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The Analysis of Formal Equivalence and Dynamic Equivalence In *Little Women* Movie Subtitle

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Abstract : This study aims to analyze the equivalence meaning of cultural words translation in *Little Women* movie subtitle. This study uses the theory of cultural words by Peter Newmark to analyze the type of cultural words and uses the theory from Nida to analyze the type of equivalence in translation. The methodology of this study is descriptive qualitative to give an explanation in analyzed the data. This study found data that categorized as cultural words which divided into two categorize of equivalence which are formal equivalence and dynamic equivalence. From the analysis, this study did not found the dynamic equivalence to ecology. The cultural words of formal equivalence translation is translated by using term that exist in target language and has the same meaning to the source language. The cultural words of dynamic equivalence translation is translated by using natural expression in target language that equal to the meaning in source language.

Keywords : cultural words, translation, formal equivalence, and dynamic equivalence.

Abstrak : Studi ini bertujuan untuk menganalisis kesetaraan makna dari terjemahan kata budaya dalam subtitle film *Little Women*. Studi ini menggunakan teori kata-kata budaya oleh Peter Newmark untuk menganalisis jenis-jenis dari kata budaya dan menggunakan teori dari Nida untuk menganalisis jenis-jenis kesetaraan makna dalam terjemahan. Metode dalam penelitian ini merupakan *descriptive qualitative* dalam menjabarkan penjelasan dan menganalisis data. Penelitian ini menemukan data-data yang dikategorikan sebagai kata budaya yang dibagi menjadi dua kategori kesetaraan makna yakni kesetaraan formal dan kesetaraan dinamis. Dari hasil analisis, studi ini tidak menemukan jenis kesetaraan formal untuk jenis kata budaya ekologi. Kesetaraan formal kata budaya diterjemahkan dengan menggunakan istilah yang ada pada bahasa target dan mempunyai makna yang sama dengan bahasa sumber. Kata budaya untuk kesetaraan dinamis diterjemahkan dengan menggunakan ungkapan alami dalam bahasa target yang memiliki makna setara dengan bahasa sumber.

Kata kunci : Kata budaya, terjemahan, kesetaraan formal, dan kesetaraan dinamis.



Introduction

The current language has developed rapidly along with the times. These developments not only occur due to human growth but also because of technological developments. The rapid development of technology makes it easy for people to access various movies from other countries. The development of movies has influenced many aspects of human life including in science. There are a lot of studies and knowledge can be learned through movie. Bottomly and Hail stated that the movie gives an abundance of interesting perspective on people, periods and places¹.

Movies from other countries have a variety of foreign languages. in understand the differences languages in the movie, the audience is assisted by a direct translation text from conversations between characters, usually located at the

bottom of the screen called subtitles. Subtitle are the transfer of spoken language into the text in a movie. Subtitles help the audience in understand the movie and provide an essential role in the exchanged of information.

As the text that located at the bottom of the screen, subtitles have a weakness in the manufacturing process because they are limited by the width of the screen and the duration of the speaker when speaking. Cintas and Ramael stated that the text of subtitle have to commodate to the width of the screen and have some 32 to 41 characters per line maximum of two lines². It means that subtitle translation may be adding or omitting according to the screen width and speaker duration. As the development of linguistic in the translation, Cintas categorized subtitles as part of audiovisual translation

¹ Bottomly, J & Hail, R. 2008. *Using Films to Teach Language and Culture*. Retrieved from: https://www.researchgate.net/publication/268043150_Using_Films_to_Teach_Language_and_Culture

² Cintas, J D. & Ramael, A. 2014. *Audiovisual Translation: Subtitling*. New York, Routledge

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One of the problems in the subtitle translation is the differences in social backgrounds in each language because language is part of the culture. Nida stated that a language is always a part of a culture and the meaning of texts directly or indirectly to the corresponding culture³. The process of translating words in one language into another language cannot be done directly without looking at the cultural background of the term between source and target languages. Newmark classifies these terms as cultural words. Cultural words are words or terms that associated with particular language and described in ordinary language⁴. Newmark then classifies cultural words into ecology, material culture, social culture, organizations, customs, activities, procedures and concept, and gestures and habits. As the word that described in ordinary language, it is essential to know

about the cultural words. In other words, cultural words must be one of the focuses in translated a movie subtitle. It is crucial to know the type of cultural words and its meaning from source to target languages to avoid misunderstanding the differences in culture.

As the text that located at the bottom of the screen, subtitles have a weakness in the manufacturing process because they are limited by the width of the screen and the duration of the speaker when speaking. Cintas and Ramael stated that the text of subtitle have to commodate to the width of the screen and have some 32 to 41 characters per line maximum of two lines⁵. It means that subtitle translation may be adding or omitting according to the screen width and speaker duration.

The relation between one culture and another caused what is called as equivalence. In all conversations, it is

³ Nida, E A. 2001. *Context In Translating*, John Benjamin Publishing Company

⁴ Newmark, P. 1988. *A Text Book Of Translation*. Great Britain, Prentice Hall

⁵ Cintas, J D. & Ramael, A. 2014. *Audiovisual Translation: Subtitling*. New York, Routledge

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fundamental to ensure the messages are delivered from a source to the receptor. As a way of understanding the different meanings in culture, equivalence bridges the community in understand the differences. In understand the meaning, the community looks for the best meaning equivalence of a word from another language to be understood easily. Many experts believe that equivalence indicates whether a message or meaning can be appropriately conveyed or not in the target language. Catford states that if a translation does not seek equivalence as a benchmark for knowing the results of a translation, then there is no limitation in the translation and all results of the translation can be said to be true. Then, Yinhua stated that equivalence is a limitation in the translation of whether a text can be translated or not in the process of translation, so that equivalence of meaning can be obtained⁶. Nida divided

two fundamental types of equivalence which called as formal equivalence and dynamic equivalence.

Formal equivalence or source oriented equivalence focus attention on the message itself. Nida emphasized that the receptor language message should match as closely as possible with the different elements of the source language. In formal equivalence, translators must try to produce translations as literally and meaningfully as possible in the form and content of the source language. In other words, formal equivalence messages in the receptor language culture are compared continuously to messages in the culture of the source language to determine the standard of accuracy and correctness.

Dynamic equivalence is to produce the closest natural equivalence message from the source language to the target language⁷. Nida also explained that

⁶ Xiang Yinhua, 2011. Equivalence In Translation : Features and Necessity. *International Journal of Humanities and Social Sciences*. Vol.1

⁷ Liu Dayan. 2012. Dynamic Equivalence and Formal Correspondence in Translation between Chinese and English. *International Journal of Humanities and Social Science* Vol. 2 No. 12

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dynamic equivalent is not too focused on the compatibility of the message between the receptor language and the source language but rather the dynamic relationship, that the relationship between the source language messages must be substantially the same as what is in the original source language including the message. Dynamic equivalence aims at complete the naturalness of expression and tries to relate the receptor culture to relevant within the context of receptor culture.

Melkianus Pasangka in his undergraduate thesis under the title the equivalence and the method of the Indonesian translation of English idiom in the subtitle of Friday night lights movie shows the data about the equivalence of translated idiom in English to Indonesia and the translation method in the movie. Melikanus analyzed kinds of equivalence and the method in idiom translation. By using nida categorization, Melkianus

stated two kind of equivalence which is formal and functual equivalence and stated translation method by using Newmark's categorization such as word for word translation, literal translation, faith full translation, semantic translation, adaptation, free translation, idiomatic translation and communicative translation. In his research, Melkianus found 14 idioms from the film subtitle. He classified the equivalence on diagram and found 3 data classified as formal equivalence and 12 data as dynamic equivalence. Melkianus also found 3 idioms translated by using semantic translation method and 12 idioms translated by using communicative method⁸.

From the background of the study stated above, the problem formulation of this study is what are the equivalence in cultural words translation in Little Women Movie. The purpose of analysis in this study is to identify the type of

⁸ Pasangka, M. 2016. *The Equivalence And The Method Of The Indonesian Translation Of*

English Idiom In The Subtitle Of Friday Night Lights Movie.

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equivalence in cultural words translation in Little Movie subtitle. *Little Women* is a 2019 American drama movie directed by Greta Gerwig. The movie chronicles March sisters Jo, Meg, Amy, and Beth in Concord, Massachusetts, during the 19th century. This study uses three kinds of dictionaries, Cambridge online dictionary and English–Indonesia dictionary by John M. Echols in understanding the meaning. The other dictionary is Indonesian online dictionary or *KBBI*. *KBBI* is use to compare the meaning in target language that appear in subtitle. The dictionary's use in this study is to find the literal meaning or definition of a word or phrases from both source and target languages.

This study categorized to descriptive qualitative research because it used explanations with words in solving the problem. Descriptive research includes surveys and fact-finding inquiries of different kinds. Descriptive qualitative usually explained the phenomenon in

words. Qualitative research focuses on process rather than outcome and also on the meaning in research results. As emphasized by Biklen & Knoop, the meaning is an essential part of qualitative research⁹.

B. Finding

This study discusses the equivalence analysis in the translation of cultural words in movie subtitles from English to Indonesia. This study's translation focuses on the *Little Women* movie's cultural words. This study uses two fundamental theories to analyze to deeper extent the translation of cultural words and their equivalence. The equivalence analysis process to the translation of cultural words is carried out by checking the literal meaning of cultural words and juxtaposing the meanings that appear in the film subtitles. By doing this method, the equivalence in the meaning of the

⁹ Bodgan, B R. & Knoop, S. 2007. *Qualitative Research For Education: An Introduction to*

Theory and Methods. Fifth Edition, USA, Pearson Education

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cultural word translation in the film subtitles could be obtained.

1. Formal Equivalence

Formal equivalence attempts to reproduce several formal elements such as grammatical units which is translating noun to noun, verbs by verbs, keeping all phrases and sentences intact and preserving all formal indications such as marks of punctuation, paragraph breaks and poetic indentation. To reproduce consistency of word usage which often renders specific terms in the source language that existed in the target language and to reproduced meanings in terms by not make adjustments in idiom but rather to reproduce such expressions more or less literally.

Data 01 : Carriage

SL : Stop the carriage!

TL : *Hentikan keretanya!*

The word carriage in the source language is translated into the word *kereta* in the target language. The term carriage is a cultural word that refers to material culture, which is transportation. The

definition of carriage, according to the Cambridge dictionary, is vehicle pulled by a horse. Meanwhile, the term *kereta* in the target language based on *KBBI*, is *kendaraan yang beroda yang biasanya ditarik oleh kuda* or vehicle pulled by a horse. In the English-Indonesian dictionary, the term carriage means *kereta yang ditarik kuda* or *vehicle pulled by a horse*. From the definition, the word carriage in the source language has same meaning of *kereta* in the target language. based on Nida's theory, this translation is categorized in formal equivalence because the translator translates the term in source language by using the term that exist in target language which has the same meaning to the source language.

Data 02 : Cat House

SL : you could run a cat house,

TL : *kau bisa membuka rumah bordil,*

This sentence was spoken by Aunt March to Jo as a way to become a woman who makes her own money without having to get married. The cat house is a cultural



word categorized in the material culture category, which is house. In the movie cat house is translated into *rumah brodil* in the target language. According to the Cambridge dictionary, the cat house is a place where men used to go to have sex with prostituted women. In the target language, according to *KBBI*, *rumah brodil* is *tempat pelacuran* or house of prostitution. Based on this definition, *rumah bordil* is a term for cat house in the target language. The term *rumah bordil* has a meaning commensurate with the cat house. This translation is categorized as the formal equivalence because the translator uses terms in the target language that have the same meaning as the words from the source language.

Data 03 : Santa Clause

SL : Santa Clause

TL : *Sinterklas*

This sentence was uttered by Beth when she and her sister were surprised to see so many dishes on the table on Christmas Day. In that sentence, the phrase Santa Clause translated into the target language

to *sinterklas*. In the source language, according to Cambridge dictionary, Santa clause is the imaginary old man with long, white hair and beard and a red coat who is believed by children to bring presents at Christmas. In the source language, according to *KBBI*, *sinterklas* is *tokoh suci dalam agama Kristen yang sangat sayang dan selalu memberi hadiah kepada anak-anak pada hari – hari tertentu* or a holy figure in Christian who is very loving and always gives presents to children on special days. Based on the meaning of the definition of santa clause, it can be known that the translator uses the term in target language that has the same meaning as the source language. This translation is categorized in formal equivalence because the translator translates the word and reproduce the consistency of word usage in target language.

Data 04 : Good Angels

SL : It is good angels come to us

TL : *Malaikat – malaikat yang baik datang*

This sentence was uttered by Mrs. Tumnal when Marmie and her four daughters

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brought their breakfast as a meal for Mrs. Tunmel's family on Christmas day. In that sentence, the phrase good angels translated into *malaikat- malaikat yang baik*. Phrases of good angels are cultural words that categorized in organization, custom, activities, procedures and concepts, namely believe and concepts. The word good is an adjective that describes the noun in the phrase, which is angels. The word angels are the plural form of the word angel. So that in the translation of the phrase good angels in the target language, the plural form is used, namely *malaikat – malaikat yang baik*. In the source language culture, angels are supernatural beings that are believed by certain religions and usually have guardian characteristics for humans. In the source language, according to Cambridge dictionary angels is a spiritual being in some religions who is believed to be a messenger of God, usually represented as having human form with wings. Another meaning of angels in Cambridge dictionary refers to someone very good, helpful, or kind. The term

malaikat in the target language based *KBBI* has the meaning *mahluk Allah yang taat, mempunyai tugas khusus dari Allah* or God's being who is obedient, has a special task from Allah. In the English - Indonesia dictionary by John M Echols and Hassan Shadily, angel means *malaikat*.

Based on this meaning, the word angel is the relevant of the word *malaikat*. In this translation, the translator translates expressions in the source language into the target language literally and used the terms that exist in the target language with a meaning is equivalent to the source language. Based on Nida's theory, this translation is included in the category of formal equivalence translations where the translator translates the expression in the source language literally in the target language so that the message in the phrase can be conveyed properly.

2. Dynamic Equivalence

Dynamic equivalence attempts to produce the closest natural equivalence message from the source language to the target language. In dynamic equivalence not too

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focused on compatibility of the message between source and target languages but rather the dynamic relationship. The relationship must be substantially same as the message in the source language.

Data 05 : Dress Maker

SL : I know just the dress maker to send you to.

TL : *aku tahu penjahit yang tepat untukmu.*

This sentence spoke by Sallie to Meg when Meg was looking at the fabric for dress. Phrase dressmaker is a cultural word that is included in the category of Social Culture. In that sentence, the phrase dressmaker is translated into *penjahit* or tailor in the target language. In this sentence, the term *penjahit* is used as the equivalent of the phrase dressmaker. In this translation, *penjahit* or the tailor leads to a more general job, while the meaning of the phrase dressmaker is more specific. The word *penjahit* can be used as an equivalent of the phrase dressmaker because *penjahit* is a job that is still related to the process of making clothes or dresses. In this translation, the translator

uses the term that is more natural in the target language so that the audience can more easily convey the message in the sentence. This translation categorized as dynamic equivalence where the translator uses natural expressions in translating phrases from the source language to the target language.

Data 06 : Spicy

SL : Tell her to make it short and spicy

TL : *Suruh dia buat singkat dan menghibur*

This sentence spoke by Mr. Dashwood to Jo requested that the story was written by Jo to be more acceptable to society during civil war. In the subtitles of the movie, the word spicy is translated into *menghibur* in the target language. Spicy is cultural words categorized into organization, customs, activities, procedures and concepts namely concepts. In the Cambridge dictionary spicy is contains strong flavor from spices. In the English - Indonesian dictionary by John M Echols and Hassan Shadily, the word spicy means *pedas*. In the translation of the word spicy to *menghibur* the

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translator changes the literal meaning of the word and adjusts the meaning to the topic being discussed in the context of the conversation. Based on Nida's theory, this translation categorized of dynamic equivalence because the translator use natural expression in target language to deliver the message from source language.

Data 07 : At 8

SL : Pick me up at the hotel at 8

TL : *Jemput aku dihotel pukul 20.00*

That sentence spoke by Amy when she asked Laurie to pick her up at the hotel at 8 o'clock to go to a New Years' eve party. The mention of time is cultural words that categorized to organization, customs, activities, procedures and concepts namely concepts. In that sentence, the time at 8 o'clock translated into *pukul 20.00*. In this translation, there is a difference in the statement of the time between the source language culture and the target language culture. The term *pukul 20.00* in translation equal as 8 pm in source language culture. In the culture of the target language, in this case,

Indonesian culture, is used the concept of 24 hours a day which is different from the culture in the source language, which uses the concept of 12 hours with differentiators A.M and P.M. In this translation, the translator adjusts the timing in the source language to the target language so that messages in the source language text can be conveyed to the audience in the target language. Based on Nida's theory, this translation is included in the category of dynamic equivalence because the translator uses natural expression in target language.

Data 08 : Scarlet Fever

SL : Scarlet fever

TL : *Demam berdarah*

This sentence was said by the doctor to March's family after examining the condition of Beth with scarlet fever. Phrase scarlet fever is a cultural word that categorized to organization, customs, activities, procedures and concepts, namely concept. In this sentence, scarlet fever is translated into *demam berdarah* or dengue fever in the target language. In

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the source language, according to the Cambridge dictionary, scarlet fever is an infectious fever usually with a sore throat and red rash. Scarlet fever is a disease caused by a bacterial infection, also known as scarlatina. In the subtitle translation, the translator translates scarlet fever into *demam berdarah* or dengue fever. *Demam berdarah* or dengue fever is a fever caused by a certain mosquito bite and is characterized by red spots on the body. Scarlet fever and *demam berdarah* are different types of diseases. In this translation, the translator translated scarlet fever into *demam berdarah* because *demam berdarah* is a common disease in the target language countries and has the same symptom to scarlet fever. Based on Nida's theory, the translation is categorized of dynamic equivalence because the translator translates as natural as possible phrases in the source language into the target language.

A. Conclusion

This study focuses to find the equivalence meaning of cultural words translation in little women movie subtitle. This study uses the theory of Peter Newmark to identify the type of cultural words. The cultural words translation then classified into two category of equivalence in translation which are formal equivalence and dynamic equivalence based on Nida's theory. In order to analyze the meaning of the translation, this study uses the Cambridge learner dictionary to analyze the meaning of cultural words in source language and *KBBI* to analyze the meaning of cultural words in target language. This study also uses the English - Indonesia dictionary by John M Echols and Hassan Shadilly to analyze type of equivalence of cultural words translation.

This study found all type of cultural words which are ecology, material culture, social culture, organization, customs, procedures, activities, and concepts, and gestures and habits. According to the analysis, this study found all type of equivalence translation in translated the

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cultural words from source language to the target language which are formal equivalence and dynamic equivalence.

In formal equivalence the translation for this type of cultural words uses the term that existed in target language and translated noun by noun, and reproduced meaning in term in the target language.

According to the data obtained, the dynamic equivalence of cultural words translation is translated by using natural expression in target language that has relevant meaning to the source language.

This type of equivalence is used because the translator adjusting the term in target language to the context and situation in the movie.

Liu Dayan. 2012. Dynamic Equivalence and Formal Correspondence in Translation between Chinese and English. *International Journal of Humanities and Social Science* Vol. 2 No. 12

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