conveying information or messages contained in movies to the audience. For this reason, a translation strategy and procedure are needed to find a message or information from the source to the target language.

Translation quality is a human assessment method to determine a translation's excellent or deficient levels. The results of the translation quality will be affected if the appropriate translation techniques are used. According to Nababan, et al. (2012) the assessment focuses on three aspects that can affect the target language: the accuracy or similarity of translation between the source and target languages. The second is the level of acceptability adjustment to the target language. The acceptability of the language and culture of the source language is adapted to the target language's culture to be accepted and understood by the target language. The last is the level of readability. In a translation, the translator will use a shorter language so that it is easily understood and read by the target language, especially translations in a film subtitle. Usually, film subtitles will only be translated in a maximum of two lines so that it is easily readable by the target language audience. The three primary aspects to assess the translation's quality can be a benchmark for researchers in examining the data that has been found later.

Research that looks at translation can use various data related to translation, one of which is the most frequently used movie, which is easy to find and research. The film is a form of moving images and has sound as a medium of entertainment and communication. The movie has a long duration of around 1 to 3 hours. Usually, we can easily find movies in the movie or video applications and website. A movie is a part of audio and visual media to communicate with others, for entertainment, and for conveying messages to audiences. According to Rahman (2022), A movie is a type of mass communication where the message is conveyed through the use of visual elements. These two aspects combined auditory components are used in media to communicate social, commercial, educational, and entertainment messages. The artistic originality of the individuals who worked on the film is evident in the film itself. People often enjoy a movie because of one form of mass communication media (Ghassani & Nugroho, 2019). So, films can significantly influence the mindset of the audience. One of them is foreign films that bring a lot of new cultures to them. For that, we need translations that adjust the target language's culture so that they are readily accepted in society.

Subtitle in movies sometimes even uses subtitles from foreign languages to make it easier for all foreign viewers to enjoy the movies. With subtitles, movies become promotional media because viewers think their application provides language they understand and are willing to download the application or give a good rating for the website. According to Putri & Supardi (2018), translating intellectually or directly differs from translating a film or subtitle because textual translation involves the tone, space, and time of the source language to be adapted to make it more accurate, readable, and acceptable to the target language. This usually involves removing, adding, or modifying the word structure in the target language to achieve good translation quality in the film. For this reason, there are many strategies that translators can use to make it easier to get a good-quality translation. Subtitles are interesting to study because, without subtitles in the film, the audience cannot know the language, message, or content conveyed by the actors to the audience, so it can be concluded that using subtitles makes it easier for the audience to find out the contents of a film. For this reason, research is needed involving subtitles, one of which is by using micro-strategies to find out what types of strategies are often used by translators in subtitling the film. In addition, determining the quality of the translation is very important for the translator's evaluation when converting a movie's subtitle from the source language to the target language.

The data used in this study was taken from a movie entitled "The Guardians of The Galaxy Vol 2" by James Gunn. The researchers chose this film because the film is interesting to study both in terms of the film and the conversations of the main character in the film. This film tells the story of a relationship between earthlings and the guardians of the galaxy for the sake of protecting the galaxy. They have different backgrounds but can work together and look after each other like family. This film is a friend's family-themed film that has a happy ending. The purpose of this study is:

- 1) To analyze and identify the data based on the micro-strategies proposed by Schjoldager et al. (2008).
- 2) To identify the quality of the translation by Nababan et al. (2012) in micro-translation strategies with help of RAN as the rater.
- 3) To find out what type of micro-strategy is used most often and the quality of the translation as a whole.

In this study, 12 micro-translation strategies used in this study proposed by Schjoldager et al. (2008), namely the translation of the conversation of the main character in the movie "The Guardians of The Galaxy Vol 2". The study data will be analyzed and classified based on the category of micro-translation strategies. The data that has been classified based on the micro-translation strategies is then categorized again based on the quality of the translation. To find out the translation quality of

the conversation in the movie "The Guardian of The Galaxy Vol 2", the researcher uses the theory from Nababan (2012), who classifies the three requirements that a quality translation: accuracy, acceptability, and readability.

Several previous studies work that are relevant to this topic were discovered by researchers. The study entitled "Comparative Translation Analysis of Subtitle and Dubbing in Raya and the Last Dragon" by Aulia & Nugroho (2022). The gap between this study and current research is that research uses the translation technique of Molina & Albir (2002), in which there are 18 techniques, while the current researcher uses the theory of Schjoldager et al. (2008), in which there are 12 techniques. This can further assist researchers in conducting shorter research by categorizing it into 12 types. Besides that, the theory used by current researchers is newer than that used by previous researchers. To measure the quality of the translation, the two researchers used the theory from (Nababan et al., 2012). Quality assessment has three aspects: accuracy, acceptability, and readability. However, previous researchers only assessed the level of accuracy, different from current researchers who assessed using these three aspects to make it more transparent and detailed.

The previous study Nugroho (2013) conducted the previous study, "The Use of Micro-strategies in Student's Translation: A Study on Classroom Translation Process and Product." The two researchers used the translation technique of Schjoldager et al. (2008) by taking different data sources. The previous researchers preferred to study undergraduate students of English studies at Dian Nuswantoro University. In contrast, the current researcher examined the film "Guardians of the Galaxy Vol 2" as the data source. Previous researchers only categorized data taken from student assignments into types of micro-strategies. In contrast, the current researcher categorizes translation data into types of micro-strategies and classifies translation quality according to Nababan's (2012) theory to find out how accurate the translation is that has been used from the data source.

Last previous study from Nugroho (2016) conducted a further study entitled "Translation Micro-strategies Used by Visually Impaired Translators." This study and current research categorize data into 12 types of micro-strategies according to the theory of Schjoldager et al. (2008). What is different is that in this study, previous researchers also used the theory from Holst (2010), which divided 12 types of micro strategies into categories of high degree of creativity and non-creativity. High creativity, including Substitution, Permutation, Adaptation, Paraphrase, Addition, Deletion, Condensation, and Explication. Meanwhile, non-creativity includes oblique translation, direct translation, calque, and direct transfer. The researcher found that translators who are more experienced in practicing translating are less creative than those who are not. Translators who are inexperienced in translating tend to refrain from implying the quality of their translation.

2. Literature Review

Several theories were employed in this study, and Schjoldager's (2008) theory of translation approach was used to examine the data and the translation quality of the theory by Nababan et al. (2012).

2.1 Translation

According to Newmark (1988), translation is the process of conveying a text's meaning from one language to another in the manner that the author intended. Text translation involves more than just translating words from one language to another. Finding communications or information that happen between people is done through this translation procedure. While Nida & Taber (1982), that language translation means reproducing the equivalent of the primary language or language base in natural

language receptors, from the first syllable to the second without transmitting essence. Translation, as articulated by Larson (1984), involves the transfer of a text's meaning from the source language to a text composed in the target language, adhering to the grammatical and lexical structures of the latter. Linguistics expert David Crystal characterizes translation as a neutral expression denoting the transformation of utterance meanings from one language to another, encompassing oral, written, and symbolic forms. While experts may offer varied definitions, the overarching concept of "translation" centers on converting language from one to another. Particularly in the realms of language and culture, it becomes crucial to translate using equivalent words that closely capture the original language's intended meaning.

2.2 Translation Micro-Strategy

Micro-strategies operate in the reverse direction. Opting for Micro-strategies prompts the translator to concentrate on the impact of the source text and embrace a communicative methodology (Ahmed & Ageli, 2023). According to Nugroho (2013) micro-strategies direct the translator's attention to the influence of the source text and encourages the adoption of a communicative approach. According to Schjoldager et al. (2008), Translation micro-strategies are divided into 12 micro strategies. The 12 strategies include the examples of micro translation strategies from the researcher data, such as:

1. Direct Transfer

Direct transfer is a method of translating from the source language into the target language without altering the word's meaning, an example that is easy to find is that the translator does not change the original names of the characters in the film.

Example:

SL: Quill...

TL: Quill...

2. Calque

Calque is a translation that changes the literal structure of a source language phrase or word to approach the general culture of the target language so that it can be accepted.

Example:

SL: Beautiful **girl**.

TL: ***Gadis cantik***.

3. Direct Translation

Direct translation will translate word for word according to the order in a phrase or sentence, this is a literal translation with the word structure not being changed at all.

Example:

SL: Mom and Dad go to market.

TL: *Ibu dan Ayah pergi ke pasar.*

4. Oblique Translation

Oblique translation is translations whose source language cannot be translated into the target language without changing the grammatical structure or style, in this case, the translator must use oblique translation techniques to get the meaning in a context of conversation according to the target language.

Example:

SL: He gave her a ring.

TL: Cincin itu sudah diberikan kepadanya.

5. Explicitation

Explicitation is an Explicit source language translation that is translated into a more implicit target language, in short, translating the source language with a more general meaning is replaced by the target language with a more specific meaning.

Example:

SL: **The girl** came into my house.

TL: **Seseorang** memasuki rumahku.

6. Paraphrase

Paraphrase is a translation process by paraphrasing the source language meaning rather freely or it happened because of the differences in grammatical structures.

Example:

SL: She **saw** a ghost.

TL: *Dia melihat hantu.*

7. Condensation

Condensation is the process of converting a linguistic source into a shorter form, sometimes by implicitly implying or revealing information from the source text.

Example:

SL: I **spent the last hour trying** to wait for them.

TL: *Aku terus berusaha menunggu.*

8. Adaptation

A micro translation strategy called adaptation is used to substitute cultural components of the source language by, for example, finding synonyms that the destination language's cultural components will accept.

Example:

SL: Puppy love.

TL: *Cinta monyet.*

9. Addition

A micro translation strategy called addition is the process of giving the target language a new meaning unit in order to make it more comprehensible, acceptable, and clear.

Example:

SL: Reptile.

TL: *Hewan reptil.*

10. Substitution

Substitution is a translation strategy by changing the meaning of a word that shows the cue or intonation, this aims to adapt the culture and target language.

Example:

SL: Bow (In context **Japanese language**).

TL: *Memberi salam.*

11. Deletion

Deletion is a translation strategy that is done by removing certain information to the target language.

Example:

SL: She always brings **her** lunch to work.

TL: *Dia selalu membawa bekal ke kantor.*

12. Permutation

Permutation is a translation strategy by translating to a different place, usually related to a sequence, or rearranging the word order.

Example:

SL: They played happily in the park.

TL: *Mereka dengan gembira bermain di taman.*

2.3 Translation Quality

Evaluating the excellence or deficiency of a translation is achieved through the human assessment method known as translation quality. The effectiveness of translation quality is influenced by the application of suitable translation strategies. According to Nababan (2004) translation quality refers to the extent to which a message is effectively communicated, comprehensibility gauges the level of understanding when a reader engages with a translated product, and acceptability pertains to the reader's capacity to embrace and comprehend the outcome of translation. According to Nababan, et al. (2012) the assessment focuses on three aspects that can affect the target language, such as:

Table 1. Translation quality by Nababan (2012)

Translation Category		Score	Qualitative Parameter
Accuracy	Accurate	3	A word, phrase, sentence part, source text, or terminology is accurately translated into the target language. Not a single semantic distortion.
	Less Accurate	2	Almost all of the source text's vocabulary, technical terms, sentences, and meaning are faithfully translated into the target language. Still, there are meaning distortions, multiple meaning translations (taxa), and missing meanings that compromise the message's integrity.
	Not Accurate	1	Word meanings, jargon, phrases, sentence fragments, and content from the source language are either eliminated or translated incorrectly into the target language.
Acceptability	Acceptable	3	That feels natural to translate. Readers are likely aware with the technical terms used, as they are often used. Sentences and phrases are employed in accordance with Indonesian linguistic norms.
	Less Acceptable	2	Translation already seems natural in general. Nonetheless, there are a few little grammar mistakes and terminology usage issues.
	Not Acceptable	1	Translation seems artificial or labor-intensive. The reader is unfamiliar with the technical terms employed, as they are not widely used. The words, phrases, and sentences that are employed do not follow Indonesian grammar norms.
Readability	High Readability	3	The reader can understand words, jargon, phrases, sentence fragments, and translated content with ease.
	Less Readability	2	Usually, the translation is understood by the reader. To fully get the translation, you may need to read a few words more than once.
	Low Readability	1	Readers may find it challenging to understand the translation.

3. Research Methods

A controlled research design within an organized framework is the research methodology (Aprianto, 2020). For this reason, in research methods, The research's design, participants, instruments, data collecting, and data analysis must all be decided upon by researchers. There are some aspects of research methods in this study;

3.1 Research Design

The research used a descriptive qualitative approach to analyze the data. A qualitative approach refers to a research methodology that generates descriptive data, presented in either spoken or written format (Moelong, 2005). The descriptive method analyzes or describes research results but not with broader conclusions (Sugiyono & Budhi, 2005). According to Sutopo (2006), the descriptive qualitative method is research that describes in-depth and detail a situation that occurred. Qualitative methods must use words and pictures for the data analyze (2010). In this approach, researchers serve as the primary instrument, employing triangulation in data collection techniques. The analysis of the data is inductive and qualitative, with an emphasis on deriving meaning and making generalizations in the research outcomes.

3.2 Participants

This research involves few participants in the research study. However, it can be a reference source for several readers and researchers in English Linguistics, especially in translation. Some of the benefits that readers of this research will get, such as for the researcher, the process, and the results of this research, will be a very significant experience for the researcher, the writer of this study. This first academic research experience will be a basis for the researcher to do further, more complex research in the future. The results of this research may also be helpful for other researchers. The researchers in translation studies can follow up on the results of this research for their researchers in translation studies or other areas relevant to translation activities. Readers may also benefit from this research's results. They can observe the equivalents more quickly, and the results may better their comprehension of subtitles of other similar research on particular movies. The results of this research are probably helpful for translation practitioners. They may learn from the process and the results of this study on movie subtitle translations to get more understanding and knowledge about translation practices. It can also be helpful as a small addition to the states of the art or theories on translation studies. Therefore, the study is a valuable academic contribution to the institution, especially to the academic performance of the English Language Department.

3.3 Instruments

This research uses an instrument in the form of sampling data taken from movie "Guardians of the Galaxy Vol 2" using the data collection method by conducting micro-strategies analysis. The researchers use this method to find out and collect data on micro-strategies and quality its translation into Indonesian. The gathered data will thereafter be analyzed in accordance with the researchers' comprehension utilizing the hypothesis by Schjoldager's (2008) to examine the types of micro-translation strategies used in this film and use the theory from Nababan (2012) to assess the translation's quality used on the IDLIX website with help of RAN as the rater. So that readers know what types of micro-strategies of translation appear most often in the main character conversations in the movie "Guardians of the Galaxy Vol 2" and how good the translation quality of the IDLIX website is in terms of target language acceptance.

3.4 Data Collection

In this section, the researcher starts looking for data with predetermined sources, such as applications often used by the wider community. In this study, researchers used the IDLIX website as a data source to obtain data that will be used later in this research. After that, the researcher began determining the film to be used as a data source. Researchers used the film "Guardians of the Galaxy Vol 2" as a data source in this study. The researcher used the main character's conversation and the film's subtitle to collect the data.

3.5 Data Analysis

The data analysis process was carried out using the IDLIX website with a film entitled "Guardians of the Galaxy Vol 2" as a source of data analysis. The researcher will watch the film and then determine from the conversation which will be used as a data source later. After conducting the first analysis stage, the data source used in this study is the conversation of the main character named "Quill." Then, the researcher will start translating the conversations and their subtitles. This process makes it easier for researchers to determine the category of micro-strategies and classify the translation quality. After that, in the final stage of this research, the researcher will begin to categorize the main characters of the conversation with types of micro-strategies according to the theory used and classify the quality of the translation. For this reason, we can find out which types of micro-strategies are most used and the quality of the translation in "Guardians of the Galaxy Vol 2" on the IDLIX website.

4. Results

Below is the result of micro-strategies translation, translation quality used by a conversation in the main character movie "Guardians of the Galaxy Vol 2". In this instance, the researcher will categorize the various kinds of micro-translation techniques before examining the sentences in the movie's source language (SL) and target language (TL). Then, the conversation translation will be grouped according to the quality of the translation.

Table 2. Percentage of translation micro-strategies

Schjoldager Classification	Quantity	Percentage (%)
Direct Transfer	23	12,73%
Calque	5	2,74%
Direct Translation	77	42,55%
Oblique Translation	7	3,8%
Explicitation	10	5,5%
Paraphrase	25	13,8%
Condensation	14	7,73%
Addition	4	2,25%
Substitution	12	6,65%
Deletion	4	2,25%
Total	181	100%

The data analysis in the following table indicates that the IDLIX website translator employs 10 translation strategies to translate the "Guardians of the Galaxy Vol 2" movie's subtitles. These translation techniques include Direct Transfer, Calque, Direct Translation, Oblique Translation, Explication, Paraphrase, Condensation, Addition, Substitution, and Deletion. The direct translation technique is the

most frequently used in translating data (42.55%). Therefore, it can be concluded that translators tend to translate using direct or word-for-word techniques from the source language.

Table 3. Percentage of translation quality

Schjoldager Micro-strategy	Accuracy			Acceptability			Readability		
	3	2	1	3	2	1	3	2	1
Direct Transfer	95,6%	4,4%	0%	91,4%	8,6%	0%	73,95%	26,05%	0%
Calque	100%	0%	0%	80%	20%	0%	80%	20%	0%
Direct Translation	76,7%	18,1%	5,2%	92,2%	7,8%	0%	87,07%	12,93%	0%
Oblique Translation	57,15%	28,6%	14,25%	71,45%	28,55%	0%	85,75%	14,25%	0%
Explicitation	60%	40%	0%	70%	30%	0%	60%	40%	0%
Paraphrase	76%	24%	0%	76%	24%	0%	64%	36%	0%
Condensation	64,25%	35,75%	0%	64,25%	35,75%	0%	50%	50%	0%
Addition	75%	25%	0%	75%	25%	0%	75%	25%	0%
Substitution	33,35%	41,65%	25%	50%	50%	0%	66,65%	33,35%	0%
Deletion	50%	50%	0%	100%	0%	0%	100%	0%	0%

Considering the translation quality data analysis in the previous table above, it can be seen that the table filled with the most is the quality of translation, which has a high score (3). For table-less (2), three columns are not filled in: column calque acceptability, delete acceptability and delete readability. Very inversely proportional to the low table (1), only a few are filled in the accuracy and acceptability section, namely direct transfer accuracy, oblique accuracy, and substitution accuracy. Meanwhile, readability does not have a percentage for the low table (1).

Based on the 12 translation techniques used in this study, 10 were found in this study with some examples of analysis as follows:

4.1 Direct Transfer

Direct transfer for some people from several theories is also called a "borrowing" translation technique because the source language's meaning remains unchanged. The analysis of the direct transfer micro-strategy is shown below:

Excerpt 1

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
Shooting <u>Knight Rider</u> or touring with his band in Germany.	<i>Syuting <u>Knight Rider</u> atau tur dengan bandnya di Jerman.</i>	3	3	2

Excerpt 2

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
Come on. This is <u>Sam Cooke</u> , one of the greatest Earth singers of all time	<i>Ini lagu <u>Sam Cooke</u>. Salah satu penyanyi Bumi terhebat sepanjang masa.</i>	2	2	2

Excerpt 1 reveals that since the word has a literal meaning in the source language, it is transferred from the source to the target language was done indirectly “Knight Rider” which is the name of a television program. It will feel strange and confuse the target language if the name of a television station's program is transferred into the target language.

The translation's quality score for acceptability and accuracy is 3, indicating that the translation's degree of accuracy is extremely good, while for readability it gets a score of 2 because there is a source language that is not transferred into the target language, this can become confusion for the target language when it is not carefully read the context of the sentence.

In Excerpt 2, the word “Sam Cooke” omitted from the target language translation because that word is the name of one of the great singers of all time. When analyzing the translation's quality, the sentence gets a score of 2 for all aspects because there is a bit of ambiguity in the translation "one of the greatest Earth singings of all time" becomes “*salah satu penyanyi Bumi terhebat sepanjang masa*”, this makes the subtitle reader a little disturbed by the translation, even though the translator could have translated it into “*salah satu penyanyi sejagat raya terbaik sepanjang masa*”.

4.2 Calque

Calque is a translation process by changing the grammatical structure of a phrase or sentence. The analysis of the calque micro-strategy is shown below:

Excerpt 3

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
Lucky for us.	<i>Kita beruntung.</i>	3	3	3

Excerpt 4

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
Its skin is <u>the same thickness from the inside as from the out!</u>	<i>Kulit <u>luar dan dalamnya sama-sama tebal.</u></i>	3	3	3

The calque in Excerpts 2 and 3 shows that in translating this source language, the translator attaches importance to and cares about the target language in order to be able to understand SL sentences even by changing the grammatical structure. However, this is not a bad thing, it is actually a good thing. Therefore, the translation quality obtained from the two examples above is 3 for each aspect because the target language is easy to understand.

If translated literally in the two examples above, this will affect the translation quality from the original 3 which could have been 2 or even worse 1. So, the translator must translate the source language by considering the 3 aspects of the target language, namely accuracy, acceptability, and readability, even though they have to change the grammar structure if it is based on the source language.

4.3 Direct Translation

Direct translation happens when translating word for word. The analysis of direct translation micro-strategy is shown below:

Excerpt 5

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
What is he doing?	<i>Apa yang dia lakukan?</i>	3	3	3

Excerpt 6

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
When did you meet my mother?	<i>Kapan kamu bertemu ibuku?</i>	3	3	3

The translation of both data above is categorized as a direct translation technique because every word in his sentence is translated literally. Even though it is translated in the target language, the reader can understand the intent and message contained in the translation, so using direct translation is very appropriate for translating these two data. It also gives the two data the highest quality for the three aspects.

Direct translation is the most widely used technique for translating. However, not all source languages translated into target languages get high scores for the three quality aspects. Because even though it is accurate, it does not guarantee that the target language can understand and accept the acceptability and readability aspects. As a translator, you must be more creative by making variations using other translation techniques to get a high score in translation quality.

4.4 Oblique Translation

When a source language cannot be translated into a target language, an oblique translation is employed, and the translator must find words that are equal to the source language. The analysis of the oblique translation micro-strategy is shown below:

Excerpt 7

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
Well, that is pretty hot .	<i>Kedengarannya sangat seksi.</i>	3	3	3

Excerpt 8

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
Son-of-a! They went around the field!	<i>Bajing... mereka mengepung kita!</i>	3	3	3

The two data above use the oblique translation technique because the translation does not change the grammatical structure and does not change the meaning which is still in the same context in that situation. In Excerpt 7 it shows a situation where Quill and the Guardians are having a sexy talk. So, the word "hot" doesn't just translate to "panas" course but could also be "seksi" that fits the context.

Likewise in Excerpt 8 which shows a situation where the Guardians are being surrounded by their enemy's fighter planes. So, the phrase "went around the field" was adapted to the context of the situation at that time which was not far from the true meaning of being "mengepung kita". Therefore, the two data above get high quality for each aspect because they are translated according to the context of the situation.

4.5 Explicitation

This method is applied when a more precise meaning in the target language is substituted for a more general meaning in the source language. The analysis of the explicitation micro-strategy is shown below:

Excerpt 9

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
I'm not sensitive about it. I just don't know who <u>he</u> is.	<i>Aku bukan sensitive, aku tidak tahu siapa <u>ayahku</u>.</i>	3	3	2

Excerpt 10

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
Well, that's a Catch-22. Because if you said there was, it would be spoken, and then you'd be a liar. So, by <u>saying there isn't, you're telling the truth, and admitting there is.</u>	<i>Itu catch 22, karena jika kau mengatakannya lalu itu diucapkan maka kau jadi pembohong. Jadi, dengan <u>tak mengatakannya kau berkata jujur, dan mengakui perasaan itu.</u></i>	3	3	3

From the two-exploitation data above, we can see that the translator wants to convey more specific information but has a purpose to express something. In Excerpt 9, we can see from the source text that "he" does not say who he is. However, given the context of the situation, this conversation is talking about Quill's father. Therefore, it translated into "Ayahku" in the main character's or Quill's conversation. In this translation, the level of accuracy and acceptability gets a high score. However, in the readability aspect, it gets a lower score because it makes the audience not have the challenge to think who is "he" if they do not follow the storyline from before this conversation appeared.

In Excerpt 10, we can see that the source text states, "saying there is not, you are telling the truth, and admitting there is" absolutely no mention of what they are talking about. Even the translation becomes "tak mengatakannya kau berkata jujur, dan mangakui perasaan itu" there is absolutely no mention of admitting what feelings. Judging from the situation, Quill was talking to Gamora and his idol. It can be concluded that they are talking about feelings of love that

Gamora does not want to express to Quill, who keeps forcing her to express it. This translation gets a high score for all three aspects of translation quality because the target language quickly understands the implicit message in this situation.

4.6 Paraphrase

Paraphrase is the translation process by paraphrasing the source language more freely with a different grammatical structure. The analysis of the paraphrase micro-strategy is shown below:

Excerpt 11

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
When are we going to do something about this... unspoken thing between us?	<i>Kapan kita akan bahas tentang hal tak terucapkan antara kita?</i>	3	3	3

Excerpt 12

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
What are you talking about? You were the one who wanted me to come here!	<i>Apa maksudmu? Kau yang suruh aku kesini!</i>	3	3	3

Excerpts 11 and 12 use the paraphrase translation technique because they paraphrase several words to make the target language easy to understand. In Excerpt 11, the translator changes the sentence that should have a pause, “this... unspoken,” to “*hal tak terucapkan.*” It is appropriate to use the paraphrasing technique because the target language makes it easy to understand sentences and not to beat around the bush. In Excerpt 12, the translator changed some words to be very detailed. If translated literally, sentences that should be long are detailed but do not change the grammatical structure and core information.

The two data for the three aspects of translation quality get a high score because they can make subtitles more detailed and easier to understand in the target language. This makes reading subtitles easier for the target language, so they are short enough. In addition, the maximum limit for subtitles appearing once is only two lines. This technique is used when the actor talks at length in his conversation.

4.7 Condensation

Condensation is different with paraphrase, because this is a process of translating the source language in a shorter way. The analysis of the condensation micro-strategy is shown below:

Excerpt 13

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
I ask Yondu and she was <u>standing right next to him.</u>	<i>Kutanya Yondu dan Nebula di <u>sampingnya.</u></i>	2	2	2

Excerpt 14

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
If what's between my legs had a hand on it, I guarantee I could have landed this trip.	Jika selangkanganku punya tangan, kujamin bisa mendaratkan pesawat ini dengan benar.	3	3	3

From the two data condensations above, we can see that the translator uses shorter and easier words for the target language to understand. This makes it easier for the target language because it does not make them think too hard. For example, in Excerpt 13, the phrase "standing right next to him" is changed to *sampingnya*, "not *berdiri tepat disampingnya*". In addition, in Excerpt 14, there is also the phrase "between my legs," which translates to *selangkanganku* not *diantara pahaku*, "shorter and easier to understand in the target language than having to translate it literally. Because these phrases are translated using the condensation technique, this translation gets a high score for all three aspects of translation quality. Because it is more accurate, it can be readily accepted by the target language and easily read by newbie target languages.

4.8 Addition

Addition is used when the source language information is incomplete and you have to add a few words to the target language. The analysis of the addition micro-strategy is shown below:

Excerpt 15

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
You know a Brendi?	Kau tahu lagu Bredi?	3	3	3

Excerpt 16

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
Prepare for a really bad!	Bersiap untuk pendaratan yang sangat buruk!	3	3	3

The two data above use addition techniques because they add one word to the sentence. From Excerpt 15, additional words were made to clarify "Brendy," which is the name of a singer Quill likes. Word addition *lagu* on the target language is done to clarify the song from the singer Brandy so that the audience can better accept the meaning of Quill's question.

Whereas in Excerpt 16, the addition of words was made to clarify the word "prepare," if translated literally, the target language would have a little difficulty understanding the meaning of the word "prepare." So, I added a word that clarified the situation, namely *pendaratan* so that the target language could accept the meaning of "prepare." Due to the addition of words to the two data above, this subtitle gets a high score for all three aspects of translation quality. The target language can understand the ongoing context by adding words to the subtitle conversation.

4.9 Substitution

When translating something literally from the source language into the target language, this translation is used, and will not match the context in the previous conversation or sentence, so you have to adjust it by looking for the equivalent of the source-text word that fits into the context of the discussion. The analysis of the substitution micro-strategy is shown below:

Excerpt 17

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
You were cybernetically engineered to be a douchbag .	<i>Kau diciptakan untuk jadi makhluk bodoh.</i>	2	3	3

Excerpt 18

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
That's what you told me, you old doofus !	<i>Itu yang kau bilang, orang tua tolol.</i>	2	3	3

Both of these data indicate that a translation must adapt to the conversational context and culture of the target language. In Excerpt 17 data, the word "douchbag" is translated as "*makhluk bodoh*" to match the target language's culture. Suppose the word "douchbag" is translated literally. In that case, it will become the word "*bajingan*," which in the target language is a harsh word so that it is adjusted so that it can be accepted by the target language to become "*makhluk bodoh* (stupid)." Therefore, the data quality for the accuracy level must be more accurate. In contrast, the level of acceptability and readability gets a high score, which means it can be received and read in the target language.

In Excerpt 18, "doofus" is translated as "*tolol*" to shorten the meaning. If translated using a dictionary, the word "doofus" cannot be found because the word is a word that has its meaning or what we usually refer to as slang. They do not have the exact slang equivalent in the target language. Therefore, the correct equivalent for translating the slang "doofus" so that it is still in the same context is translated into "*tolol*." In this translation, the quality obtained for the aspects of acceptability and readability gets a high score, while for the level of accuracy, it gets a lower score because the word "doofus" is more likely to refer to an incompetent or stupid person.

4.10 Deletion

Deletion is used when you have to cut words or information in the source text that is considered not very important in the target language. The analysis of the deletion is shown below:

Excerpt 19

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
Showtime, a hole !	<i>Waktunya pertunjukan!</i>	2	3	3

Excerpt 20

Source Language	Target Language	Quality		
		Accuracy	Acceptability	Readability
That's so <u>unbelievably</u> uncool.	<i>Sangat tidak keren.</i>	2	3	3

From the two data deletions above, we can see that the translator deleted some information that was considered unimportant in a sentence. As in Excerpt 19, we can see that the word "a hole!" here is not translated because it has been translated using an exclamation point (!), which means that Quill gives instructions to all his friends indirectly, likewise, in Excerpt 20.

In Excerpt 20, the word "unbelievably" is not rendered into the language intended due to the core message has been conveyed, namely the word "uncool" or "*tidak keren*". Therefore, the two data above get less quality for the level of accuracy because we need to know that there might be other intentions that the source language might want to say are added to the target language but removed from it. This translation gets a high score for the translation quality in terms of acceptability and readability.

5. Discussion

The research focus was to look for the most uses of micro-strategy in the film "Guardians of the Galaxy Vol 2" and see the quality of the subtitle translation on the IDLIX website. This research also reveals the influence of using micro-strategy on translation quality so that translators can be careful in processing or varying translation products from SL to TL to obtain high quality. The findings presented indicated that the direct translation technique of as much as (42,55%) with high accuracy (76,7%), high acceptability (92,2%), and high readability (87,07%) was the most frequently applied strategy for translating movies under investigation. Direct translation is idiomatic because it expresses a term or expression in general and is correct from a linguistic point of view because it uses a linguistic equivalent (Schjoldager et al., 2008).

Research conducted by Nugroho (2016) on the translation technique used in the visually impaired, translators found that the dominant technique was direct translation. The method of placing the equivalent interlinear translation in the target language beneath the words in the source language is known as direct translation, or word-for-word translation (Newmark, 1988). Direct translation, also referred to as word-for-word translation, is an interlinear translation that places the equivalent words in the target language directly beneath the words in the original language (Nababan, 2003, p. 200). Additionally, it aligns with the findings of the research by Nugroho (2013) that direct translation is used if the phrase or sentence has the same grammatical construction. Besides that, Aminoroaya and Anirian (2016) their research considers that literal or direct translation is suitable for research on films, songs, novels, etc. The equivalent of this translation technique is a literal translation in which the translator translates word-for-word expressions from the source language into the target language (Molina & Albir, 2002). Not only direct translation, which is mainly used to translate movies, songs, novels, etc. Equivalent translations from different theories are also widely used to translate other data. In the Hadi et al (2020) research about the theoretical framework and techniques of translation employed in the novel's Indonesian version, the findings mainly indicate source language-oriented translation techniques or literal translation.

Similar research related to translation techniques in novels was also carried out by Ndaruru (2017) who argues that the chosen technique must prioritize the target language in order to ensure that the

reader (target language) is accurately informed by the author. It is highly recommended that when working on a translation product, choose a translation technique that can aim to convey the emotions, feelings, and perceptions contained in the data for the target language. The ability to translate cultural references from the source text is a necessary skill for a translator as organically as possible into the target language. This is to enable the translated material to more accurately portray the emotions that the original author intended for the readers (Anindito & Asmarani, 2022). This statement is reinforced by Oktaviani & Nugroho (2022), to get reliable translation findings and translations that the community may accept. The compatibility of the source and target languages also affects how this translation technique is applied, leading to variations. In addition, translation needs to take into account cultural nuances to ensure that the finished product is of the highest caliber and adheres to the EYD requirements for language etiquette.

Anindyastuti & Basari (2022) state that the established equivalent strategy makes use of well-known words or phrases that are derived from dictionaries or language that are frequently used in the conversation. Since the translator employed a term or terms that have greater frequency in the language of target, it can be inferred that they employed a recognized equivalent technique to convert the statement between the target and source languages. It is more suited because making easy for readers or speakers of the target language to understand the meaning of the phrases. This was agreed by Fashilla & Basari (2022) that establish equivalent are very helpful for translators to translate languages that are difficult to find in the target language due to the differences between the two languages. So that in this case it can achieve good translation quality, especially in the translation of movies or series.

However, Vinay & Darbelnet (1972) see that the literal translation has the most effective solution. They make literal translation the primary choice and will switch to other strategies if they consider it unsuitable for use in the phrase or sentence. This can happen if the quality of the literal translation needs to be higher or higher numbers. That is why the translators should consider to the quality of translation in a strategy. From Aresta et al (2018) studies involve the quality of translation in investigating translation techniques in his study, which scored low accuracy and acceptability because it uses discussion, addition, discursive creation, and literal translation techniques. This happens because the target text produces messages, meanings, or information into differently from the source text. Thus, using the translation technique is considered inaccurate. Based on these findings, Basari & Nugroho (2017) believes that even in cases where translations are uncertain, they should nevertheless be adjusted to the context in order to prevent meanings from being changed at random. As a result, the research findings will make more sense and be pertinent to the data or statements found in the original language.

In this study, direct translation or equivalent to literal translation is the most widely used because it is adapted to the context. Some words change frequently in this translation to prevent significant differences in meaning so that the target language misinterprets the context. The quality aspect is excellent because it considers the context and target language. Concerning this research and from the point of view of previous research, the researcher concludes that the use of the appropriate micro-strategy or translation technique can affect aspects of the translation quality. If the translator is wrong in applying the translation technique, then the translation quality will be less or even lower. However, if the translator is right in choosing the translation strategies for a translation product, therefore the translation's outcomes will be highly accurate, acceptable, and readable.

6. Conclusion

Based on the data analysis, there are ten strategies used in translating subtitle conversations of the main character in the movie "Guardian of the Galaxy Vol 2": Direct Transfer, Calque, Direct Translation, Oblique Translation, Explication, Paraphrase, Condensation, Addition, Substitution, and Deletion. The direct translation is the most used subtitle conversation data, with 77 data in percentage

(42,55%). While the translation quality of the direct translation for accuracy aspect is; high accuracy (76,7%), less accuracy (18,1%), and low accuracy (5,2%). For the acceptability aspect, the direct translation gets high acceptability (92.2%) and less acceptability (7.8%). Then, get high readability (87,07%) and less readability (12,93%) for the readability aspect.

Direct translation is the correct strategy used to be the first choice in translating source text to target text because it has good translation quality. Researchers previously thought this technique does not make translators creative because it translates the source text literally or word for word. That is true, but when viewed from the point of view of the target language as a film audience, direct translation will make it more transparent and easier to understand the message, information, and emotions than other micro translation strategies. These opinions affect the translation quality obtained by this micro translation strategies. For this reason, the researcher concludes that using the appropriate micro-strategy or translation technique can affect aspects of the quality of the translation. A more varied translation with different micro translation strategies will produce a new translation quality, which, of course, adjusts to the conditions of the translation.

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