

## TRANSLATION ANALYSIS OF SLANG WORDS SUBTITLES IN NETFLIX SERIES “NARCOS SEASON 3”

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### Abstract

This research aimed to analyze slang words translation techniques in the dialogue of the series “Narcos Season 3” subtitled by a professional (Netflix). This research used a qualitative research method by applying a case study design. This research used document analysis (subtitle). The data were analyzed by using the theory from Molina and Albir (2002). The result showed that 132 data were taken from the series. Based on the findings, there were 9 types of translation techniques used, namely, Established Equivalence, Borrowing, Particularization, Reduction, Linguistic Compression, Generalization, Description, Modulation, and Calque. The result showed that 132 data slang words were identified. Ninety slang in word form, 33 in phrase form, and 9 in clause form. The researchers found that the translator used more than one translation technique to translate the utterances. In this research, the researchers grouped the data into single, duplet, and triplet. Based on the findings, the researchers noted there were 110 (83,33%) that were classified as single translation techniques (using only one translation technique), 19 (14,39%) that were classified as duplet translation techniques (using two translation techniques), and 3 (2,27%) which were classified as triplet translation techniques (using three translation techniques).

**Keywords:** Translation techniques, slang words, movie.

### INTRODUCTION

Translation is a transformation of written text from the source language (SL) into the target language (TL). According to Newmark, (1988), translation is rendering the meaning of content into another language in the way that writer expects the content. On the other hand, Talabeygi, (2023) reveals that ‘Translation is the process of transferring a message from source language (SL) into target language (TL)’. The translation process not only carries out the substance of words from one language to another, but also includes the transfer of meaning, message, and purpose from the original text to the translated text. Translation techniques refer to the different methods translators utilize to relay the meaning of a source language in the target language. These techniques are used based on the context, and content, and focus on the translation. Molina & Albir, (2002) say there are 18 different techniques used in translation, including Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive Creation, Established Equivalence, Generalization, Linguistic Amplification, Linguistic Compression, Literal Translation, Modulation,

Particularization, Reduction, Substitution, Transposition, and Variation. The Translation uses two types of translation namely oral and written translation

A subtitle is translated text displayed in a language different from the original language of a show, movie, or video. Subtitles are an important part of the movie. According to Pahamzah & Syariifah, (2019), a subtitle is a textual interpretation of the spoken sound in the movie, it will alter if the dialogue between the film's characters changes. Kuswardani & Septiani, (2020) mention that Subtitles in movies help viewers to know the information and follow the story. Subtitles are texts translated from one language to another, to convey what a character or speaker is saying in a particular context.

Slang is linguistic inventiveness shaped by cultural influences. Mashhady and Pourgalavi, (2013) reveal that Slang can be classified into two categories. The first is general slang, that is used to defy social norms and is not limited to any particular group. The second is specific slang that is usually used by people of similar age and experience, such as slang from teenagers. In addition, Habibiloyevna, (2021) states that Slang words are an informal language commonly used by young people to communicate with another person. This means that slang is a language variation that is used by a tiny and limited group, and it should not be known by other groups. Not everyone can understand or use slang in everyday communication because slang is more associated with the language of a specific community. Slang words are not only used in real life but it can be found in movies.

In this research, the researchers chose a series titled "Narcos Season 3." This research aims to analyze the translation process, particularly in the context of slang words. It involves understanding the choice of words and translation techniques used in translating slang words from the original language (English) into the target language (Indonesian). The selection of slang words as the research object indicates the desire to identify how the technique for translating slang words from the source language to the target language. Slang is often a challenging aspect of language to translate due to its unique and contextual nuances.

## **METHOD**

This study employs a qualitative approach to gain in-depth insights into the phenomena under investigation. This research uses a case study approach to investigate the difficulties that often arise in translation. According to Cresswell (1991), Case studies are a type of inquiry where the researchers delve deeply into a particular phenomenon, event, activity, or person. The researchers



used qualitative data analysis with a case study approach to describe and analyze the Translation Technique of Slang Words in the subtitle of the Netflix series “Narcos season 3”. Then, the data were classified into ten categories: Established Equivalence, Naturalization Borrowing, Pure Borrowing, Particularization, Reduction, Linguistic Compression, Generalization, Description, Modulation, and Calque.

## FINDINGS AND DISCUSSION

The result shows from 132 data slang words were identified. There were ninety slang in word form 33 slang in phrase form, and 9 in clause form. The researchers found that the translator used more than one translation technique in translating the utterances. Based on the findings, the researchers noted there were 110 (83,33%) that are classified as single translation techniques (using only one translation technique), 19 (14,39%) that are classified as duplet translation techniques (using two translation techniques), and 3 (2,27%) which are classified as triplet translation techniques (using three translation techniques).

### Single

A single grouping of translation techniques, out of 18 translation techniques only 10 translation techniques were found in single grouping translation techniques.

Table 4. 1 Translation Techniques Single Found in Narcos Series Season 3

No	Translation Technique	Number of Data Subtitling	Percentage
1.	Established Equivalence	65	59,09%
2.	Naturalization Borrowing	10	9,09%
3.	Pure Borrowing	12	10,91%
4.	Particularization	2	1,82%
5.	Reduction	6	5,45%
6.	Linguistic Compression	5	4,55%
7.	Generalization	2	1,82%
8.	Description	6	5,45%
9.	Modulation	1	0,91%
10.	Calque	1	0,91%
	Total	110	100%

### Established Equivalence

In this series, the researchers found 65 established equivalent translation techniques. It means to translate the language or slang that had been identified (by the language or dictionary).

SL: Diego dragged his **drunk** ass in at six in the morning.

TL: *Diego pulang dalam keadaan **mabuk** jam enam pagi.*

Drunk in the source language means *mabuk* in the target language. This meaning is common and has definitely been interpreted in the dictionary.

### **Naturalization Borrowing**

The researchers found 10 data on naturalization-borrowing techniques in Narcos Series Season 3.

SL: And **Coke** is still flooding American streets by the ton.

TL: **Kokain** masih membajiri Amerika dalam jumlah besar.

Natural borrowing is where the source language is adjusted to the spelling of the target language, in this example, Coke, which in the target language is called Kokain, there is an adjustment to the spelling of the language from the source language into the target language.

### **Pure Borrowing**

The researchers found that there were 11 data used the pure borrowing technique meaning the translation has not changed at all.

SL: This is a mistake, a **blunder**.

TL: *Ini kesalahan, **blunder**.*

This technique is usually used in cases where the target language does not have an equivalent or exact equivalent, or the word has a unique meaning or concept that is difficult to translate accurately. While the word “blunder” above is translated as “blunder” in the target language.

### **Particularization**

In this technique, the researchers found only two data in this series. Particularization technique that uses concrete and specific terms.

SL: Here you go, **baby**.

TL: *Ini, **Cantik**.*

From the example above a baby usually means “*Bayi*” in the target language, but the translator means “*cantik*” so the researchers interpret more details of the existing target language.

### **Reduction**

In this technique, the researchers found 6 data that use this technique.

SL: **What the fuck** are you doing?

TL: *Apa yang kau lakukan?*

As the sentence above the word “What the fuck are you doing”, and then the “what the fuck” part is omitted and simplified to “*apa yang kau lakukan*” in the target language.

### Linguistic Compression

In linguistic compression, the researchers found 5 dialogues of data that use the technique.

SL: This operation was run by the **Drug Enforcement Administration**

TL: *Operasi ini dijalankan oleh DEA Amerika Serikat.*

In the text above the “Drug Enforcement Administration” is compressed/abbreviated to DEA so that there is no word repetition and has the same meaning.

### Generalization

In generalization, the researchers found 2 data that use this technique.

SL: **What the fuck** is that supposed to mean?

TL: *Apa maksudnya itu?*

As the sentence above “what the fuck” in target language usually called “*apa-apaan*” but in general they are words that are common and easy to understand.

### Description

In the description translation technique, the researchers found 6 phrases of data that use this technique.

SL: You got paramilitary, FARC, **traffickers**, us.

TL: *Kau hadapi paramiliter, FARC, pedagang narkoba, kita.*

In the sentence above the word traffickers describes a human being or a profession which in the target language is “*pedagang narkoba*”

### Modulation

In this technique, the researchers only found just 1 dialogue that used a modulation technique.

SL: And for a long time, **that was cool**.

TL: *Untuk waktu yang lama, itu tak masalah.*

The sentence above, in the source language “that was cool” which means “*itu tak masalah*”, although a more precise translation of this word in the target language might be “*itu keren sekali*”

### Calque

Same for the modulation technique, the researchers just only found 1 dialogue on this technique.

SL: You’re wanted by **the CNP**.

TL: *Kau dicari Kepolisian Kolombia.*

Calque is a word or phrase translated literally from the source language to the target language without regard to the conventional or idiomatic usage of the language. As can be seen from the

sentence above, the word "the CNP" translates thoroughly from every element of the word or phrase directly.

### Duplet

In a duplet grouping of translation techniques, there are 9 translation techniques, and almost all of them were found with various combinations of all types.

Table 2. Translation Techniques Duplet Found in Narcos Series Season 3

No	Translation Technique	Number of Data Subtitling	Percentage
1.	Naturalization Borrowing & Pure Borrowing	6	31,58%
2.	Generalization & Pure Borrowing	1	5,26%
3.	Established Equivalence & Naturalization Borrowing	3	15,79%
4.	Established Equivalence & Pure Borrowing	2	10,53%
5.	Generalization & Established Equivalence	1	5,26%
6.	Reduction & Established Equivalence	3	15,79%
7.	Established Equivalence & Reduction	1	5,26%
8.	Reduction & Pure Borrowing	1	5,26%
9.	Established Equivalence & Linguistic Compression	1	5,26%
Total		19	100%

### Naturalization Borrowing & Pure Borrowing

In Natural Borrowing and Pure Borrowing combination translation techniques, the researchers found 5 data.

SL: The **Cali cartel** came to New York for the **cocaine** market.

TL: *Kartel Cali datang ke New York untuk pasar kokain.*

Based on the sentence above, what is included in naturalization borrowing are the words cartel and cocaine which when translated into the target language become "Kartel" and "Kokain" which occur in a natural way of borrowing words.

### Generalization & Pure Borrowing

In Generalization and Pure Borrowing translation techniques, the researchers only found 1 data that used this combination translation technique.

SL: Even the people working for them didn't know it was **Cali Coke** they were moving.

TL: *Bahkan pegawainya takt ahu mereka salurkan produk Cali.*

Based on the sentence above, Cali is translated using a pure borrowing technique where no changes occur. And the word "Coke" which should mean cocaine in the target language, is translated as "product" which is made into a common word in the target language.

### **Established Equivalence & Naturalization Borrowing**

In Established Equivalence & Naturalization Borrowing there are found 3 data that used this technique.

SL: This wasn't a result of the end of **cocaine trafficking**.

TL: *Ini bukan hasil dari penghentian perdagangan kokaina.*

Based on the sentence above, the word cocaine is translated as "kokaina" which uses the naturalization borrowing technique because it borrows from the source language word naturally. Apart from that, the word "trafficking" in the source language is translated into "*perdagangan*" in the target language by using the established equivalence technique, where the meaning of the word is by the target language.

### **Established Equivalence & Pure Borrowing**

In this combination technique, the researchers only found 2 data that use the established equivalence & Pure Borrowing.

SL: **Cali cops** don't even know we're here.

TL: *Polisi Cali tak tahu kita disini.*

Based on the sentence above, Cali translated uses a pure borrowing technique because there is no change in the translation from SL to TL. The word "cops" is translated as "polisi" in the target language using the established equivalence technique because the meaning is clear in the target language.

### **Generalization & Established Equivalence**

In this combination of translation techniques, the researchers only found 1 data that use generalization and established equivalence.

SL: **Fucking drug dealers** pretending to be stockbrokers.

TL: *Pengedar narkoba berpura-pura menjadi pialang saham.*

Based on the sentence above, "fucking dealers" is translated as "*pengedar*" in target language, because there the word "fucking dealers" is translated into a word that is commonly used in the target language, that is why the translator uses the generalization technique. Meanwhile, the word drug is translated as "*narkoba*" which has a definite meaning in the target language. So, the translator uses the established technique.

### **Reduction & Established Equivalence**

In reduction and established equivalence, the researchers found 3 data that use this combination technique.



SL: **Fucking asshole!**

TL: *Bajingan!*

Based on the word above, the word *fucking* was omitted or not translated by the translator using reduction techniques. while the word *"asshole"* is translated in the target language into *"asshole"* using the established technique because the meaning of the word is in accordance with the target language or is already in the dictionary.

### **Established Equivalence & Reduction**

In established equivalence and reduction, the researchers found just 1 data that used this combination translation technique.

SL: Wonder if he clipped **his old buddy** to take his spot.

TL: *Entah apa dia bunuh temannya.*

Based on the sentence above, the word *"his buddy"* is established equivalence because the meaning is already in the dictionary in target language. And the *"old"* is reduction because the word was omitted or not translated by the translator.

### **Reduction & Pure Borrowing**

In this combination translation technique, the researchers found only 1 data that used the reduction and pure borrowing.

SL: **The CIA.**

TL: **CIA.**

The word *"The CIA"* was used in reduction and pure borrowing, because the word *"the"* is not translated, and then the word *CIA* is still the same or not changed.

### **Established Equivalence & Linguistic Compression**

Like the two translation techniques above, this combination of translation techniques also only found 1 data that used established equivalence and linguistic compression techniques.

SL: In two years, we'll be flooding this **fucking shitty country.**

TL: *Dalam dua tahun, produk kita akan membanjiri negara ini.*

In the sentence above, the word *"country"* is translated as *"negara"* in the target language which the meaning is already in dictionary that's why use established equivalence. And then the word *"fucking shitty"* is used linguistic compression because what was previously 2 words was compressed into 1 word.

### **Triplet**



In a triplet grouping of translation techniques, there are a total of 3 translation techniques, and almost all of them were found with various combinations of all types.

Table 3. Translation Techniques Triplet Found in Narcos Series Season 3

No	Translation Technique	Number of Data Subtitling	Percentage
1.	Linguistic Compression, Established Equivalence, Generalization	1	33,33%
2.	Pure Borrowing, Reduction, Established Equivalence	1	33,33%
3.	Reduction, Naturalization Borrowing, Pure Borrowing	1	33,33%
	Total	3	100%

### Linguistic Compression, Established Equivalence, Generalization

In these three combinations of translation techniques, only 1 data was found that use linguistic compression, established equivalence, and generalization.

SL: And the fact that they helped us bring him down **didn't mean shit**.

TL: *Fakta mereka membantu kami menjatuhkan Pablo tak berarti apa-apa.*

The word “didn’t” is linguistic compression because it should “did not” word compression has occurred and in target language was translated as “tak” it should “tidak”. And word “mean” is translated as “berarti” which the meaning is already in the dictionary in the target language that’s why use established equivalence. Meanwhile, the word “shit” is translated as “apa-apa” in target language which are used as common words in the target language use generalization technique.

### Pure Borrowing, Reduction, Established Equivalence

In these three combinations of translation techniques, only found 1 data which uses linguistic compression, established equivalence, and generalization.

SL: - **CIA**

- **Oh, shit.** Fuck, no.

TL: - **CIA?**

- *Sial. Tentu tidak.*

From the text above, the word CIA is using pure borrowing technique because there is no change at all. And the “Oh” is reduction because the word “oh” in the target language is not translated or omitted. And last, the word “shit” is translated as “sial” in target language, so the translator uses established equivalence technique because the meaning already in dictionary and have been clear in target language.

### **Reduction, Naturalization Borrowing, Pure Borrowing**

In these three combinations of translation techniques, it is also the same as the two combinations translation techniques above, namely that only 1 data is found.

SL: **The Cali Cartel** had effectively taken much of the Colombian National Police force.

TL: *Kartel Cali mengambil alih Polisi Nasional Kolombia secara efektif.*

Based on the text above, the word “the” is not translated into the target language therefore reduction technique is used. the word “Cartel” is using naturalization borrowing because cartel in target language is *kartel* there is only a change in 1 letter, and it is borrowed from the source language. And last, the word “Cali” is using pure borrowing because there is no change at all.

Molina and Albir (2002) define that translation technique as a product of the translator judgment, whose legitimacy is determined by context, audience expectations and translation goals. It means that translation technique is a result of translation with the aim that audience will understand the meaning. Slang words in this data are classified based on the types of translation techniques proposed by Molina and Albir (2002). Based on the result, the slang words obtained were divided into 2 slangs, namely general slang and slang related to drugs. As a result, there are more general slang (59,09%) and drug-related slang (40,91%). The results show that in single grouping the most common translation technique is established equivalence and the translation technique that is more widely used in this series, namely established equivalence (65 out of 110) 59,09%, and the least is modulation and calque (1 out of 32) 0,91%. In duplet grouping the most dominant is naturalization borrowing and pure borrowing (6 out of 19) 31,58%. And for triplet grouping, there are 3 data, all three are the same, and there is only 1 data 33,33%.

After being analyzed, the researchers found several findings. First, the subtitles in the series Narcos Season 3 contain 102 slang words that were translated and 30 slangs that were not translated. The borrowing technique was found to be untranslated in this research. This is a result of the slang having no accurate translation in Indonesian. Furthermore, there are no such codes in the Indonesian drugs circle. According to Molina and Albir (2002), borrowing is a type of translation that takes a word or expression straight from another language. It can be pure (without any change). Therefore, the translation in the subtitle of the series Narcos Season 3 is taken entirely from the original word in the Source Language.

### **CONCLUSION**

Based on the research results, it can be concluded that the most dominant translation technique is established equivalence because the translator is guided by the meaning that is already clear in the target language, and in the dictionary. This research shows that English to Indonesian translation is a complex process and requires high skills in various aspects.

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