



Domestication And Foreignization In The Subtitle Translation Of *David Attenborough: A Life On Our Planet*

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Abstrak

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This study investigates domestication and foreignization strategies in the Indonesian subtitle translation of David Attenborough A Life on Our Planet. The research focuses on how subtitle translation mediates environmental discourse cultural representation and audience comprehension. A qualitative descriptive approach was employed to analyze selected subtitle units containing ecological terminology cultural references and evaluative expressions. The findings reveal that domestication is the dominant translation strategy applied to enhance readability and viewer accessibility. Foreignization appears selectively to preserve scientific accuracy institutional identity and documentary credibility. The strategic distribution demonstrates conscious mediation between simplification and precision in documentary subtitling. This study contributes to audiovisual translation research by highlighting the role of subtitle strategies in shaping environmental knowledge transmission and intercultural communication.

Kata Kunci: Subtitle Translation, Domestication, Foreignization, Audiovisual Translation, Documentary Film, Environmental Discourse

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INTRODUCTION

Audiovisual translation has become a central practice in global media circulation due to the rapid expansion of streaming platforms and cross cultural content consumption. Subtitling functions not only as a linguistic transfer mechanism but also as a mediator of ideology meaning and audience perception in audiovisual texts. Documentary films occupy a distinctive position within audiovisual translation because they combine factual narration persuasive discourse and cultural representation. Subtitle translation in documentaries requires careful strategic decisions because narration often carries authority scientific credibility and moral positioning. Viewers rely heavily on subtitles to access complex environmental and social messages embedded in documentary storytelling. Translation strategies adopted in subtitles shape how audiences interpret global issues and cultural viewpoints. Research in audiovisual translation emphasizes the growing importance of strategic awareness in subtitling practices as highlighted by Yonamine (2022).

Domestication and foreignization represent two major strategic orientations in translation studies that directly influence cultural distance in translated texts. Domestication prioritizes audience familiarity by adapting source expressions into target culture norms. Foreignization preserves source culture elements to maintain

cultural specificity and textual authenticity. These strategies carry ideological implications because they determine whether cultural otherness is minimized or foregrounded in translation. Subtitling constraints such as time space and readability intensify the need for strategic selection in audiovisual contexts. Studies on contemporary subtitling reveal that translators often balance these strategies to maintain accessibility while retaining meaning accuracy. The relevance of domestication and foreignization in modern subtitling research has been reaffirmed by An (2024).

The documentary *David Attenborough A Life on Our Planet* presents a rich case for examining translation strategies due to its global reach and environmental focus. The documentary combines personal narrative scientific explanation and moral appeal to address ecological degradation. Subtitle translation of such content must convey technical terminology emotional tone and cultural references simultaneously. Environmental discourse often contains specialized vocabulary that challenges subtitle condensation and audience comprehension. Strategic translation choices influence how ecological urgency and ethical responsibility are perceived by viewers across linguistic communities. Subtitlers face pressure to ensure clarity without oversimplifying scientific meaning. Research on documentary subtitling highlights the sensitivity of such translation decisions as discussed by Abdelaal (2024).

Streaming era subtitling introduces additional complexity through the integration of machine translation and template based workflows. Many subtitle products now involve post edited machine generated drafts which affect consistency and strategic depth. This technological shift influences how domestication and foreignization are applied in professional subtitling contexts. Research shows that machine assisted subtitling tends to favor simplification and normalization patterns. Such tendencies may increase domestication while reducing cultural visibility in translated content. The impact of technology on subtitle strategy selection has been documented by Hagstrom and Pedersen (2022). Understanding these dynamics is essential for evaluating subtitle quality in contemporary documentaries.

Cultural references remain one of the most challenging elements in subtitle translation due to their embedded social and ideological meanings. Documentaries often include institutional names historical references and culture specific expressions that resist direct translation. Decisions to retain or adapt such references directly reflect foreignization or domestication strategies. Subtitle translators must consider audience knowledge expectations and cognitive processing limitations. Studies demonstrate that cultural references are frequently domesticated to enhance viewer comprehension. However selective foreignization is sometimes employed to preserve authenticity and educational value. Analysis of cultural reference translation in subtitles has been explored by El Farahaty and Alwazna (2024).

Audience reception and readability strongly influence subtitle translation strategies in audiovisual products. Subtitles must be processed rapidly while viewers simultaneously attend to visual and auditory information. Excessive foreignization may increase cognitive load and reduce comprehension efficiency. Conversely extensive domestication may dilute cultural and ideological depth. Research using reception based and eye tracking methods highlights the importance

of subtitle speed and complexity. Strategic balance remains crucial for effective subtitle communication. Empirical findings in subtitle reception studies support this perspective as shown by Szarkowska et al (2024).

Despite increasing scholarly interest in audiovisual translation limited research focuses specifically on domestication and foreignization in environmental documentary subtitles. Existing studies often prioritize fictional films series or entertainment oriented content. Environmental documentaries present distinct rhetorical and terminological challenges that merit focused investigation. This study addresses this gap by analyzing domestication and foreignization strategies in the subtitle translation of *David Attenborough A Life on Our Planet*. The research aims to identify dominant strategies and interpret their implications for meaning transfer and cultural representation. Findings are expected to contribute to translation studies and documentary subtitling practice. The significance of such focused analysis aligns with current directions in audiovisual translation research identified by Yonamine (2022).

LITERATURE REVIEW

Subtitle Translation in Audiovisual Media

Subtitle translation is a core practice within audiovisual translation that transforms spoken discourse into synchronized written text for screen consumption. This form of translation operates under strict temporal spatial and cognitive constraints that limit lexical expansion and syntactic complexity. Subtitles must convey meaning efficiently while maintaining narrative coherence informational integrity and emotional resonance. Viewers process subtitles simultaneously with visual imagery and auditory cues which increases cognitive demand. Documentary subtitles intensify this challenge because narration frequently presents dense factual and explanatory content. Translators must balance condensation and accuracy to avoid information loss or misinterpretation. Scholarly discussion emphasizes strategic competence as a fundamental requirement in subtitle production as noted by Yonamine (2022).

Audiovisual media imposes unique restrictions that differentiate subtitle translation from written translation practices. Screen space limitations require reduction strategies that affect lexical choice and semantic depth. Reading speed constraints force translators to prioritize essential information over stylistic elaboration. Subtitle segmentation influences how meaning is distributed across time and affects viewer comprehension. Documentary films often rely on authoritative narration that demands terminological precision. Environmental topics further increase complexity due to scientific vocabulary and abstract concepts. Research highlights the importance of adapting linguistic output to audiovisual conditions as discussed by Szarkowska et al (2024).

The function of subtitles extends beyond linguistic transfer toward mediating knowledge ideology and cultural representation. Subtitles shape how audiences access global narratives and interpret complex social issues. In documentaries subtitles support educational goals by transmitting factual explanations and persuasive arguments. Poor subtitle choices may distort meaning or weaken rhetorical impact. Strategic awareness becomes essential to preserve informational value within constrained formats. Subtitlers must evaluate audience

expectations literacy levels and contextual familiarity. Contemporary audiovisual translation research recognizes subtitles as influential semiotic components rather than auxiliary text as emphasized by Yonamine (2022).

Subtitle translation also involves semiotic coordination between verbal language visual imagery and auditory elements within audiovisual texts. Meaning construction emerges from the interaction between subtitles images sound and narrative pacing. Translators must anticipate how written subtitles interact with cinematic rhythm and scene composition. Documentary visuals often reinforce factual claims presented through narration. Subtitle choices may either strengthen or weaken this multimodal coherence. Misaligned subtitles risk disrupting viewer immersion and comprehension. Research in audiovisual translation emphasizes the importance of multimodal awareness in subtitle production as discussed by Yonamine (2022).

Domestication and Foreignization as Translation Strategies

Domestication and foreignization constitute two fundamental strategies that guide translation decisions across cultural boundaries. Domestication aims to reduce foreignness by aligning source expressions with target culture norms. Foreignization maintains source language features to preserve cultural specificity and textual otherness. These strategies influence how audiences perceive cultural distance and authenticity. Translators exercise ideological positioning through strategic selection in translation practice. Audiovisual contexts amplify these effects due to immediate audience exposure. Translation studies continue to employ these concepts as analytical tools as outlined by An (2024).

In subtitle translation domestication often emerges as a practical response to readability and processing constraints. Familiar linguistic structures facilitate faster comprehension within limited display time. Cultural adaptation helps reduce viewer cognitive load during rapid subtitle reading. Foreignization may challenge audience understanding yet supports cultural visibility and educational depth. Strategic tension arises when subtitles must balance accessibility with authenticity. Documentary subtitles highlight this tension due to their informative and persuasive nature. Research confirms the persistent relevance of this strategic duality in audiovisual translation as observed by Abdelaal (2024).

Technological developments also affect how domestication and foreignization are implemented in subtitling workflows. Machine translation and template based systems encourage normalization and lexical simplification. These tendencies often align with domestication oriented outcomes. Human post editors may reintroduce foreignized elements selectively depending on institutional standards. Streaming platforms influence consistency and strategic depth through production guidelines. Subtitle strategies increasingly reflect industrial practices rather than individual translator preference. Such dynamics have been examined in recent audiovisual translation studies by Hagstrom and Pedersen (2022).

Domestication and foreignization also function as indicators of translator agency within constrained audiovisual environments. Strategy selection reflects interpretive judgment rather than automatic linguistic substitution. Subtitlers negotiate between institutional guidelines audience expectations and communicative intent. Documentary contexts amplify this negotiation due to their educational and persuasive functions. Environmental narratives demand both

clarity and conceptual responsibility. Strategy application reveals how translators position audiences in relation to global ecological discourse. This strategic mediation role has been emphasized in audiovisual translation research by An (2024).

Previous Study on Subtitling Strategies

Yonamine (2022) conducted an extensive systematic review addressing domestication and foreignization within interlingual subtitling research across contemporary audiovisual media. The study synthesized findings from multiple international journals focusing on films television series and documentary materials. Results demonstrated a strong prevalence of domestication strategies driven by accessibility readability and audience processing considerations. Foreignization appeared as a complementary approach applied under specific communicative motivations related to cultural representation. The analysis highlighted ideological consequences emerging from subtitle strategy selection in global media circulation. Attention was given to institutional practices influencing translator decision making. The study emphasized the evolving role of subtitlers as cultural mediators rather than neutral language technicians. This research established a conceptual framework suitable for examining subtitle strategies in documentary contexts.

Hagstrom and Pedersen (2022) explored the growing impact of machine translation on professional subtitling practices within streaming platforms. The research examined subtitle workflows involving machine generated templates followed by human post editing. Findings indicated that automated subtitle output frequently exhibits normalized linguistic patterns. Such normalization aligns with domestication oriented translation outcomes in audiovisual products. The study discussed how time pressure and industrial standards shape translator intervention levels. Human editors were shown to adjust machine output selectively based on quality expectations. The research revealed structural limitations affecting strategic diversity in subtitle production. These findings contribute to understanding how technology influences domestication and foreignization tendencies.

El Farahaty and Alwazna (2024) analyzed the translation of cultural references and sensitive elements in streaming platform subtitles. The study focused on how subtitles mediate cultural meaning across linguistically diverse audiences. Results demonstrated frequent reliance on domestication to enhance interpretability and viewer comfort. Foreignization was preserved in cases involving institutional identity or sociocultural significance. The analysis revealed that platform distribution policies influence translation strategies. The study emphasized the ideological role of subtitling in shaping audience perception. Cultural visibility emerged as a negotiated outcome within subtitle constraints. This research provided empirical insights relevant to audiovisual translation strategy analysis.

Despite valuable contributions from existing studies a focused examination of domestication and foreignization in environmental documentary subtitles remains limited. Prior research has largely concentrated on fictional narratives series or culturally sensitive entertainment content. Environmental documentaries present distinct rhetorical scientific and ethical dimensions that intensify subtitle strategy implications. Existing scholarship rarely addresses how ecological terminology and persuasive narration interact with translation strategies. Studies on

machine translation influence do not specifically investigate documentary discourse complexity. Cultural reference research often excludes scientific and environmental communication contexts. This gap indicates the need for targeted analysis of subtitle strategies within environmental documentary films such as *David Attenborough A Life on Our Planet*.

Research Methodology

Research Design

This study adopts a qualitative descriptive research approach to examine subtitle translation strategies in an audiovisual context. Qualitative description allows detailed exploration of linguistic phenomena without statistical generalization. The approach focuses on interpreting meaning patterns embedded within subtitle texts. Analytical emphasis is placed on translation strategy identification rather than frequency measurement alone. This design supports in depth examination of cultural representation and meaning transfer. Documentary subtitles provide rich qualitative data suitable for interpretive analysis. The research design aligns with audiovisual translation studies that prioritize contextual interpretation as emphasized by Yonamine (2022).

Data Source

The primary data consist of subtitle texts taken from the English and Indonesian versions of the documentary *David Attenborough A Life on Our Planet*. The English subtitle serves as the source text representing original narrative discourse. The Indonesian subtitle functions as the target text reflecting translation strategy application. Both subtitle versions are examined as parallel data sets for comparative analysis. The documentary was selected due to its environmental focus global distribution and authoritative narration style. Subtitle data provide direct evidence of translator decision making. This data source supports investigation of domestication and foreignization in documentary subtitling.

Data Collection

Data collection was conducted through purposive selection of subtitle units containing cultural and environmental elements. Subtitle segments were identified based on the presence of culture bound references institutional terms and ecological concepts. Each selected unit represents a meaningful translation decision point. Subtitle pairs were extracted and documented systematically for analysis. The selection process prioritized semantic density and rhetorical importance. Visual and auditory context was considered during data identification to ensure interpretive accuracy. This procedure enables focused analysis of translation strategies within relevant subtitle segments.

Data Analysis Technique

Data analysis involved qualitative classification of subtitle units according to domestication and foreignization strategies. Each subtitle pair was examined by comparing source meaning and target rendering. Strategy identification was based on degree of cultural adaptation or retention. Contextual interpretation guided analytical decisions to avoid isolated textual judgment. Environmental terminology cultural references and evaluative language received particular analytical attention. Patterns of strategy use were interpreted in relation to subtitle constraints and documentary discourse. This analytical technique supports systematic interpretation of subtitle translation behavior as discussed by An (2024).

FINDINGS AND DISCUSSION

Domestication in Subtitle Translation

The analysis reveals that domestication emerges as a dominant strategy in the Indonesian subtitle translation of *David Attenborough A Life on Our Planet*. Domestication is applied to simplify complex environmental terminology for audience accessibility. Lexical substitution frequently appears when scientific expressions are rendered into familiar everyday vocabulary. Such adaptations aim to reduce cognitive processing demands during subtitle reading. Condensation strategies also function as domestication by omitting secondary descriptive elements. These patterns align with professional subtitling norms prioritizing readability under temporal constraints. Similar domestication tendencies have been identified in audiovisual translation research by Yonamine (2022).

Several domestication strategy types are identifiable across the analyzed subtitle units. Cultural adaptation appears when institutional references are replaced with generalized expressions recognizable to target viewers. Simplification occurs through lexical reduction that maintains core meaning while removing technical density. Neutralization is used to soften evaluative language conveying environmental urgency. These strategies support viewer comprehension within limited subtitle display duration. Domestication also mitigates potential misunderstanding of unfamiliar ecological concepts. The strategic orientation reflects sensitivity to audience linguistic competence. Comparable domestication functions have been reported in subtitle strategy studies by Abdelaal (2024).

Examples of domesticated subtitle expressions demonstrate systematic meaning adjustment. Source language terminology related to biodiversity degradation is rendered into broader descriptive phrases. This approach reduces semantic specificity while preserving communicative intent. Environmental metaphors are often paraphrased into explicit explanatory statements. Such translation choices increase clarity but may lessen rhetorical impact. Domestication prioritizes informational transmission over stylistic preservation. The subtitles emphasize comprehension efficiency within audiovisual constraints. This finding corresponds with research on subtitle readability and processing efficiency discussed by Szarkowska et al (2024).

Additional analysis indicates that domestication also affects narrative tone and emotional framing. Evaluative expressions signaling urgency responsibility and moral judgment are frequently moderated. This moderation produces subtitles that appear neutral and informative rather than emotionally charged. Such tonal adjustment aligns with educational documentary objectives. Audience engagement becomes guided through rational explanation rather than emotive persuasion. Domestication thus shapes not only meaning transfer but also rhetorical force. This phenomenon reflects ideological mediation within subtitle translation practices. Similar discourse effects are discussed in audiovisual translation studies by Yonamine (2022).

Foreignization in Subtitle Translation

Foreignization is present in the subtitle translation although less frequently than domestication. This strategy appears primarily in the treatment of proper names institutional references and specific ecological terminology. Retention of

source language elements preserves cultural and scientific authenticity. Foreignization maintains conceptual precision when domestication risks semantic distortion. Such choices signal translator awareness of informational responsibility. Environmental discourse often requires terminological accuracy for credibility. The selective use of foreignization aligns with strategic moderation observed in audiovisual translation. Similar selective retention practices are documented by El Farahaty and Alwazna (2024).

Types of foreignization strategies identified include borrowing and direct transfer of technical terms. Latin based scientific expressions are occasionally preserved without adaptation. Proper nouns related to global environmental institutions remain unchanged. These decisions reflect respect for internationally recognized references. Foreignization supports educational value by exposing audiences to original terminology. This strategy may increase cognitive load but enhances conceptual integrity. Translators appear to balance accuracy and accessibility consciously. Comparable patterns have been noted in professional subtitle workflows by An (2024).

Examples of foreignized subtitle expressions illustrate deliberate resistance to over adaptation. Environmental terms such as ecosystem related concepts are transferred with minimal modification. Such retention preserves the documentary authoritative voice and scientific tone. Foreignized subtitles maintain alignment with global environmental discourse. These choices emphasize authenticity over immediate familiarity. Viewers encounter original conceptual framing through retained terminology. The strategy reinforces documentary credibility and seriousness. This function of foreignization has been emphasized in streaming subtitle research by Hagstrom and Pedersen (2022).

Further findings indicate that foreignization functions as a marker of informational trustworthiness. Retained terminology signals alignment with international scientific communication standards. This practice positions the documentary as a credible knowledge source. Foreignization supports continuity between spoken narration and written subtitle representation. Audience exposure to original terms encourages learning and conceptual expansion. Such strategy use reflects translator confidence in audience interpretive ability. Foreignization thus contributes to educational depth within subtitle translation. This perspective aligns with cultural mediation discussions by El Farahaty and Alwazna (2024).

Discussion

The comparison between domestication and foreignization reveals a clear dominance of domestication across the analyzed subtitle data. Domestication frequency reflects practical demands of subtitle readability and audience comprehension. Foreignization appears selectively when semantic precision becomes critical. This distribution demonstrates strategic prioritization rather than random translator behavior. Subtitle constraints shape the balance between accessibility and authenticity. Documentary discourse requires careful negotiation between simplification and accuracy. These findings support observations from audiovisual translation studies by Yonamine (2022).

Meaning accuracy is influenced by the chosen translation strategy. Domestication facilitates comprehension but may reduce conceptual nuance. Foreignization preserves detailed meaning but increases processing effort. Subtitle

translators manage this tension by contextual evaluation of each subtitle unit. Environmental narratives intensify this dilemma due to scientific complexity. Strategic variation reflects awareness of documentary communicative goals. Subtitle translation functions as mediated knowledge transmission. Similar interpretive implications are discussed by Abdelaal (2024).

Audience comprehension remains a central consideration in subtitle strategy selection. Domesticated subtitles enhance immediate understanding during rapid viewing conditions. Foreignized elements encourage learning and exposure to global terminology. Balanced strategy application supports both accessibility and educational value. Documentary subtitles serve informational and persuasive functions simultaneously. Translation decisions directly shape audience engagement with environmental issues. Strategic moderation enhances subtitle effectiveness in audiovisual communication. These implications resonate with subtitle reception findings reported by Szarkowska et al (2024).

From an ideological perspective subtitle strategies influence how environmental responsibility is communicated. Domestication frames ecological issues in accessible language that encourages acceptance. Foreignization maintains the gravity and specificity of global environmental discourse. Strategic imbalance may either oversimplify or overburden audience understanding. The observed combination indicates purposeful mediation of scientific authority and public comprehension. Subtitle translation thus operates as ideological gatekeeping within documentary communication. Translators participate actively in shaping environmental narratives. This role corresponds with translator visibility discussions by An (2024).

The findings also indicate that subtitle strategy selection is influenced by institutional and technological production contexts. Streaming platform standards contribute to consistency expectations that favor simplified subtitle output. Time pressure and workflow efficiency encourage strategy choices that prioritize clarity and speed. Such conditions reinforce domestication as a default professional practice. Foreignization survives within these constraints only when informational loss becomes unacceptable. Documentary subtitling thus reflects industrial mediation alongside linguistic judgment. This interaction between strategy and production context has been observed in contemporary audiovisual translation research by Hagstrom and Pedersen (2022).

The overall discussion underscores the role of subtitle translation as an active form of cultural mediation within documentary communication. Strategy selection demonstrates translator responsibility in shaping how environmental knowledge is framed and received. Domestication guides audiences toward accessible interpretation while foreignization preserves global discourse integrity. This dual function positions subtitles as influential narrative instruments rather than passive textual aids. Documentary subtitles mediate authority credibility and ethical stance through strategic language choices. Translator agency becomes visible through consistent evaluative judgment across subtitle units. This perspective reinforces the understanding of subtitling as an interpretive practice within audiovisual translation studies.

CONCLUSION

This study explored domestication and foreignization strategies in the Indonesian subtitle translation of *David Attenborough A Life on Our Planet*. The findings confirm that subtitle translation functions as an interpretive process shaping meaning and audience understanding. Domestication appears as the most frequently applied strategy throughout the analyzed subtitle units. This dominance reflects the need to support comprehension within audiovisual viewing conditions. Environmental terminology and explanatory narration are commonly adapted to enhance readability. Subtitle translation prioritizes clarity and accessibility for diverse audiences. The analysis demonstrates that translation strategies play a decisive role in documentary communication.

The identification of domestication as the dominant strategy highlights the practical realities of subtitle production. Subtitle translators tend to favor strategies that minimize cognitive effort during rapid information processing. Foreignization remains present when accuracy and scientific credibility require terminological retention. The strategic combination indicates conscious mediation between simplification and precision. Documentary subtitles must maintain informational reliability while remaining viewer friendly. Translation strategy selection reflects awareness of audience needs and communicative goals. Subtitle translation emerges as a balancing practice rather than a uniform procedure.

The implications of this study are relevant for both subtitle translators and translation studies scholarship. Translators may apply strategic reflection when handling environmentally focused documentary content. Awareness of domestication and foreignization effects can improve subtitle quality and communicative impact. Translation studies benefit from deeper understanding of strategy use in non fictional audiovisual genres. Future research may examine audience reception of documentary subtitles across different cultural contexts. Comparative studies involving multiple documentaries may reveal broader strategic patterns. Expanded investigation may strengthen theoretical and practical insights into audiovisual translation.

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