The Impact of Translation Techniques on The Translation Quality in The White Lady's Subtitle

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ABSTRACT

This study aimed to find out the impact of the translation techniques used by the translator in The White Lady's subtitles of Pamali: Indonesian Folklore Horror Game. This study applied descriptive qualitative method. The data in this study were obtained through document analysis and Focus Group Discussion (FGD). The theory of translation techniques used for analysing the technique in this study was proposed by Molina and Albir (2002). This research also assessed the translation quality by using the model of Translation Quality Assessment proposed by Nababan, et al (2012). The translation quality and the assessment were done through FGD with three raters. The result showed that there were 18 techniques applied in the subtitle. This study found that established equivalent affected the translation quality in positive way. Meanwhile, deletion technique gave the bad impact on all aspects of translation quality. This study also discovered the technique namely variant borrowing that was found by Dyah (2019). The average score of accuracy, acceptability, and readability respectively was 2,94, 2,96, and 2,97. Therefore, the score of the translation quality was high with 2.95 of 3.

1. INTRODUCTION

In this modern era, there are many amusing products using technology such as audio books, web-comics, and video games. Different from the other two that can be enjoyed by listening or reading, video game makes the players go into it. It is a kind of computer-based entertainment software containing images, text, and audio and the players are able to interact with the assets in the game. Video game has been introduced since Steeve Russel and Martin Greetz found the first video game named Spacrewar! in 1962. The game industry was increasing in 1970s (Mangiron &9 O'Hagan, 2006) and it still is. At the first time when the first video game was launched, it could only be played on computer. However, nowadays, video games can be played not only on computer, but also on smartphone. It makes the competition between the developers increase and they should be more creative.

As the time went by, video game develops. It has many genres to choose, such as RPG. RPG (Role-Playing Game) is a genre of video game that requires the players to do things and take part in the story within the game. Therefore, RPGs might contain the cultural issues, habit of society, or historical aspects of a country in them.

In Indonesia, game developers try to bring the Indonesian games worldwide. One of the efforts they do is selling games through Steam. Mostly, Steam users come from other countries. Hence, many video games sold in Steam are available in English. One of Indonesian game offered to purchase in Steam is Pamali: Indonesian Folklore Horror Game made by StoryTale Studios in Bandung. This game is a narrative horror game based on the Indonesian daily life and Indonesian society. The subtitle is available in Indonesian, English, and Chinese. Through this game, the players are able to interact with the mystical objects and experience the Indonesian myth, taboo, and culture. It was released on December 28th, 2019 and it has four sequels namely The White Lady, The of the players. Based on Steam, 87% of 362 users give many positive reviews. The users can come from other countries. Considering that this game brings the Indonesian society and the story worldwide, the users may not understand the language used in the video game, unless the contents are translated into English as the international language that is commonly used in video games. Therefore, translation has an important role to transfer what the developer wants to deliver to the users.

The branch of the translation studies involved in translating game is called localization, particularly video game translation. Video game translation includes dubbing and subtitling as the practices used in translating game

(Mangiron, 2013). Subtitling in video game is different from the practice of subtitling in other media since game subtitling should be made at the design stage and programmed individually for each game (Mangiron, 2013). Moreover, Bernal (2006) and O'Hagan (2009) state that the game translation prioritizes the game experience to bear in mind when adapting the game. Although it prioritizes the game experience, Mangiron (2013) adds that the language used in the game should be natural and idiomatic. Regarding to the explanations above, the level of accuracy of the translation of the game can be compromized as long as the translation is able to bring the game atmosphere to the players and it sounds natural and idiomatic in the target language.

Thus, translating Indonesian game, The White Lady of Pamali: Indonesian Folklore Horror Game, into English are not easy since both Indonesian and English have different cultures and different language systems. The study is hence focussed on the game subtitle since the subtitle of this game brings the storyline to the players. It aims to find out how the translation techniques applied by the translator affect the translation quality in terms of accuracy, acceptability and readability.

2. METHODS

This study is product-oriented research. Nababan (2007) states that translation research can be classified as product-oriented research given it focusses on translation product. The current study focussed on the subtitle of The White Lady from Pamali: Indonesian Folklore Horror Game. In addition, this study is descriptive qualitative research. As stated by Moleong (2001), the data collected in the qualitative research are in the forms of written and spoken materials from the people and their behaviour. Generally, qualitative research analyses non-numerical data (Subroto, 2007). The numbers (scores) involved in this research are used for the purpose of facilitating the evaluation of the translation quality. Besides, this study applies the descriptive method since the data need to be described descriptively. The findings of this study are described in words and supported by the data presented in tables. According to Surakhmad (1994), the techniques used in descriptive method before drawing the conclusion are searching, collecting, classifying, and interpreting the data. Therefore, the data investigated in this study were collected from The White Lady, classified, and interpreted to be used for drawing conclusion. As Sutopo (2002) has explained, a study can be designed as single-embedded case study if it only focuses on one particular case. Since this study focuses on one case, it is classified into this type of study.

The source of data in this study was selected purposively. Therefore, this study applies purposive sampling technique. It uses document and informant as the sources of data. The followings are the considerations in selecting The White Lady of Pamali: Indonesian Folklore Horror Game as the source of data: a) it is available on Steam, b) it uses Indonesian as source language and English as the target language, c) it brings the Indonesian culture and society as the main story, d) The audio should be in Indonesian. Meanwhile, the criteria to choose the raters as the informant are mastering both Indonesian language and English, having good knowledge of translation theory, and willing to be involved in the study.

In collecting the data, this research applied two kinds of data collection method, namely content analysis and Focus Group Discussion. The content analysis was used to collect the data from the document. It was done by; a) playing The White Lady from Pamali: Indonesian Folklore Horror Game, b) recording the gameplay, c) taking the screenshots from the gameplay that contains both Indonesian and English subtitles, and d) giving number to each datum. Meanwhile, the translation data were collected by conducting focus group discussion (FGD) with three raters including the researcher. In FGD. The raters identified the translation techniques applied in the subtitles and assessed the translation quality.

In the data analysis, the data analysis technique proposed by Spradley (1997) was applied. The stages in the data analysis contain domain analysis, taxonomic analysis, componential analysis, and culture-theme analysis. The domain analysis is the one in which the data in the form of utterances were collected. The data were taken from both Indonesian and English subtitles appearing on the screen. After the data were collected, they were categorized by applying taxonomic analysis. According to Santosa (2012), this step separates the data into groups based on the categories in reality. In analysing the data, the first step was analysing the translation techniques. This study applied translation technique theory proposed by Molina and Albir (2002). This theory was applied by considering that the data are micro units of translation. The translation techniques used to translate a datum can be more than one. Subsequently, the study assessed the translation quality using the Translation Quality Assessment model proposed by Nababan, Nuraeni, and Sumardiono (2012). After the translation techniques and the translation quality were analysed, the results were all put together in the componential analysis table. Then, the cultural-theme analysis linked the translation data from the componential analysis table to the characteristic of The White Lady from Pamali: Indonesian Folklore Horror Game.

3. RESULT AND DISCUSSION

3.1. Result

The result of this study found 153 data that were collected through the content analysis. Meanwhile through FGD, this study discovered 18 translation techniques were applied in the subtitle of The White Lady from Pamali: Indonesian Folklore Horror Game. The translation techniques identified in this study are covered in the theory proposed by Molina and Albir (2002). Besides, based on the findings, some of the techniques are covered in different theories. This happens since the data have similar characteristics to the translation units reviewed in Molina and Albir's theory. Other related techniques from the theories of other experts can be used in analysing the translation techniques. Nevertheless, the concepts underlying these techniques are already comprised in Molina and Albir's theory. The results are described descriptively. Below is Table 1 that shows the translation techniques.

3.2. Discussion

Table 1. The translation techniques applied in The White Lady's subtitles

No	Translation Techniques	Frequency	(%)
1	Established Equivalent	364	62,43
2	Explicitation	56	9,60
3	Implicitation	47	8.06
4	Modulation	37	6.34
5	Paraphrase	18	3.08
6	Transposition	16	2.74
7	Compensation	13	2.22
8	Pure Borrowing	8	1.37
9	Reduction	5	0.85
10	Generalization	4	0.68
11	Particularization	4	0.68
12	Variant Borrowing	2	0.34
13	Discursive Creation	2	0.34
14	Addition	2	0.34
15	Literal Translation	2	0.34
16	Deletion	1	0.17
17	Adaptation	1	0.17
18	Linguistic Compression	1	0.17
	Total	583	

Besides, this research also studies the translation quality by using the Translation Quality Assessment proposed by Nababan, Nuraeni, and Sumardiono (2012) in terms of accuracy, acceptability, and readability. Based on the accuracy, data are classified into three. They are accurate, less accurate, and inaccurate. A translation is accurate if the message is not distorted. The less accurate translation is a translation that delivers the most of the message but part(s) of a source text expression is/are not conveyed in the target text. Therefore, the message of the expression is not completely delivered. Inaccurate translation occurs if the message of the source text is at any rate not delivered in the target text. In addition, data are classified into three based on acceptability. They are acceptable, less acceptable, and unacceptable. A translation is acceptable if it sounds natural and conforms to the grammatical rules and the culture of the target language. Meanwhile, a translation less acceptable if it sounds natural but there are the terms that are considered unfamiliar or alien to the target readers. In addition, unacceptable translation is a translation which sounds completely strange to the target readers. The translation does not follow the grammatical rules and cultural norms of the target readers. Nababan, Nuraeni, and Sumardiono (2012) classify the level of readability into three; high, medium, and low. The readability of a translation is high if the target readers

understand the translation easily. Moreover, the readability of a translation is medium if the target readers understand the translation by reading it more than one. Lastly, a translation is low on the level of readability if it is hardly or not understood at all by the target readers. The results of the evaluation of translation quality of The White Lady's subtitles of Pamali: Indonesian Horror Folklore are shown on the pie diagrams in the following sections.

Figure 1. The accuracy of The White Lady's subtitles of Pamali: Indonesian Horror Folklore.


Figure 1 represents the numbers of the accurate, less accurate, and inaccurate subtitles in this game were. This analysis shows that 96% or 146 data are accurate. Furthermore, 3% or five data are less accurate and 1 % or two data are inaccurate.

Figure 2. The acceptability of The White Lady's subtitles of Pamali: Indonesian Horror Folklore.

As can be seen on the Figure 2, the analysis shows that 96% or 148 data are acceptable, 3% or four data are less acceptable, and 1% or one datum is unacceptable.

Figure 3. The readability of The White Lady's subtitles of Pamali: Indonesian Horror Folklore.
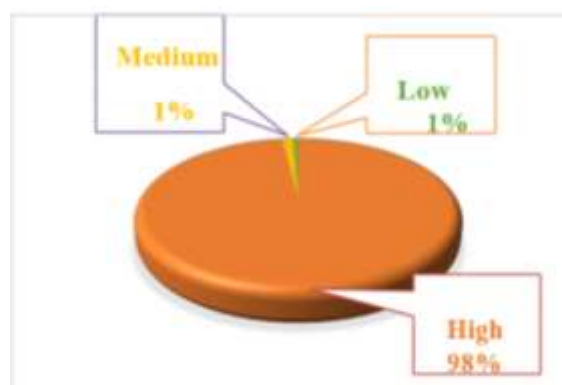
Besides, the readability of this game subtitles is presented on the Figure 3. It is identified that 98% or 150 data are high in terms of readability level, 1% or two data have medium level, and 1% or one datum was low.

The average score of each aspect of the translation quality in terms of accuracy, acceptability, and readability respectively is 2.94, 2.96, and 2.97 out of 3. From the average scores, the final score of translation quality assessment of this subtitle is 2.95. It means that the quality of the translation of The White Lady,s subtitles is high.

The translation quality can be high or low because of the use of the translation techniques. The following explanations show how the translation techniques affect the translation quality.

As can be seen in the table 1, the most frequently used translation technique is established equivalent with 62,43%. It was used 364 times. Molina and Albir (2002) has stated that established equivalent is a technique that uses the term or expression that is recognized by dictionaries and equivalent in the target text. The application of established equivalent contributes positively to the overall translation quality. The use of established equivalent found through this research gives the positive effect on the translation quality in terms of accuracy, acceptability and readability. The examples below are the examples of the use of established equivalent found in the subtitles.

ST: **_Halo_** _Pak Jaka, bagaimana pak sehat_? (Datum 003)

TT: **Hello**, Mr. Jaka, how are you?

The word halo in Indonesian language is used to greet someone. In KBBI (Kamus Besar Bahasa Indonesia), halo can be used to start a conversation when telephoning someone. It is similar to hello in English according to the Oxford dictionary. Since the definition can be found in the dictionaries, the technique applied in this datum is identified as established equivalent. The explanation proves that the term is translated equivalently in the target language. Therefore, this technique contributes positively to the translation quality in terms of accuracy, acceptability, and readability.

The second technique that is mostly used in the subtitles is explicitation. This technique is used 56 times with 9,60%. Explicitation is the technique proposed by Vinay and Darbelnet (1958) and it is included into amplification technique proposed by Molina and Albir's theory. Amplification technique proposed by Molina and Albir (2002) is the technique that adds the detail or information in the target text. It can clarify something and it can increase the readability level in order to make translation easier to be understood by the target readers. A little bit different, explicitation technique listed in Vinay and Darbelnet's (1958) theory is the technique introducing the information that is implicitly presented in the source text. It can be derived from the context or the situation. Since it functions to make implicit information in the source text explicit in the target text, the use of this technique in the translation of the studied subtitles gives the positive impact on the translation quality. Here is an example of the data using implication.

ST: _Wah sepertinya sih sekitar tiga atau empat hari, bu._ (Datum No. 015)

TT: I think **I need** 3 to 4 days, Ma'am.

The construction in bold in the target text shows the application of explicitation. As what can be seen in the source text, there is no subject there but the message is it is Jaka who needs three up to four days. Moreover, the translator added I need in the target text. The subject I referred to Jaka. Based on the explanation, explicitation used in this subtitle does not cause any harm to the translation quality especially the accuracy since this technique discloses the implicit information in the translation.

The other technique identified from the examination of the data is implication. Vinay and Darbelnet (1995) have defined implication technique as a stylistic translation technique which consists of making what is explicit in the source language to be implicit in the target language. Although this technique is not originally formulated by Molina and Albir, it is considered as a form of reduction. The technique is used 47 times throughout the source of data. The example below represents the use of implication.

ST: _Baik, **bu**, terimakasih._ (Datum No. 017)

TT: Okay. Thank you.

As what can be seen in the target text, the part in bold in the source text is not reproduced in the target text. The word bu in Indonesian is an address form for adult woman in order to honour her. Based on the context in the game, it is uttered by Jaka. The situation is Jaka talking to a woman running a business of selling his house. The use of the address form bu is not replicated in the target language because the target players are able to guess to whom Jaka is talking to from the audio component that is voiced by the female narrator. Although no address form can be found in the target text, there is no negative impact on the translation quality since it is in accordance with the statement of Vinay and Dalbernet (1995) saying that implication technique is applied to make something explicit in source text become concealed in target text due to the stylistic issue. Hence, this technique does not affect the translation quality in terms of accuracy, acceptability, and readability.

Modulation technique is also applied in the translation of the subtitles. Molina and Albir (2002), modulation change the point of view, focus or cognitive category in relation to the source text and it can be lexical or structural. Modulation technique was used 37 times. The example below is the use of modulation technique in the investigated data.

ST: **Harus diperbaiki*.)* (Datum No.030)

TT: **I need to fix this**.)

This subtitle can be seen when the players click the broken clock in Jaka's house. It is uttered by Jaka himself. As what can be seen in the source text, the Indonesian subtitle is constructed in passive voice. It is indicated by the use of prefix di- in the word diperbaiki. Passive voice in Indonesian language uses prefix di- before the verb and Indonesians tend to use passive form. Meanwhile in the target text, the message of the original expression is conveyed in active voice. Different from Indonesian language, English tends to use active voice rather than passive voice. Since the passive voice form in source text is changed into active voice in target text, the technique used in translating the subtitle is identified as modulation. Even though, modulation technique applied in this datum changed the point of view, it does not cause any lessening in terms of translation quality, especially the accuracy. Based on what is in the source text, actually Jaka wants to fix the clock. Moreover, the change does not affect the accuracy negatively because who wants to fix what object is already clear. Therefore, the subtitle is accurate, acceptable, and readable.

The next technique applied in the subtitles is paraphrase. Paraphrase is proposed by Newmark (1988) that is classified under amplification category in Molina and Albir's theory. Newmark (1988) labels paraphrase as a procedure but the application in this study has similar function to a technique in Molina and Albir's model. As amplification functions to add detail or information that is not stated in the source text, paraphrase delivers the transferred meaning in different way. In line with Newmark, Danielsson (2007) adds that paraphrase retells the idea of the source language with the different style in the target language. This technique is applied 18 times. The example below represents the data applying paraphrase.

ST: *Jangan dulu, Jak.* (Datum No. 117)

TT: Jaka, **you can't go home now.**

The construction in bold shows the application of paraphrase. Based on the context in the game, the speaker, Rika intends to remind Jaka that he still has an unfinished deed that should be accomplished. Rika does it because Jaka states that he is scared of the paranormal activity happening in his old house. His fear makes him want to go home, but Rika reminds Jaka that he cannot go home before everything is done. In the source text, Rika does not use complete expression by saying jangan dulu. As what can be seen from the target language utterance, the translator translates the original statement in a different way by using the statement you can't go home now. The translation communicates what Rika wants to say to Jaka. The function of jangan dulu, Jak is to make Jaka stay there and he cannot go home. Paraphrase is used to translate jangan dulu into you can't go home now. The use of paraphrase technique in this datum does not produce bad impact on the translation quality in terms of accuracy, acceptability, and readability.

This study also identifies that transposition is also applied in the subtitles. Molina and Albir (2002) have characterized transposition as a technique changing the grammatical category such as verb into adverb, word into phrase, and so on. The use of this technique is used 16 times. An example is provided below.

ST: Rumah ini memang **milik** saya. (Datum No. 042)

TT: This house **belongs** to me.

The word in bold shows the use of transposition technique identified in the data. The transposition shown in the example changes word class from noun into verb. According to KBBI (Kamus Besar Bahasa Indonesia) the word milik is classified into noun. Meanwhile, the word belong is an intransitive verb that needs to as the preposition. In addition, since the subject is singular and the statement contains a fact, the verb belong should be formed in present verb into belongs. As explained before, the application of this technique does not give the bad impact on the translation quality in terms of accuracy, acceptability, and readability since it accurately deliveres the message, conforms to the grammatical rules of the target text, and it is easy to be understood by the target readers.

Based on the analysis, the translation of the data also includes the use of compensation technique. Molina and Albir (2002) state that compensation is used to introduce a source text element of information or stylistic effect in another place in the target text because it cannot be reflected in the same place as in the source text. There are 13 compensation techniques applied in the translation of 153 data. The example below shows the use of compensation technique found in the data.

ST: Hari ini agenda kamu **apa**? (Datum No.054)

TT: **What's** your agenda for today?

As can be seen in the source text and the target text, the question word from the source text is moved to the beginning of the sentence in the target language. In Indonesian language, it is common to put question word at the beginning of a sentence or at the end of a sentence. Meanwhile in English, the question words are mostly placed at the beginning of a sentence. The English subtitle will be not fully acceptable if the question word is placed as it is placed in the source text. Seeing its characteristic, the technique applied in this subtitle is compensation. From the explanation, the use of compensation technique in this datum does not cause any bad effect on the translation quality especially the acceptability. It is in accordance with Molina and Albir's statement saying that this technique is applied because a term or word cannot be placed in the same place as the source text due to the stylistic effect.

The next translation technique proposed by Molina and Albir (2002) found in this study is pure borrowing technique. According to them, pure borrowing technique is a technique that takes terms or expressions directy from the source language. Pure borrowing technique is used 8 times. The example below is the example of the data that apply this technique.

ST: ***Jurig** board memberikan hasil dari riset-risetmu.* (Datum No. 001)

TT: The **Jurig** board represents the results of your researches.

Jurig is a cultural term that refers to one of the ghosts in Sundanese culture. The term jurig is borrowed in the target language. That is why the technique applied in this subtitle is classified as pure borrowing technique. The use of pure borrowing technique negatively affects the acceptability and readability of the translation. It lowers the level of acceptability since it uses cultural term of the source language that is uncommon for the target readers. Since it is uncommon for the target readers, the level of readability potentially decreases. The target readers are not likely to understand what Jurig is. It is in accordance with the statement of Nababan (1999) about the factors that affect the readability. He said that readability can dwindle because of the use of new words. Jurig in this datum is a new word since it is a cultural term deriving from Sundanese language.

Furthermore, reduction is also found in this study. Reduction suppresses information item stated in the source text without reducing the meaning or message (Molina and Albir, 2002). It is found that this technique is used five times. The example below exemplifies the use of reduction in the data.

ST: **Wah** sepertinya sih sekitar tiga atau empat hari, bu (Datum No. 015)

TT: I think I need 3 to 4 days, Ma'am.

The translation of the word wah in the source text cannot be found in the target text. Actually, the word wah based on the context in this game communicates expression of uncertainty from Jaka when the woman asks him about the exact time he needs to clean his house. The technique suppresses partial information in the source text. That is why the technique used in translating this source text is categorized into reduction. The application of reduction in this datum reduces the level of accuracy of this subtitle since it does not include the translation the expression "wah". The message is successfully transferred except the expression. Even so, this technique does not affect the acceptability and readability.

The following technique found through this study is generalization. Molina and Albir (2002) have defined that this technique is applied by replacing a term or expression of the source language with a more general or neutral term in the target language. It is identified that generalization technique is applied four times.

ST: Halo Pak Jaka, **bagaimana pak sehat**? (Datum No. 003)

TT: Hello, Mr. Jaka, **how are you**?

This example is part of a dialogue when Jaka is doing telephone conversation with a broker. The expression bagaimana pak sehat? is to ask the condition of the hearer. Based on the situation, this expression is classified into greetings. In Indonesian culture, it is common to use the word sehat that refers to someone's condition whether he or she is healthy or not. Therefore, this is the specific word that the response can be either sehat (healthy) or not. The translation indicates that the translator uses a more general expression in the target language. How are you? is a greeting commonly used in English. This expression is more neutral and general compared to bagaimana pak sehat? since it is not concerning any specific condition as in the source text. That is why it is identified as the application of generalization. Based on the explanation, the use of this technique does not lower the level of translation quality of the subtitle.

In addition to generalization, this study notices the use of particularization. Like generalization, the analysis reveals that particularization is used four times. According to Molina and Albir (2002), particularization is used to translate a term in the source language into a more specific term in the target language. The example below is an example of a datum applying the particularization.

ST: (**Kue** lebaran dua tahun yang lalu.) (Datum No. 076)

TT: (**Cookies** from Eid Al-Fitr two years ago.)

The word kue in Indonesian is so general and it has many variations based on how it is made. As what can be seen in the source text, kue lebaran is usually kue kering (cookies). The translator translates it into a moe specific term by translating it into cookies. Based on the explanation, the technique applied in translating the word kue is particularization. Since kue in the context refers to cookies, the translation quality of this subtitle was not negatively affected by this technique.

The next technique is a technique listed in Dyah (2019) namely variant borrowing technique. Variant borrowing is a technique that is used to translate back the term originating from the target language into the target text. This research discovers that variant borrowing technique is used twice. The example below exemplifies the use of variant borrowing technique in a datum. From the explanation, it can be concluded that the use of this technique did not give the negative effect to the translation quality of this subtitle.

ST: *Jurig **Board** memberikan hasil dari riset-risetmu.* (Datum No. 001)

TT: The Jurig **Board** represents the results of your researches.

The word in bold part of the source text is a term coming from the target language. The word Board here is bound together with jurig. Based on the context, Jurig Board is the name to refer to a board that shows the items that players get. The word board originates from English as the target language and the translator uses it over in the target language. It is why the technique applied in translating the word board is variant borrowing. The variant borrowing applied in this datum does not give any bad impact on the translation quality in terms of accuracy, acceptability, and readability.

Based on the findings presented in Table 1, discursive creation technique is used twice. Molina and Albir (2002) have explained that this technique uses terms that are out of the original context. The following example represent the data that used the discursive creation technique.

ST: **Kamu pasti bisa, Jak.** (Datum No.124)

TT:**Ahh, Okay, okay**

The datum above shows that it applies the discursive technique that made the message not well-transferred. The translation has no sense and is out of context. The previous datum (datum no.123) is articulated to ask Jaka to finish his business there and it is spoken by Rika. This utterance is also spoken by her, but instead of translating the source language expression as it is in the source language, the translator makes the translation out of context. From the translated text, the English expression sounds to affirm the previous utterance but the previous utterance is not the one that needs affirmation. Therefore, the subtitle is inaccurate, but this technique does not cause any harm to the acceptability and readability.

Besides the techniques previously listed, addition technique is found in this study. Addition is a technique proposed by Nida (1964). According to him, addition is used to clarify an elliptic expression, to avoid ambiguity in the target language, to change the grammatical category, to amplify implicit elements, and to add connectors. The function is similar to amplification listed in Molina and Albir's theory of translation technique. Therefore,

addition can be classified into amplification technique. Through this research, this technique is used twice. An example of a datum applying addition is presented below.

ST: *Aku sudah bilang untuk ayah berhenti merokok.* (Datum No. 070)

TT: **Geez**, I told him to stop smoking

The example above shows that addition technique is applied in the target text by placing geez at the beginning of the sentence. Geez is an informal way to express surprise, disappointment, frustration, annoyance, or exasperation. Based on the context, the expression is stated by Jaka when he sees an ashtray that reminds him of his father. From what he expresses, it can be interpreted that he wants his father to stop smoking and it seems that his father does not listen to what Jaka demands. Jaka sounds annoyed when he sees it. In the source text, it did not put any expression that showed the disappointment. The translator puts the word geez that shows the disappointment. From the explanation, it can be assumed that the use of addition technique in this datum does not cause any negative influence to the translation quality in terms of accuracy, acceptability, and readability. In other hand, the subtitle delivers the expression intended by the speaker to the target readers.

The next technique discovered through this study is literal translation. Molina and Albir (2002) have put an account that literal translation translates a word or expression from the source language word for word. This technique is applied twice. The example below shows the use of this technique in a datum.

ST: (*Foto terakhir ibu dan ayah **sebelum meninggal**.*) (Datum No. 027)

TT: (My parents' last photo **before passed away.**)

This example shows how the literal translation technique is applied in translating the phrase in bold in the source text. In Indonesian language, it is common to put a verb after a conjunction without pacing any the subject as long as the subject can be clearly traced to something previously written in the source text. It is identified as literal since the translation followed the grammatical rules of the source language. In English grammar, before can be used as preposition or conjunction. It can be a preposition if it is followed by noun, noun phrase, noun clause or gerund. In contrast, when before is used as a conjunction, it should be followed by a clause that as least consists of a subject and a verb. Instead of using such construction, the translator produces a translation which conforms to the grammatical rule of the source language. Therefore, the technique used in translating the phrase is literal translation. Since the translated expression in the target language does not follow the grammatical rule of the target language, the application of this technique gives a damaging impact on the acceptability. Even though the acceptability decreases, the readability does not since the target readers can understand the translation. Besides, the accuracy is not affected by this application because this translation successfully delivers the message.

In analyzing the translation techniques used in translating the subtitles, the use of deletion technique is spotted in the translation of the subtitles. Deletion or omission is unjustifiable suppression of elements in source text (Delisle in Molina and Albir, 2002). This technique can be classified into Molina and Albir's reduction but deletion omits the whole part while reduction omits partial information included in the source text. This technique is used once. The following is the datum translated by applying deletion.

ST: **Datang**! (Datum No. 083)

TT: -

This example shows the application of deletion technique. Based on the context, the speaker, Jaka, dares the ghost to come around. He cries datang three times, but the translator does not produce this utterance in the target text. The use of the deletion in this subtitle affects the accuracy because this word is repeated three times in the source language that is intended to emphasize that the speaker, Jaka, really wants to dare the ghost to come. This also gave the bad impact on the acceptability and readability since it was dropped in the target text. Therefore, the players cannot read it.

Further, adaptation technique is found to be applied in the data. Molina and Albir (2002) have formulated a definition that adaptation technique is used to replace the cultural element of source language with cultural element of the target language. This study reveals that this technique is used only once. The application of adaptation technique found in the datum is presented in the example below.

ST: *Halo **Pak** Jaka, bagaimana pak sehat?* (Datum 003)

TT: Hello, **Mr**. Jaka, how are you?

The example above shows that adaptation technique is applied to translate Pak into Mr. In Indonesian, the use of the word pak can be followed by name or not. This word is used to honor old men or male strangers who look much older than the sayer. Meanwhile in English, there are two ways to call them in a similar way. They are sir and Mr. The use of sir is usually not followed by name. The address term sir can function as the British title showing honour. On the other hand, the use of Mr. (mister) is used before surname to address a man without a higher or honorific or professional title. The translator used the correct term by using Mr. since the source text puts the name after the word pak. Based on the explanation, adaptation technique in this datum positively affects the translation quality.

Moving on the last technique, the study discovered the use of linguistic compression technique. Linguistic compression reduces the linguistic elements of source text expressions. It shortens the translation but the message is well-delivered (Molina and Albir, 2002). This study found that this technique is applied once. The example below shows the application of linguistic compression found in the datum.

ST: *Ya, **hati-hati Jak**.* (Datum No.065)

TT: Okay.

The expression in bold part of the source text is nowhere to be found in the target text. It is classified as linguistic compression technique instead of reduction since it is applied not to increase the acceptability. The expression is not there in the target text since the expression is already stated in the previous data. The technique is also not deletion because the source text is still translated in the target text. Based on the context, the utterance is said to affirm that Jaka should end the call with Rika. The use of the technique does not affect the accuracy and the other two aspects.

4. CONCLUSION

Through this study, there are 153 data taken from the subtitles of The White Lady from Pamali: Indonesian Folklore Horror Game. The analysis reveals that 18 translation techniques are applied in the translation of the studied data, including the technique that was mentioned in Dyah (2019) namely variant borrowing. The techniques are established equivalent, explicitation, implicitation, modulation, paraphrase, transposition, compensation, pure borrowing, reduction, generalization, variant borrowing, discursive creation, particularization, literal translation, deletion, adaptation, linguistic compression, and addition. The use of established equivalent technique gives the positive impact on all aspect. On the other hand, deletion technique decreases translation quality regarding all parameters determining translation quality: accuracy, acceptability, and readability Deletion technique omits all parts of a source text sentence in the target text. Other techniques also lower the level of quality of the resulting translations. There are reduction and discursive creation techniques that lower the level of accuracy. Reduction technique omits some parts of source language expressions and it causes the message in the original text not to be well delivered. Meanwhile, the use of discursive creation also lowers the accuracy since it does not transfer the message in the source text and causes the translation to be out of context. Besides, the techniques that make translations less acceptable are literal translation and pure borrowing. Literal translation results in translation which does not follow target language grammatical rule and pure borrowing uses terms from the source language that are uncommonly used in the target language. Lastly, since pure borrowing technique uses terms originating from the source language culture, it decreases the readability since the terms are likely to cause difficulty in the attempts to understand translated expressions by the target readers.

In addition, the suggestion which can be formulated from this study to the translator is that the translator should pay attention to the cultural terms that are parts of the original texts. Besides, for other researchers who intend to conduct research about video game translation, the researcher recommends to involve the players of the game under study in order to assess how the translation brings the experience to the target readers.

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