# The Indonesian Subtitles of Qiqi and Bennett Characters' *Utterances in Genshin Impact Game: A Study of Subtitling Strategies*

**Ivan Chandra Nova,**
**Harris Hermansyah Setiajid**
Universitas Sanata Dharma Yogyakarta
[1]ivanchandra12.11@gmail.com, [2]harris@usd.ac.id

## ABSTRACT

Video game translation is a complex process that uses many aspects from other types of translation, such as literary translation, subtitling strategy, and audiovisual translation into a dynamic whole. Video game presents as a new medium in translation study. Even though video games translation is a new thing in translation study, the translation practice has been done many times over the past last year. This study will do research on a Game named "Genshin Impact". The characters were chosen because both of them have different characteristics and behaviour in the game. Moreover, both of these characters come from a different town that has a different culture which leads to differences in their utterances. Therefore, both characters have different kinds of utterances which will be interesting to trace how the subtitlers apply the strategies for each character's utterances. This research aims at analysing the subtitling strategy employed to translate the Qiqi and Bennett utterances, from English to Indonesian. All utterances of both characters will be analysed in this research. English will be the source language and Indonesian will be the target language as the data for this research. There are many strategies found which are used to translate both characters' utterances, such as condensation, imitation, and transfer. It is expected that the research will find a result which might contribute to the game subtitlers.

*Keywords*: subtitling, subtitling strategy, video game translation

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## INTRODUCTION

Translation can be found in many places and aspects, such as advertisements, games, food, and shopping places. Translation also has a lot of branches of study, one of them is subtitling. Subtitling can be defined as a translation activity that consists of a rendering in writing, usually at the bottom of the screen, a translation of the original dialogue from various speakers into the target language, and other linguistic information written on the screen (text, banners, overlays) or acoustically transmitted in the soundtrack such as lyrics and off-voice. (Diaz, 2012). This study will analyse the subtitling strategy on characters' utterances in game named "Genshin Impact". There are two characters chosen in this research, namely Qiqi and Bennett. The characters were chosen because both of them have different personalities and behaviour in the game. Additionally, these two characters come from a different town that has a different culture which leads to differences in their utterances. The researcher expects to find subtitling strategy differences in translating Qiqi and Bennett's utterances.

Video games as medium of study has long struggled in order to be recognized as medium of study. Back then, translating video games is not considered as significant activity by many people. But nowadays, video games translation has been slowly increasing. Bushouse in his paper said "Despite being overlooked by the majority of the academic world though, video games have quickly become a worldwide phenomenon enjoyed by an increasing variety of people, to the extent that game journalists have begun to question what the term "gamer" even refers to anymore" (2015, 1). As a medium for study, video game is very complex and complete. In its process, video game translation combines other fields of translation to create a dynamic whole, including literary and theater translation, audiovisual translation, software translation, and many others (Bushouse, 2015). Many parts of game that can be used as translation study, such as storyline, weapon description, character dialogue and so on. In this translation study, the researcher will focus on analysing the subtitling strategy on characters' utterances. The researcher uses subtitling strategies from Gottlieb (1992: 166) in this research. According to Gottlieb, there are ten (10) subtitling strategies; they are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

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Gottlieb Subtitling strategies are as follows:

1.  Expansion

    This subtitling strategy is applied when the source text requires an explanation because some cultural terms are not retrievable in the target text. It provides additional information to the translation because of the formal differences between the source language and target language to make the translation more comprehensible and acceptable in the target.

2.  Paraphrase

    This strategy is used to make the translation easier to understand and readable in the target language. It is an alteration of the source language message into the target language in order to make the translation acceptable.

3.  Transfer

    It is a strategy that translates the source text completely and accurately. There is no change and addition because the translator translates the dialogue precisely.

4.  Imitation

    This strategy is usually used when there is a name of a place and person in the source language. This strategy maintains the same form of the ST. This strategy is pretty similar to the transfer strategy.

5.  Transcription

    It is a strategy that is used when there is unusual terms even in the source text, usually a third language or nonsense language. This is a preservation of the irregularities, atypicality, and peculiarities of the source language elements of the target language.

6.  Dislocation

    It is a subtitling strategy that is used when the source language has some kind of special effect. It facilitates the change of a particular ST into an acceptable TT expression and allows the translation to have the same effect on the targeted audience.

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7. Condensation

This strategy refers to omitting unnecessary utterances to make the translation briefer. It reduces the source text without reducing the important part of the text.

8. Decimation

This strategy reduces the important expression and parts of the message. Usually, the parts that are reduced is confusing the reader, so it was reduced to make the target text more readable.

9. Deletion

It is a strategy that refers to a total elimination of the source text. The deleted parts can be filler words and repetition. It leaves the most important message to be fully expressed. Sometimes this strategy is used for self- censorship.

10. Resignation

This strategy is used when no solution can be found in the target text and the translation is inevitably lost.

Similar research has been done by Endang Dwi Hastuti. Her research entitled "An Analysis On Subtitling Strategies Of Romeo and Juliet Move" also examines the use of subtitling. The difference between this research and Endang's research is that this research only focused on analyzing subtitling strategies found in two character's utterances, Qiqi and Bennett, in the game "Genshin Impact while Endang's research focused on identifying the subtitling strategies applied in the subtitling of Romeo and Juliet movie. Endang's research only focused on identifying the subtitling strategy, while this research also analyzed the usage difference of the subtitling strategy between Qiqi and Bennett. In her research and most other research about subtitling strategies, they just analyze the subtitling strategies and describe how these utterances or dialogues use the strategy. In the future, researchers could identify the subtitling strategies of two characters that have different personalities or dialects and then compare the subtitling strategies of each character to know the usage difference of the subtitling strategies of each character.

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*METHOD*

This research used qualitative study to analyze the subtitling strategy applied in Qiqi's and Bennett's utterance. The data will be presented from both character's utterance. The researcher will decide the strategy applied in the utterances based on the how the utterances is translated. The data sampling was obtained by choosing the utterances from the games. The total data that was obtained from the game was 82 utterances, 40 Qiqi's utterances and 42 Bennett utterances.

The data of this research was taken from game named "Genshin Impact". This game was released in September 28, 2020 by Mihoyo. The data was the English subtitle and Indonesian subtitle of their utterances. This data collected by documenting the character when they speaking their utterances. The researcher analyzing the object by using subtitling strategy theory proposed by Gottlieb.

## FINDINGS AND DISCUSSION

### Findings

Here is the data that have been obtained by the researcher:

Table 1. Subtitling strategies found in Qiqi's and Bennett's utterances

| No | Subtitling Strategy | Qiqi | Bennett |
|---|---|---|---|
| 1. | Expansion | 0 | 4 |
| 2. | Paraphrase | 16 | 10 |
| 3. | Transfer | 12 | 13 |
| 4. | Imitation | 0 | 14 |
| 5. | Transcription | 0 | 0 |
| 6. | Dislocation | 0 | 1 |
| 7. | Condensation | 11 | 0 |
| 8. | Decimation | 0 | 0 |
| 9. | Deletion | 1 | 0 |
| 10. | Resignation | 0 | 0 |

From the table that have been provided, it can be seen that subtitling strategies employed in Qiqi's utterances are expansion strategy (1 utterance), paraphrase strategy (16 utterances), transfer strategy (12 utterances), condensation (11 utterances) and decimation (1 utterances). Five subtitling strategies found in translating Qiqi's utterances. The most used strategy is paraphrase. In Bennett's utterances, the subtitling strategies employed are expansion (4 utterances), paraphrase (9

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utterances), transfer (13 utterances), imitation (14 utterances), dislocation (1 utterance), and condensation (1 utterance). The most used strategy in subtitling Bennett utterances is Imitation.

### Discussion

Qiqi and Bennett are one of the playable characters in game named "Genshin
Imopact". Both of them have different personality and background. Qiqi is a zombie from Liyue, a country that has Chinese culture as the background. She is very quiet person, yet polite demeanour when dealing with customers at Bubu pharmacy, the place where she works at. Qiqi struggles to retain her memory, and she uses her vision to protect her loved ones. Qiqi's voice is relatively flat and she can't share most of her feelings with others. Most of his utterances is very short, but there is some times when she had a long talk. On the other side, Bennett is an adventurer from Monstadt, a country that used medieval German culture as the background. He is very energetic, well-behaved, and very spirited when it comes to adventure. The discussion will examine the different usage of subtitling strategy in Qiqi's and Bennett's utterance.

#### Expansion

Below are the examples of expansion strategies:
Bennett:

a. SL: From now on, I'll distract the monsters and set off the traps while you grab  the treasure. Sound good? ...You don't like it? Oh - don't worry about me  getting injured! It's what I'm best at... ***And for you, it would be my pleasure!***  TL: Mulai sekarang aku akan mengalihkan perhatian para monster dan  melepaskan jebakan saat kamu mengambil harta karun itu. Kedengarannya  bagus, bukan? Ah, bukankah ini baik-baik saja? Oh-jangan khawatir aku  terluka! Aku paling pandai dalam hal ini! ***Dan melakukannya untukmu, aku  bersedia dengan senang hati!***

b. SL: ***I'm catching up with you***, Traveler! One step at a time.
 TL: ***Dengan begini aku sudah selangkah lebih dekat denganmu***, Pengembara! Aku akan terus bekerja keras untuk menyusulmu!

 In the first sentence "***And for you, it would be my pleasure!***" translated into "***Dan melakukannya untukmu, aku bersedia dengan senang hati!***". The translator added the word "melakukannya" to make the translation clearer for the target language reader. In the second sentence, the translator translates ": I'm catching up with you" into "Dengan begini aku sudah selangkah lebih dekat denganmu". The translator adds the word "dengan

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begini" in the target language to show that the character had done something that make him catching up with the traveler. There is no expansion strategy found in Qiqi's utterances.

### *Paraphrase*

Below are the examples of paraphrase strategies:

Qiqi:

a.      SL: ***I should have stayed indoors*** today.
        TL: ***Aku tidak seharusnya keluar dari rumah*** hari ini.

b.      SL: Hold my hand please. ***This wind could blow me away***.       TL: Tanganku, pegang tanganku! ***Sudah hampir terbang tertiup angin***!

Bennett:

a.      SL: "Good things come to those who don't wait around!" ***That's what they  say, anyway***. Knowing my luck, the opposite is probably true for me...
TL: ***Pepatah mengatakan***, "Hal-hal balk hanya datang kepada mereka yang  berusaha keras!" Karena aku selalu tidak beruntung, yang berlaku untukku  mungkin hal sebaliknya...

b.      SL:  ***Weather's not bad today***... Oh crud, I jinxed it! Now it's bound to      rain.
        TL: ***Cuaca hari ini sangat baik***. Oh tidak, aku kan membawa sial! Sekarang pasti akan turun hujan.

 In Qiqi's utterances, the first sentence, the translator translates "***I should have stayed indoors***" into "***Aku tidak seharusnya keluar dari rumah***" using paraphrase strategy. The sentence "I should have stayed indoors" refers to Qiqi's utterance when the sun is out. Qiqi dislike hot temperature so she said this when it is very hot outside. The translator uses paraphrase strategy to translate this and make the translation from different perspective. Because "Aku tidak seharusnya keluar dari rumah" means that she should not go outside. If the sentence "I should have stayed indoors" translated literally, the translation should be "Aku seharusnya tetap berada di dalam". In the second sentence, the translator translates "***This wind could blow me away***" into "***Sudah hampir terbang tertiup angin***". Qiqi said this when the wind is blowing, so there is no need to translate or explain "the wind".  In Bennett utterances, the utterance "***That's what they say, anyway***" translated into "***Pepatah mengatakan***". Here, Bennett refers to what wise people says and this equal to "pepatah" in the source language. The second utterance is the same case as the first Qiqi's utterance, the translator translates the utterances using paraphrase strategy and

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translate it in different perspective. If it is translated literally, the utterance ": ***Weather's not bad today***" should be translated as "Cuaca hari ini tidak buruk".

### *Transfer*
Below are the examples of transfer strategies:
Qiqi:
a. SL: ***Warm. Fake smile. Death. I despise*** Hu Tao.  TL: ***Hangat. Senyum palsu. Kematian. Aku benci*** Hu Tao.

b.        SL: ***Ah, I understand. When I get stronger, I need to put more effort  into controlling my strength***
 TL: ***Ah, aku mengerti. Setelah menjadi kuat, aku harus berusaha lebih keras untuk mengendalikan kekuatanku***.
Bennett:
a. SL: ***Morning! Where's the adventure at today***?  TL***: Selamat pagi! Di mana kita akan bertualang hari ini***?

 Transfer strategies used when both source language and target language can be translated literally and equally. The utterance above is Qiqi's opinion about Hu Tao (another character of the game). All the words in the source language have the equal translation in the target language, so the strategy that being used is transfer strategy. The second Qiqi's utterance also translated literally. All the words from the source language have its equal translation in the target language. The same also goes to Bennett's utterance above. All the word are translated literally and equally, because it is the literal meaning of the source language in the target language.

### *Imitation*
Below are the examples of imitation strategies:
Bennett:
a.        SL: I'm the leader of ***Benny's Adventure Team*** - a rising star in the ***Mondstadt Adventurers' Guild***! ...Where are the others? Ah, haha, they're all on leave right now
 TL: Aku pemimpin Tim Petualang ***Benny***-idola yang sedang naik daun di ***Adventurers' Guild Mondstadt***! Hah? Di mana anggota yang lainnya?  Ah... hahaha, mereka semua sedang cuti sekarang.
b.        SL: ***Wolvendom*** guy! Looks a little on the feral side... doesn't talk much...  but he's alright! We both love eating meat, so we got that in common. I  sometimes cook some meat for him, and he teaches me how wolves  communicate in return. Haha! You should join us next time!

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TL: Ah pria dari **Wolvendom**! Meskipun dia terlihat galak... dan tidak banyak bicara.... tapi dia cukup baik! Kami berdua sama-sama menyukai makanan, itu kesamaan kami. Terkadang aku memasak daging untuknya, lalu dia mengajariku cara berkomunikasi dengan serigala. Haha! Apa lain kali  kamu mau bergabung dengan kami

Imitation strategy is used when the translator is going to rewrite the name of a person or a place from the source language to the target language. In the first Bennett's utterance, the translator rewrites the name of Bennett's adventure team, Benny, to the target language. The translator also rewrites the Monstadt Adventurers' Guild. In the second utterance, the translator rewrites the word "Wolvendom". Wolvendom is a name of a place. So this utterance is translated using imitation strategy.

### Transcription
There is no utterance that translated using transcription strategy. The translator didn't find any utterance that can be translated using the transcription strategy.

### Dislocation
Below are the examples of dislocation strategies:
Bennett:
a. SL: I brought a sandwich. You want some? I'll give you hal- ***choking*** ***spluttering*** ...Phew. Sorry, nearly choked to death there!
TL: Aku membawa sandwich. Kamu mau? Aku akan membaginya untukmu-**uhuk, uhuk!**" Maaf, aku hampir saja tersedak

Dislocation strategy are used when the ST employs some sort of special effect or expression to make the translation more acceptable in the target language. In this case, the translator uses dislocation strategy to translate "***choking***" and "***spluttering***" into "**uhuk, uhuk**". Choking and splunterring express that the person is the person is choking or coughing. In the target language, to express choking, usually they use "uhuk-uhuk" for the expression when someone chokes.  7. Condensation
Below are the examples of condensation strategies:
Qiqi:
a.      SL: **Remind me**, have I met him before?
TL: Apa aku pernah melihatnya?
b.      SL: Sounds like a historical artifact **to me**.
TL: Huh, kedengarannya seperti barang antik.

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Condensation is used to reduces the ST message without reducing the meaning of the contents. In the first utterance, the words "remind me" is no translated to the target language, because the main context is that Qiqi have ever met him or not. In the second utterance, the words "to me" is deleted but with this deletion, the meaning of the utterance is still intact.

### Decimation

There is no utterance that translated using decimation strategy. The translator didn't find any utterance that can be translated using the decimation strategy.

### Deletion

Below are the examples of condensation strategies:
Qiqi:

SL*: I may be a corpse, but* I am in much better physical condition than Dr. Baizhu.

TL: Sebenarnya keadaan fisikku lebih bagus daripada Dr. Baizhu.

Deletion refers to total elimination of an expression. In this case, the translator omits the part "*I may be a corpse, but*". The whole part of Qiqi saying that she is a corpse is fully deleted, but the main message, her physical condition, is still intact.

### Resignation

There is no utterance that translated using resignation strategy. The translator didn't find any utterance that can be translated using the resignation strategy.

### CONCLUSION

From the explanation and findings that has been discussed above, it can be concluded that the usage of subtitling strategy is not really affected by the background of the character, because the source language is the same even though they are came from different country. Their personality a little bit affects the usage of subtitling strategy, because their personality affect how they are talking and behave. Thus, it also will affect how their utterance will translated. For future research, more characters needed to make the research more accurate.

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