

## Translation Methods in Peter Rabbit 2018 Animated Film

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### Abstract

The purpose of this study is to analyze how translation is carried out in the Indonesian subtitles of the film Peter Rabbit, using Peter Newmark's (1988) theory as a guide. This study focuses on four methods that emphasize the source language: word-for-word translation, literal translation, faithful translation, and semantic translation. This study uses a descriptive qualitative method, selecting 35 subtitle examples from the film and comparing them textually. The results show that literal translation is the most common, used in 17 of the 35 examples (48.6%), followed by semantic translation (20.0%), word-for-word translation (17.1%), and Faithful translation (14.3%). The use of literal translation shows that translators strive to preserve the original structure while ensuring that the subtitles are clear and easy for viewers to understand. This method is effective for children's films where accuracy and simplicity are very important. This study adds value to the field of audiovisual translation by demonstrating a practical approach to translating subtitles for family-friendly content.

**Keywords:** Translation method, Literal translation, utterances Peter Rabbit



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### INTRODUCTION

Film can serve as a medium to convey stories and messages. As a form of visual narrative, film offers not only entertainment but also functions as a medium of artistic expression that transcends cultural and linguistic boundaries (Widiyanthi et al., 2022). Universal themes such as love, conflict, morality, and identity are frequently portrayed in films, making them relevant to audiences from diverse backgrounds. However, for these messages to be comprehensible to global audiences especially in multilingual countries translation into various target languages is essential. Translation in the context of film is not merely a process of replacing words from one language to another. Rather, it is a complex act of intercultural communication involving the interpretation of meaning, delivery of intent, and transfer of cultural nuances from the Source Language (SL) to the Target Language (TL) (Fitri, 2021). In the field of translation studies, Newmark (1988) introduced an influential classification of translation methods, categorized based on their orientation towards either the source or the TL. This model continues to be widely referenced in both academic and professional translation practices. This research focuses specifically on the SL-emphasized methods *word-for-word*, *literal*, *faithful*, and *semantic translation*. These four methods emphasize loyalty to the original structure and meaning of the source text. SL-emphasized methods are commonly used in texts that demand a high degree of accuracy, such as legal documents, academic writing, and more recently, in audiovisual content like film subtitles. According to Mutaqin and Sulistyawati (2020), source-oriented methods are also frequently applied in educational and family-friendly media, as they are believed to preserve pedagogical value and communicative intent.

The selection of *Peter Rabbit* (2018) as the object of this study is based on several academic and pedagogical considerations. The film is adapted from the classic children's books by Beatrix Potter, which are known for their moral and educational values. The 2018

film adaptation offers a modern touch through the inclusion of contemporary humor, expressive characters, and engaging visuals, while still retaining the core themes of family and bravery (Freeman, 2019). Thus, *Peter Rabbit* is not only appealing in terms of cinematic presentation but also culturally and educationally significant, making it a suitable subject for translation analysis. Given the linguistic challenges and educational values embedded in *Peter Rabbit*, choosing the appropriate translation method becomes essential, especially in the context of subtitling. In this regard, SL-emphasized methods are deemed appropriate as they prioritize the accuracy of meaning and structure, which is crucial for maintaining the moral and educational messages conveyed in children's films. Previous studies have shown that fidelity to the source text is essential in educational content to prevent distortion of meaning (Tsai, 2020; Nurhidayati & Rahmawati, 2023). Moreover, such methods can introduce elements of the source language to young viewers or language learners, making them valuable as tools for linguistic exposure (Cintas & Baños, 2020). Based on these considerations, this study aims to analyze the application of four source language-emphasized translation methods as proposed by Newmark (1988) namely *word-for-word*, *literal*, *faithful*, and *semantic translation* in the Indonesian subtitles of *Peter Rabbit* (2018). Additionally, this study seeks to identify which of these methods is most dominantly used. The findings are expected to provide both theoretical and practical contributions, particularly in the field of audiovisual translation for children's content and cross-cultural media. This research also serves as a useful reference for subtitlers, educators, and translation practitioners in selecting appropriate strategies when translating film media.

## RESEARCH METHODS

This study applies a descriptive qualitative to explore the use of translation method in the Indonesian subtitles of the film *Peter Rabbit*. The choice of qualitative approach provides an opportunity for researchers to analyze language phenomena in more depth, focusing mainly on analyzing accuracy, structure, and meaning transfer from the source language (English) to the target language (Indonesian) (Creswell & Poth, 2018). In contrast to quantitative research that prioritizes numerical data, the qualitative approach emphasizes descriptive and interpretive analysis, which is suitable for examining linguistic and situational aspects of translation (Ummah, 2019). The descriptive character of this study allows the researcher to systematically describe the application of translation method, its impact, as well as the challenges that can arise for translators in the process of subtitle translation.

This research specifically applies the textual analysis method, which is appropriate for analyzing dialogue translation in audiovisual media. The approach involves in-depth analysis of the selected subtitle texts, and comparing the English dialogues with their Indonesian translations to find the translation method. By referring to the theory of translation method proposed by Newmark especially the idea of literal translation, this research analyses how well the translated texts retain the original structure and meaning. The data analysis in this research aims to identify and categorize the translation methods employed in the Indonesian subtitles of the *Peter Rabbit* film. This study uses a qualitative descriptive approach, supported by the data analysis framework proposed by Miles and Huberman (2014). Their model consists of three main components: data reduction, data display, and conclusion drawing and verification.

## RESEARCH RESULTS AND DISCUSSION

Based on the analysis of 35 utterances data in *Peter Rabbit* film subtitles, it is found that the source language-oriented translation method (SL Emphasis) is variously used by the translators. The main finding of this study shows that literal translation is the most dominant

method with a frequency of 17 data (48,6%). This reflects the tendency of translators to maintain the syntactic and lexical structure of the source language directly into the target language, as far as it is still possible to be read and understood naturally by the audience. In addition, the semantic translation method is used 7 times (20,0%), which shows that the translator tries to adjust the meaning of the message by considering the nuances and cultural context, without losing faithfulness to the message content. The word-for-word translation method appeared 6 times (17.1%), showing the translator's effort to convey the meaning precisely by maintaining the original structure and meaning elements, although sometimes sacrificing the natural aspects in the target language. As faithful translation, it is the least frequently used method, only 5 times (14.3%), which shows that this method is only applied to simple dialogs that allow direct translation without causing distortion of meaning.

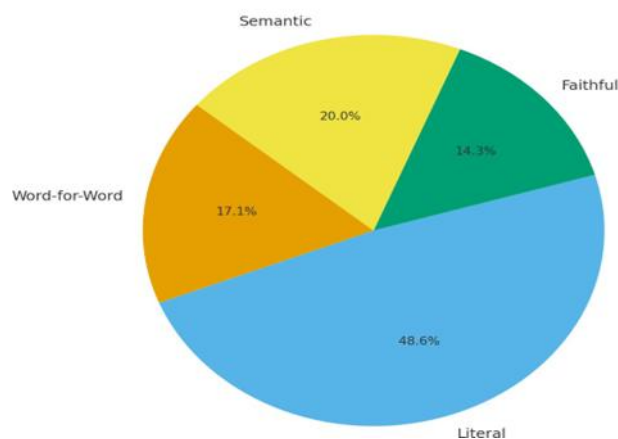
This finding indicates that translators mostly use methods that balance between fidelity to the source text and readability in the target language. Overall, the application of the methods in Newmark's SL Emphasis shows the translator's flexibility in adjusting the translation strategy based on the needs of the dialog and film context. From the analysis of the data above, it can be seen that the situational context in the film *Peter Rabbit* (2018) contributes significantly to the narrative structure and character dynamics. Situational context refers to the time, place, and social conditions that influence the interactions between characters and the course of the story. In this film, the setting of a small village is the center of various conflicts and changes in relationships between human and animal characters. The *Peter Rabbit* film shows how a small conflict that arises from an everyday situation (a garden dispute) can develop into a more complex issue, but also provides space for reflection, change, and reconciliation. The dynamic situational context becomes an effective means of conveying messages about empathy, compromise, and coexistence between humans and nature.

## **Discussion**

Based on the analysis of 35 dialogue data in *Peter Rabbit* film, it is found that the four source language-oriented translation methods have been applied with varying frequencies. The distribution of the number of data based on the translation methods is as follows: Literal Translation with 17 (seventeen) data, Semantic Translation with 7 (seven) data, Word for word with 6 (six) data, and Faithful Translation with 5 (five) data. Domination of Literal Translation Method Literal translation method is the most frequently used method in the translation process of *Peter Rabbit* film subtitles. This dominance shows the translator's tendency to maintain the sentence structure and lexical choices of the source language as far as possible, while still paying attention to readability and clarity in the target language. This method is considered efficient for the subtitle context because it can maintain meaning and form concisely and accurately. Use of Semantic Translation for Nuances of Meaning The semantic translation method is widely used when the dialog contains idioms, cultural expressions, or nuances of meaning that cannot be directly translated literally. With 7 (seven) data belonging to this category, it can be seen that the translators try to adjust the cultural context and emotions conveyed in the conversation, so that it can still be understood by the Indonesian audience without losing the original meaning. The word-for-word translation method was only used in 6 (six) instances. This shows that the translator did not strictly translate word for word, but rather adapted to the context of the sentence and the situation in the film. The limitations of this method can be seen in the cultural and grammatical inconsistencies, so its use is limited to very favorable conditions. Faithful Translation for Conceptual Fidelity total of 5 (five) data shows the use of the faithful translation method,

which maintains the meaning and structure as close as possible to the source text. This reflects the translator's effort in maintaining fidelity to the original message, especially in dialogue passages that have important narrative or ideological value. Although readability is sometimes slightly sacrificed, this method is still used to ensure accuracy.

Distribution of Translation Methods in Peter Rabbit Film (2018)



**Figure 1. Pie Chart Showing the Distribution of Translations Methods in Peter Rabbit Film**

To provide a clearer picture of the distribution of translation methods used in the subtitles of Peter Rabbit, the following pie chart shows the percentage of each method from the total 35 data analyzed. From the visualization, it describes that Literal Translation dominates the use of translation methods with a percentage of 48.6% (17 data). It is followed by Semantic at 20.0% (7 data), Word-for-word Translation at 17.1% (6 data), and faithful Translation as the least used method at 14.3% (5 data). The dominance of literal translation shows the tendency of translators to maintain the sentence structure and meaning of the original directly, but still within the limit of Indonesian readability. This visualization reinforces the finding that literal translation method is the most effective and dominant strategy in the context of film subtitles that demand clarity and accuracy of information in a short time.

## CONCLUSION

Based on the results and analysis and discussion in the previous chapter, the following conclusion can be drawn:

1. Based on the analysis of 35 selected dialogue data from the Indonesian subtitles of the *Peter Rabbit* film, it was found that the translator employed four translation methods categorized under Source Language Emphasis as proposed by Newmark, namely word-for-word, literal, faithful, and semantic translation. Each method was used selectively, depending on the contextual demands and communicative purposes of the dialogue being translated. The word-for-word method was applied in short and simple dialogues that allowed for a direct, word-by-word transfer. The faithful and semantic methods were used in cases where the meaning conveyed was more complex or context-dependent, thus requiring precision or flexibility in preserving the meaning and nuance of the source language. The literal translation method was used in many instances where the sentence structure of the source language could still be applied in the target language without compromising meaning or readability. The variety of methods used indicates that the translator carefully considered linguistic factors, context, and audience in selecting the appropriate translation strategy.

2. Among the four methods identified, the findings show that literal translation was the most dominant method used in the subtitle translation of *Peter Rabbit*. The majority of the analyzed data were categorized as literal translations, where the translator transferred the meaning from the source language to the target language while maintaining similar grammatical structure and lexical choices, yet ensuring that the translation remained understandable for Indonesian viewers. This dominance of the literal method reflects the translator's tendency to remain faithful to the form and content of the source text while still paying attention to the readability and naturalness in the target language. This approach is highly appropriate in the context of a children's film like *Peter Rabbit*, which employs simple, direct language with minimal idioms or culturally bound references that would require complex adaptation. Therefore, the application of the literal translation method in this film's subtitles is considered both effective and well-targeted.

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