

Modulation Technique Translation of the Main Character's Utterances in Kung Fu Panda the Movie

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Abstract. This research aims to identify modulated translations of Kung Fu Panda (2008), especially in the main character dialogues. To achieve research objectives, the researcher uses qualitative descriptive techniques with case study methods. Based on the results of research made by the researcher, it was found that a number of translations used modulation techniques as a way of conveying a good message to the target language. This makes the researcher interested in discussing modulation translation in this study because there are actually many difficulties in creating subtitles. A subtitle maker is required to convey and translate a message from the source language into the target language within a limited duration and pay attention to its acceptability. The data collection and analysis stages the researcher carried out based on the theories of experts such as Molina & Albir, Vinay, and Darbelnet. It was found that 16 utterances were translated using modulation technique and fell into four types of modulation, namely Reversal of Terms, Concrete to Abstract, Changes in Symbolism, and Rethinking of Intervals and limits, and the type most frequently used was Reversal of Terms with 43,75%. In this movie, quite a lot of foreign terms are found, which are attempted to be translated into Indonesian terms without changing the content of the message to be conveyed in the movie.

Keywords: language, modulation, movie, subtitling, translation.

RESEARCH BACKGROUND

Translation involves converting text or speech from one language to another while maintaining the original message. It requires a deep understanding of both languages and their cultural nuances, especially in cinematic storytelling. Various scholars, including Peter Newmark and Eugene Nida, have categorized translation into different types, emphasizing the importance of achieving equivalence in meaning between source and target texts. Within translation, techniques like adaptation, borrowing, and modulation play key roles in navigating linguistic and cultural differences. Modulation, as outlined by Vinay and Darbelnet, involves transforming expressions, adjusting relationships, and altering terms to convey meaning accurately across languages.

Our research focuses on modulation in the Indonesian subtitles of Kung Fu Panda, analyzing how translators maintain fidelity to the original while adapting it to Indonesian cultural norms. Through this analysis, we explore how modulation enables translators to creatively adapt humor, cultural references, and emotional nuances to resonate with Indonesian viewers. Overall, translation is a dynamic process that requires careful consideration of linguistic and cultural nuances, with modulation serving as a vital tool for conveying meaning effectively across languages, especially in cinematic contexts.

REVIEW OF RELATED LITERATURE

2.1 Translation Technique

Translation techniques, as described by Molina and Albir (2002), involve intricate linguistic adjustments made during the translation process from the source language (SL) to the target language (TL). These techniques are essential for preserving the stylistic nuances of the original text while ensuring comprehension in the target language. They operate at various levels, from individual words to entire paragraphs, and are crucial for achieving translation fidelity. Examples for each of the 18 techniques identified by Molina and Albir (2002):

1. **Adaptation:** Translating cultural elements, like "kimono" from Japanese to English as "traditional Japanese robe," ensures clarity for the target audience.
2. **Amplification:** Adding details not present in the source text, such as providing historical context, enhances the richness of the translation.
3. **Borrowing:** Directly using words from the source language, like "restaurant" from French in English, fills lexical gaps in the target language.
4. **Calque:** Translating word-for-word, maintaining the structure, as seen in "cul-de-sac" translated to "bottom of the bag" in English.
5. **Compensation:** When a nuance can't be directly translated, providing a longer explanation or alternative expression helps convey the intended meaning.
6. **Description:** Replacing terms with descriptions, such as translating "Eiffel Tower" as "a tall iron structure located in Paris," offers clarity.
7. **Discursive Creation:** Replacing cultural terms with descriptions, like translating "karaoke" to "singing along to recorded music in a private booth," aids comprehension.
8. **Established Equivalence:** Replacing terms with equivalents recognized in both languages ensures accuracy and understanding.
9. **Generalization:** Applying general terms when no direct equivalent exists helps convey the concept effectively.
10. **Linguistic Amplification:** Adding linguistic elements, such as indicators of speech, enhances the fluidity and clarity of the translation.
11. **Linguistic Compression:** Condensing information, like shortening "I don't know" to "no," maintains conciseness.
12. **Literal Translation:** Retaining the same structure, as in translating idiomatic expressions, preserves the original meaning.
13. **Modulation:** Changing the perspective, like translating from direct to indirect speech, adjusts the tone and style of the translation.
14. **Particularization:** Specifying general terms, such as replacing "The fruit" with "The apple," adds clarity and specificity.
15. **Reduction:** Condensing information, such as shortening phrases, maintains clarity and conciseness.
16. **Substitution:** Replacing cultural gestures or expressions with equivalents in the target culture aids understanding.
17. **Transposition:** Changing grammatical categories, like altering word order, ensures grammatical correctness in the target language.
18. **Variation:** Adapting the tone or style, such as using colloquial expressions, enhances the naturalness of the translation.

2.2 Modulation technique

Vinay and Darbelnet's modulation technique, as discussed by Baker in 2009, serves as a flexible strategy in translation, addressing linguistic, cultural, and contextual disparities between languages. It acts as a vital conduit, ensuring the seamless transition of the original message into the target language environment. Let's delve into its various facets:

1. **Concrete to Abstract:** This involves transforming concrete expressions into abstract terms to align with the cultural expectations of the target audience, enhancing resonance and understanding.
2. **Cause and Effect:** Modulating cause-and-effect relationships maintains coherence and significance across languages, requiring careful balancing between linguistic and cultural nuances.
3. **Restructuring Segments:** This technique aims to maintain structural coherence and idiomatic flow in the target language, ensuring readability and immersion.
4. **Reversal of Terms:** Rearranging terms within phrases or sentences offers a fresh perspective, adding novelty and resonance for the target audience.
5. **Negation of Opposites:** Shifting between negative and positive statements preserves emotional impact while adapting to linguistic norms.
6. **Active to Passive (and Vice Versa):** Adjusting sentence voice enhances readability and fluency, aligning with target language norms.
7. **Space to Time:** Transforming spatial expressions into temporal ones maintains coherence within the cultural context of the audience.
8. **Rethinking of Intervals and Limits:** Adjusting intervals and boundaries ensures contextual relevance in the target language.
9. **Changes in Symbolism:** Adapting or creating metaphors enhances cultural resonance and textual impact for the target audience.

RESEARCH METHOD

In this study the researcher applied the method of qualitative research by describing the findings data. The researcher conduct research using several theories taken from experts. In this case, the researcher conducted research that focused on phrases translated into Indonesian using modulation techniques. Selecting research data using (Molina & Albir 2002) as a reference in selecting data that is translated using modulation techniques. The data that has been collected is analyzed and given the appropriate modulation type, and this modulation type is given based on classification according to (Vinay and Darbelnet in Baker 2009).

RESULTS AND DISCUSSION

This research aims to identify and analyze the prevalent modulation techniques used in the translation of the movie, based on Vinay and Barbelnet's taxonomy. Nine distinct modulation techniques are considered, including Concrete to Abstract, Reversal of Terms, Active to Passive, Negotiation of Opposites, Rethinking of Intervals and Limits, Space to Time, Part to Another Part, and Cause and Effect. The analysis involves a detailed examination of the movie's translation, categorizing instances of modulation according to Vinay and Barbelnet's framework. This approach helps uncover the

motivations and effects of these linguistic choices in the translation process, highlighting the artistry involved in bridging language and cultural differences.

No.	Type of Modulation	Frequency	Percentage
1.	Reversal of Terms	7	43,75%
2.	Concrete to Abstract	6	37,5%
3.	Changes in Symbolism	2	12,5%
4.	Rethinking of Intervals and Limits (in Space and Time)	1	6,25%
Total		16	100%

The table presents a thorough analysis of modulation types in the translation of dialogues from Kung Fu Panda, with a focus on the character Po. It provides insight into how modulation techniques convey the original work's richness to a diverse audience. Out of 104 character utterances, 16 instances of modulation were identified, spanning Reversal of Terms, Concrete to Abstract, Change in Symbolism, and Rethinking Intervals and Limits. This variety showcases the translator's adaptability, with Reversal of Terms and Concrete to Abstract being prominent at 43.75% and 37.5%, respectively. The deliberate choices made aim to resonate with the audience and enhance comprehension. The transformation of terms into Indonesian enriches audience engagement. The Concrete to Abstract modulation involves more than word substitution, capturing emotional subtleties and cultural context. It showcases the translator's creativity and dedication. Overall, this research underscores the strategic decisions translators make to preserve the original work's essence. Modulation acts as a bridge between languages and cultures, enhancing the cinematic experience for diverse audiences. Through meticulous analysis, we gain insights into translation as an art form, maintaining the depth of a cinematic masterpiece while ensuring accessibility.

Reversal of Terms

The modulation technique in translation is an advanced method that involves rearranging words, phrases, or terms in a sentence to convey the same idea from a fresh perspective. This approach adds depth and creativity to the translation process, transforming it into an art form. By reshaping content while preserving its core meaning, translators embark on a journey of linguistic creativity. Through this method, they introduce a new angle to the message, making it more engaging for the audience. For instance, the sentence "The sunset over the horizon was a breathtaking sight" could become "A

brehtaking spectacle unfolded as the sun dipped below the horizon," altering the perspective and impact of the message.

Modulation not only enriches resonance by presenting familiar ideas from new angles but also captures the richness of the original text in literary translation. It involves adjusting not only words but also sentence structure and organization, transforming translation into a dynamic and nuanced art form where every detail is carefully considered. Ultimately, modulation serves as a powerful tool in translation, creatively rearranging language to convey familiar concepts differently and enhancing the message's impact on the audience. It stands as an artistic expression that remains faithful to the original text while captivating readers with its freshness and creativity.

Excerpt 1

Time Stamp	SL	TL	Type
1:19:28-1:19:31	I am not a big fat panda, I am <i>the big fat panda!</i>	Aku bukan panda gembrot. Aku adalah <i>Sang Panda Perkasa!</i>	Reversal of Terms

When fighting Tai Lung, Po deflected Tai Lung's blows using his fingers and said I am not a big fat panda, I am *the big fat panda*. The translation from the phrase *the big fat panda* to the phrase *Sang Panda Perkasa* falls under the category of Reversal of Terms Modulation. This is a translation technique in which the order or arrangement of words in the source language is reversed or altered to achieve a translation result in the target language that is appropriate.

In this example, the words *big* and *fat* in the source language are arranged in the order *big fat*, which refers to the physical characteristics of a large and chubby panda. However, in the translation, the order of these words is reversed, so that the physical characteristics of the panda are conveyed with the word *Perkasa* in the target language. This creates a different nuance, where *Perkasa* may refer to the strength or bravery of the panda, while in the source language, the focus is more on its physical size. So, this reversal of terms modulation brings a change in meaning and nuance from the original source text while ensuring that the overall message of a *big and fat panda* is preserved in the translation. It is a creative way to adapt the source text into the target language while retaining essential elements of its meaning.

Concrete to Abstract

Modulation in translation involves the conversion of concrete expressions from the source language into more abstract terms in the target language. This adaptation is crucial for ensuring that the text aligns with the cultural and contextual expectations of the intended audience. By employing this technique, translators bridge the gap between source and target cultures, aiming to enhance the readability and cultural appropriateness of the translation. This modulation reflects the translator's deep understanding of linguistic and cultural nuances, facilitating the effective transmission of ideas across different cultural spheres.

In the context of the movie, we observed the use of the Concrete to Abstract modulation technique in 6 out of 15 data points. This deliberate choice by the translator serves to bridge cultural gaps and

ensure the acceptability of the translation to the target audience. By incorporating more generalized language, the translation becomes better suited to the cultural and contextual expectations of the viewers, enhancing its overall relatability. The translator's decision to employ this modulation technique is driven by the goal of aligning the translated content with the cultural nuances of the audience. This approach facilitates a more seamless and culturally relevant viewing experience, demonstrating the translator's keen awareness of the importance of cultural and linguistic nuances in the translation process. Ultimately, it contributes to the effective transmission of ideas and narratives across linguistic and cultural boundaries, ensuring that the essence of the movie resonates with a broader and more diverse audience.

Excerpt 2

Time Stamp	SL	TL	Type
04:07-04:09	Uh <i>a sign</i> of what?	<i>Pertanda</i> apa?	Concrete to Abstract

In the movie *Kung Fu Panda*, there's an interesting moment when the word *sign* appears in the dialogue. Linguistically, the word *sign* is a concrete word that refers to a visible or tangible symbol or mark that can be perceived with our senses. However, in the process of translating this movie into Indonesian, the word *sign* is transferred into the word *pertanda*, which is a more abstract concept. This translation process provides a concrete example of what known as translation modulation, where words with concrete meanings in their source language are changed into words with more abstract meanings in the target language.

In the context of the movie's dialogue, the character Po, the protagonist, asks the question, *Sign* of what? which is translated to *Pertanda* apa? This change shifts the meaning from something physically perceptible (a sign) to something more abstract (a sign or indication), ensuring that the character's intended message is still clearly conveyed to the audience enjoying the movie. However, movie translation is not limited to mere word substitution it also takes into account another crucial aspect, which is comfortable reading speed for the audience. On average, humans read text more comfortably when each word has about 14 characters. Therefore, translations often end up being shorter than the original text to ensure that the message in the dialogue can be conveyed clearly and comfortably when presented as subtitles in the movie. By considering reading speed, translation ensures that the audience can not only understand the intended message but also enjoy the movie without distraction from overly long or complex translation text. The process of movie translation is not just about word-for-word replacement but is also an art that involves changes in meaning, language style, and adaptation to fit the cultural context and reading speed of the target language. Translation plays a role not only in conveying words but also in ensuring that the original essence of the story, the emotions of the characters, and the nuances of the movie can still be effectively conveyed to the audience in the target language.

Changes in Symbolism

Symbolism modulation involves adapting existing metaphors or creating new ones to align with the cultural and linguistic norms of the target audience, enhancing the text's resonance. As a versatile

tool, modulation aids translators in navigating language, culture, and context to integrate translations seamlessly and captivate the audience effectively. In subtitling, modulation is crucial for conveying messages within a limited timeframe. Translators must creatively ensure that subtitles are culturally accepted, especially when dealing with profanity in movies like *Kung Fu Panda*, where accuracy is paramount but sensitivity to the audience is necessary. In summary, modulation empowers translators to adeptly adjust symbolic elements. Subtitling requires creative finesse and cultural sensitivity, particularly in translating sensitive aspects like swear words, illustrating the dynamic role of modulation in crafting accurate and culturally relevant translations..

Excerpt 3

Time Stamp	SL	TL	Type
11:50-11:52	The Thousand <i>Tongues of fire</i> .	Ribuan <i>petasan api</i> .	Changes in Symbolism

Modulation of changes in symbolism is one of the translation techniques where specific symbols or meanings in the source text are altered or replaced with symbols or meanings that are relevant or appropriate in the target language. The primary goal of this technique is to preserve the core meaning or message of the text, even though the symbols or concepts may differ in the cultural or linguistic context of the target language. In the example of the phrase *the Thousand Tongues of fire* translated as *Ribuan petasan api*, there is a clear change in symbolism. Here the phrase *the Thousand Tongues of fire* is an expression that may originally refer to a profound or powerful fire. However, in the target language, the symbolism is transferred into the phrase *Ribuan petasan api*, which maintains the element of fire but adds the concept of fireworks, which may be more suitable or have relevant connotations in the culture or language of the target audience. Changes in symbolism aim to make the text more understandable or relatable to the target audience. It can also be used to avoid cultural conflicts or differences in the understanding of symbolism between the source and target languages. Thus, modulation of changes in symbolism is one way for translators to manage cultural and linguistic differences in translation while ensuring that the core meaning of the text is preserved.

Rethinking of Intervals and Limits

Rethinking of Intervals and Limits is a translation modulation technique that goes beyond literal word conversion, focusing on adjusting temporal or spatial aspects in the text to fit the target language's cultural context. This technique allows translators to creatively adapt references like time or distance, ensuring they resonate with the audience. For example, if a source text mentions an event happening in the morning, the translator might rephrase it to "early in the day" to accommodate different cultural perceptions of time. Similarly, numerical measurements can be converted to align with the target audience's customary units. This modulation highlights the translator's role as a cultural mediator, enabling effective communication while respecting cultural differences.

Excerpt 4

Time Stamp	SL	TL	Type
49:09-49:13	<i>Every day of my life</i> just being me.	<i>Sepanjang hidupku</i> adalah menjadi diriku apa adanya.	Rethinking of Intervals and Limits

Po's expression carries a touch of frustration and a hint of disappointment, reflecting a slight sense of despair. His choice of words in the statement, the phrase *Every day of my life* has been translated into the phrase *Sepanjang hidupku* in Indonesian. This translation exemplifies a modulation technique known as Rethinking of Intervals and Limits, where the phrase *every day of my life* has been rethought and reformulated into the more concise and effective *sepanjang hidupku*. This transformation doesn't sacrifice the intended message of the utterance but streamlines it, making it shorter without losing its essence. In this instance, Po's sentiment, expressed through his words, captures a particular emotion, and the translation carefully preserves that sentiment. The adjustment in wording, from the somewhat extended *every day of my life* to the more succinct *sepanjang hidupku*, mirrors the compression of language without sacrificing the emotional undertone.

This modulation technique, Rethinking of Intervals and Limits, showcases the versatility of translation, demonstrating how subtle adjustments can enhance the impact of the message while maintaining its core meaning. In this case, the modification not only shortens the expression but also condenses the intensity of Po's feelings, emphasizing the directness of his statement. It exemplifies the art of translation where words are thoughtfully chosen to convey not just the meaning but also the emotional nuances of the source text. To summarize, Po's lamentation and his choice of words, like *Every day of my life*, artfully translated as *Sepanjang hidupku*, reveal a modulation technique known as Rethinking of Intervals and Limits. This technique streamlines the expression without diminishing the emotional content, showcasing the flexibility and artistry of translation. The adjustment in wording emphasizes the raw sentiment and maintains the essence of Po's message, highlighting the power of language in conveying emotion and meaning

CONCLUSION

In this research titled "modulation technique translation of the main character's utterances in kung fu panda the movie," the focus lies on investigating the modulation techniques employed in translating the main character's dialogues in the popular film, kung fu panda. Through meticulous data collection and analysis, the researcher examined 16 utterances from the main character, revealing a dominant modulation technique—reversal of terms, which accounts for 43.75%. The prevalence of these modulation techniques in kung fu panda underscores their crucial role in adapting language to create a meaningful experience for the target audience. Translation, as demonstrated in this study, is not merely a literal substitution but an art form that preserves the original message's essence while ensuring relevance to diverse cultural backgrounds. This research framework illuminates how modulation techniques add complexity to translation, showcasing their significance in conveying messages with emotional and cultural nuances. Language serves as a tool for maintaining the depth and integrity of artistic works, even when adapted to different languages and cultures. Understanding modulation techniques is particularly vital in translating art forms like movies. In kung fu panda, the selection of reversal of terms technique is pivotal for maintaining fidelity to the movie's message while ensuring comprehension and relevance in the target language. In conclusion, this research provides valuable insights into the role of modulation techniques, especially in movie translation. Reversal of terms emerges as highly effective in preserving the movie's essence while bridging cultural gaps. Deep understanding of these techniques is crucial for delivering a profound and relevant experience to the target audience, particularly in movies with significant cultural influence.

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