

THE TRANSLATION STRATEGIES ON ADDRESS TERMS IN *LOVE ROSIE* MOVIE

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ABSTRACT

This research aims to find out the types of address terms found in the Love Rosie movie and to find out how the address terms are translated into Bahasa Indonesia. In collecting the data in this research, the researcher used the descriptive qualitative method. The data collected in this research were from the data sources which are the Love Rosie movie and the movie manuscript. The types of the address terms theories by Wardhaugh (2006: 271), Simatupang (2000: 77), and Larson (1984: 121), and the translation procedures theory by Vinay and Dalbernet (2000: 84-93) were used in analyzing the data in this research. This research used data analysis techniques by Miles, Huberman, and Saldana (2014). There were 65 data collected in this research. The findings of this research showed two main points. (1) There were 5 types of address; 6 data of pronouns, 17 data of kinship, 10 data of titles, 22 data of names, and 10 data of endearments. (2) There were six translation procedures applied in translating the address terms; 19 data translated by applying literal translation, 17 data by applying borrowing, 13 data by applying transposition, 1 data by applying modulation, 1 data by applying equivalence, and 14 data by applying adaption. Based on the data analysis and the findings, it can be concluded that the types of address terms found in the Love Rosie movie are in the form of pronouns, kinship, titles, names, and endearments. There are 6 address terms in the form of pronouns, 17 address terms in the form of kinship, 10 address terms in the form of titles, 22 address terms in the form of names, and 10 address terms in the form of endearments. Then, the translation procedures applied by the translator in translating the address terms in Love Rosie movie are using Vinay and Dalbernet's (2000: 84-93) theory which are literal translation, borrowing, transposition, calque, modulation, equivalence, and adaptation. There are 18 address terms are translated by applying literal translation which is the most commonly used procedure by the translator, 17 address terms by applying borrowing, 12 address terms by applying transposition, 1 address term by applying modulation, 1 address term by applying equivalence, and 16 address terms by applying adaptation.

Keywords: *Address terms, Types of address terms, Translation procedures*

INTRODUCTION

Translation is a broad concept that refers to the transition of thoughts and concepts from one language to another, whether or not the languages have known orthographies; or whether one or both languages are dependent on signs, such as deaf signs (Brislin, 1976:1). According

to Hatim and Munday (2004), translation is the method of moving a text from one language to another (TL). Newmark (1988: 5) also describes that translation as "the rendering of the context of a language into another language in the manner intended by the author." Essentially, translation is described as the process of translating one language to another.

There are the seven translation strategies identified by Vinay and Darbelnet (2000:84-93) which are as follows: Borrowing, Calque, Literal Translation, Transposition, Modulation, Equivalence, and Adaptation. From the above meanings, it can be inferred that translation is a method aimed at achieving equivalent meaning in the target language. The translation is the act of transferring the linguistic entities from one language into their equivalents in another language. The aim of translation is to transfer equivalent message from one language to another so that communication of humans keeps going on.

Almost every area of human life requires translation when communicating with people who speak a variety of languages. For example, is subtitling the movie by the translator to help people who are unfamiliar with the languages used in the movie can understand what is being said. According to Larson (1984: 485), a translator is concerned with producing a high-quality translation as a consequence of his job. In translating a subtitle of the movie, the translator's duties are not only moving vocabulary from the source language to the target language, but also transferring the important elements such as the message, context, and culture to the target language.

An address term is a word, phrase, name, or title (or a combination n of these) that is used to address someone else. According to Wardhaugh (2006:272), social status, gender, age, family relationship, occupational hierarchy, race, and degree of intimacy all affect the use of address terms. To prevent misunderstandings in conversation, people must know their social status, gender, age, and race while addressing others. For example, a father may be addressed as „daddy“ by his family, but he may be addressed as „Sir“ or „Mr“ in other places. It should be suitable for the context and situation when people have a conversation. The aim of addressing terms in society is to demonstrate the social connection between an addresser and an addressee

The researcher formulates two problems of the research. The first point is to find out what types of address terms are found in the movie. The second point is to analyze what translation strategies are used by the translator in translating the address terms in the movie. This research only focused on analyzing the translation strategies in translating all the expressions of address terms used by the all characters in the Love Rosie movie subtitle and also the types of the address terms.

The research aims to find out the types of address terms in *Love Rosie* movie that focus only on pronouns, kinship, titles, names, and endearments and to find out how the address terms are translated into Bahasa Indonesia in *Love Rosie* movie using Vinay and Darbelnet's theory which are Borrowing, Calque, Literal Translation, Transposition, Modulation, Equivalence, and Adaptation.

One example of cultural aspects is addressing terms. Therefore, the translator must also be familiar with the cultural aspects of the source and target languages for their translation to be suitable and acceptable for the audience because English and Indonesian address terms are different. To overcome the problem of translating address terms, the translator must use the techniques or strategies in translating the address terms to generate the translation quality. Addressing term is one of the important tools of communication that is used by humans in society. Every language uses the address terms in their way. Address terms are commonly used to call a person who is involved in the conversation.

Mardiha (2012:173) states that an address term is a linguistics method used in a conversation to address someone else to attract their attention to them or to make a connection to them. There are too many different ways to address anyone in Indonesian, such as pronouns: *Kamu, anda, kalian, Kau*, titles: *Profesor, Dokter*, names: *Elsa, Alisa, Sarah*, and also kinship: *ayah, mama, kakek, nenek*, etc. That is why the English address terms can be translated into Bahasa Indonesia in a variety of ways.

Almost every area of human life requires translation when communicating with people who speak a variety of languages. For example, is subtitling the movie by the translator to help people who are unfamiliar with the languages used in the movie can understand what is being said. According to Larson (1984: 485), a translator is concerned with producing a high-quality translation as a consequence of his job. In translating a subtitle of the movie, the translator's duties are not only moving vocabulary from the source language to the target language, but also transferring the important elements such as the message, context, and culture to the target language.

Based on the explanations above, the researcher picks *Love Rosie* movie as the object of this research because it is one of the most well-known movies, with millions of people throughout the world have seen it and there are many examples of the address terms expression used by the characters in the movie and their different translation in Bahasa Indonesia.

This research is focused only on all the expression of address terms used by the all characters in the *Love Rosie* movie. The purpose of this research is to find out the types of

address terms which consist of pronoun, kinship, titles, names, and endearments and analyze the translation strategies that the translator applied in translating the address terms in *Love Rosie* movie using Vinay and Darbelnet's theory.

In supporting the ideas of this research, the researcher took some previous studies as considerations follow: The first previous research is written by Hanifah (2010) entitled *A Translation Analysis of Address Terms in The Novel Power Crazy Ms. Wiz* by Terence Blacker Translated into *Ms. Wiz Gila Kuasa* by Novia Stephani. Her research analyzed the translation techniques used in translating address terms found in the novels and the translation quality in the terms of accuracy and acceptability. She applied the descriptive qualitative method. The results of her research show that the types of address terms are pronouns, kinships, titles, and names. The translation techniques she identified are borrowing, omission, transposition, literal translation, and adaptation. The second is written by Jacintha Septianti Nago (2018) entitled *An Analysis of Vinay and Darbelnet's Translation strategies Used in The Fault in Our Stars Novel*. Her research focused on analyzing the translation procedure by the translator used in translating the utterances in *The Fault in Our Stars* movie. The researcher employed a qualitative method in conducting this research. The research result revealed that from seven types of translation strategies by Vinay and Darbelnet, only six were applied in translating process which is borrowing, calque, literal translation, modulation, equivalence, and adaptation.

Based on the previous research with the same issue, the researcher found there are some missing points which is the further information related to address terms by Wardhaugh (2006: 271), Simatupang (2000: 77), and Larson (1984: 121). In order to fix that, the researcher conducted this research and expected to be useful as supplementary material for the lecturers, English department students, translators, and other researchers who are learning in translator majors to gain more experience in translating the address terms from the movie.

METHOD

Research Design

In doing this research, the researcher used the qualitative method with the descriptive qualitative approach because the researcher analyzed the data in the form of descriptions such as words and sentences. The researcher also focused only on describing the types of address terms and analyzing the translation strategies used by the translator in translating the address terms in *Love Rosie* movie subtitle. According to Bogdan and Biklen (1982:28), one of the features of qualitative research is descriptive. Cresswell (1994:145) claims that qualitative

research is descriptive since the researcher is involved in the process, meaning, and understanding of collected words or pictures. The researcher only collects, classifies, analyzes the data, after that concludes using the descriptive qualitative method. Qualitative research is a type of research that does not rely on calculation or numbering. Strauss & Corbin in Syamsuddin & Damianti (2006:73) said that qualitative research is research that the conclusions are not collected using statistical strategies and calculations.

Data and Source of Data

The term "data" refers to any information or material that the researcher must collect and classify. According to Dirnye (2007:41) data are the result of observation, and consist of the given thing that the researcher analyzes. According to Denscombe (2007:286), data in qualitative research is derived from words or pictures used in the subject being identified. According to Bodgan and Bliken (1982:73) data is the raw materials gathered by researchers from the topic they have identified. The data of the research were from all expressions that contain address terms used by all characters in *Love, Rosie* movie subtitle. According to Arikunto (2013: 172), the source of data on research is the subject from where the data can be gained. Meanwhile, the sources of data in this research were from the *Love Rosie* movie which includes Bahasa Indonesia subtitle that downloaded from <https://t.me/c/1128045651/836061> and the movie manuscript that downloaded from <https://www.scripts.com/script-pdf/12978>.

Data Collection Method

The researcher used observation as the method of collecting the data in this research. The steps are: First, the researcher watched the movie and pay attention to the Bahasa Indonesia subtitle of the movie. Then, the researcher downloaded the manuscript of the movie from the internet. After that, the researcher read the movie manuscript, selected and classified all the expressions of the characters which contain address terms in the movie manuscript. Finally, the researcher analyzed the translation strategies in translating the address terms in the movie using Vinay and Darbelnet's theory (2000:84-93).

Data Analysis

The researcher analyzed the data using Miles, Huberman, and Saldana's theory (2014), which consists of three steps: data reduction, data display, and conclusion drawing.

Data Reduction

Selecting, focusing, simplifying, abstracting, searching for the themes and patterns, and discarding unnecessary are the method of data reduction (Miles, Huberman & Saldana; 2014). In the data reduction process, the researcher focused on all the expressions that contain address terms and analyzed the translation strategies in translating the address terms in the movie.

Data Display

According to Miles and Huberman (1992:19), a display is described as a collection of organized data that can be summarized and used to take action. In this step, the data will be displayed in the form of a table with a brief description to help the reader understand the research. The steps to analyze the data have classified the types of address terms after that analyzed the translation strategies used in the translation of address terms in *Love Rosie* movie based on a theory proposed by Vinay and Dalbernet.

Conclusion Drawing

According to Miles, Huberman, and Saldana (2014), the final step is to conclude. The most important step in conducting this research is concluding to know the result of the research. The conclusion drawn is based on the findings of the analysis, which included the types of address terms and the translation strategies used in translating the address terms in *Love Rosie* movie

FINDINGS AND DISCUSSION

Findings

The research finding showed that there were some types of address term and translation strategies of the address term and found in *Love Rosie* Movie. The result can be described in the following table.

Table 1. Types of the Address Terms

N o.	Types of the Address Terms	Result
1.	Pronouns	6
2.	Kinship	17
3.	Titles	10
4.	Names	22
5.	Endearments	10
Total		65

From the table above, it was found that there are five types of address terms which are pronouns, kinship, titles, names, and endearments. There were 6 address terms of pronouns, 17 address terms of kinship, 10 address terms of titles, 22 address terms of names, and 10 address terms of endearments.

Table 2. Translation strategies of the Address Terms

No	Translation strategies of the Address Terms	Result
1.	Literal Translation	18
2.	Borrowing	17
3.	Transposition	12
4.	Modulation	1
5.	Equivalence	1
6.	Adaptation	16
Total		65

The translator also applied 6 translation strategies proposed by Vinay and Dalbernet's (2000: 84-93) theory in translating the address terms in the *Love Rosie* movie. There are 18 address terms translated by applying literal translation, 17 by applying borrowing, 12 by applying transposition, 1 by applying modulation, 1 by applying equivalence, and 16 by applying adaptation. However, a calque procedure was not applied by the translator.

For table 1, the literal translation is the process of translating a source language word for word into a target language that is grammatically and idiomatically fitting. When the translated language has the same word, phrase, or sentence structure, meaning, and style as the source language, Literal translation is appropriate. Vinay and Darbelnet in Venuti (2006: 86) note that literal or word-by-word translation is the direct conversion of SL text into grammatically and idiomatically suitable TL text, with the translators' role, limited to observing the TL's linguistic servitudes.

Borrowing is a method of translation in which the same word, sentence, or expression from the source language is used in the target language without being translated. Vinay and Darbelnet in Venuti (2000:85) states borrowing would not even merit discussion in this context if translators did not occasionally need to use it to produce a stylistic effect.

Transposition is described by Vinaj and Darbelnet in Venuti (2000:84-93) as a process that involves replacing one-word class with another without changing the message's or sense's meaning. It also involves a change in grammar from the source to the target language (singular to plural; the position of the adjective, changing the word class or part of speech). It may also be used within a language, such as when rewarding a word, for example: "He hopes that he would return" to "He hopes his return" (the subordinate verb becomes a noun).

Modulation is a variation in the message's term triggered by a change in the point of view. When a literal, or also transposed, translation produces a grammatically correct utterance, it is deemed inappropriate, unidiomatic, or inconvenient in the target language, this change may be justified.

Equivalence is used by Vinay and Darbelnet (2000: 90) to describe situations in which various stylistic or structural approaches are used to describe the same situation. Equivalence is most dominant used in translating idioms and proverbs.

Adaptation is described by Vinay and Darbelnet in Venuti (2000:84-93) as a process that produces a new situation to signify situational equivalence. Adaptation involves changing the cultural reference when a condition in the source culture does not occur in the target culture. Adaptation is most often used in the translation of book titles, movie titles, and character names.

Discussion

The researcher found there are 65 data of address terms in the movie. The address terms were categorized into five types based on the theories by Wardhaugh (2006: 271), Simatupang (2000: 77), and Larson (1984: 121) in the form of pronouns, kinship, titles, names, and endearments in this research.

The translator also applied the translation strategies proposed by Vinay and Dalbernet's (2000: 84-93) theory in translating the address terms in this research. The strategies were literal translation, borrowing, transposition, calque, modulation, equivalence, and adaptation. However, a calque procedure did not apply by the translator in translating the address terms because there are no address terms in the target language that are translated into the target language word for word by the translator.

According to the findings of the research, a literal translation is the most commonly used procedure by the translator in translating the address terms in the Love Rosie movie, with 18 data collected. The translator applied this procedure to make the translation more understandable for the reader.

In addition, there are many examples of the address terms expression used by the all characters in the Love Rosie movie and their different translation in Bahasa Indonesia. But also several English address terms are not translated into Bahasa Indonesia address terms to convey the message.

Finally, in the view of the researcher, the translation of the address terms used in the Love Rosie movie by the translator is clear enough and understandable. The researcher also

believes that the translator properly translated the address terms into the target language in this research

1. Literal Translation

Data 1

SL: **You** know a rowing boat? (page 2)

TL: **Kau** tahu perahu dayung? (01:24)

Based on the data above, the type of address term **you** is categorized in the form of **pronouns**. The translator applied **Literal Translation** as the procedure in translating the address terms into **you** because the translated language has the same word, phrase, meaning, style, or sentence structure in the source language. So, the translator simply translated the word **you** into **Kau** to translate more easily to understand.

2. Borrowing

Data 2

SL: **Rosie**, it's time. (page 2)

TL: **Rosie**, sudah waktunya. (01:48)

Based on the data above, the type of address terms **Rosie** is categorized in the form of **names**. The translator applied **Borrowing** as the procedure in translating the address terms **Rosie** because the message in the sentence was not successfully transferred from the source language to the target language. So the translator purely translated the word **Rosie** into **Rosie** to convey the message obviously in the target language by applying this procedure. However, borrowing is the most effective technique of translating a name into the target language without replacing it.

3. Transposition

Data 53

SL: Um, what about cash? I've got some extra if **you** like. (page 26)

TL: Bagaimana dengan uang tunai? Aku punya lebih kalau **kalian** mau. (1:06:12)

Based on the data above, the type of address term **you** is categorized in the form of **pronouns**. The translator applied **Transposition** as the procedure in translating the address terms because it is a process that involved replacing one-word class with another without changing the message's or sense's meaning. The translation is acceptable since the sentence structures in the source language and the target language

has a similar meaning. So the translator simply translated the word **you** into *kalian* instead of '*Kamu or kau*' without changing the message in the target language

4. Modulation

Data 30

SL: Wait 'till you become a **grandparent**. (page 14)

TL: Tunggu sampai kau *punya cucu*. (34:14)

Based on the data above, the type of address terms **grandparent** is categorized in the form of **kinship**. The translator applied **Modulation** as the procedure in translating the address terms **grandparent** because it involved changing the point of view of the source language into the target language. So the translator changed the point of view by translating the word **grandparent** into *Punya cucu* in the target language instead of '*kakek*' because the word *Punya cucu* is referring to Grandparent.

5. Equivalence

Data 33

SL: I've been sent to play **fairy godmother**. (page 16)

TL: Aku telah dikirim untuk memainkan peran *ibu peri*. (40:42)

Based on the data above, the type of address terms **fairy godmother** is categorized in the form of **titles**. In the *thefreedictionary.com*, fairy godmother means '*a female who helps humans by using magical power in fairy tales*'. The translator applied **Equivalence** as the procedure in translating the address terms **fairy godmother** because it is transferred the expression of the source language into the closest equivalence in the target language. So the translator translated the word **fairy godmother** into *ibu peri* to describe a feeling that has the same meaning by using different words and styles in the target language.

6. Adaptation

Data 15

SL: I mean, talk to her, **Dennis**! (page 8)

TL: Bicaralah padanya *Pa*. (17:35)

Based on the data above, the type of address terms **Dennis** is categorized in the form of **names**. The translator applied **Adaptation** as the procedure in translating the address terms **Dennis** because it involves changing the cultural reference when a condition in the source culture is different from the target culture. Therefore, the translator chooses one word that is suitable to address 'a father' by considering the

cultural aspects in the target language. So the translator translated the word **Dennis** into ***Pa*** to get an acceptable translation.

CONCLUSION AND SUGGESTION

Based on the data analysis and findings above, it can be concluded that the types of address terms found in the *Love Rosie* movie are in the form of pronouns, kinship, titles, names, and endearments. There were 6 address terms in the form of pronouns, 17 address terms in the form of kinship, 10 address terms in the form of titles, 22 address terms in the form of names, and 10 address terms in the form of endearments. Furthermore, the translation strategies applied by the translator in translating the address terms in *Love Rosie* movie are using Vinay and Dalbarnet's theory which were literal translation, borrowing, transposition, calque, modulation, equivalence, and adaptation. There were 18 address terms are translated by applying literal translation which is the most commonly used procedure by the translator, 17 address terms by applying borrowing, 12 address terms by applying transposition, 1 address term by applying modulation, 1 address term by applying equivalence, and 16 address terms by applying adaptation.

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