Translation Technique Analysis of *Frozen* Movie

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Abstract: This study uses a qualitative descriptive method to describe the translation techniques used in the Frozen subtitled movie. The data collection technique is to find data from the internet, download scripts from the internet, classify the pronunciations produced by the characters. And analyzing the data, the framework proposed by (Molina and Albir. 2002, p. 509) is applied. The steps are reading film subtitles, identifying the translation techniques used in subtitled films, analyzing utterances into film subtitle translation techniques, and drawing conclusions. The purpose of this study was to identify the techniques used to translate frozen movies. There are three aspects for good quality that subtitling should fulfill: accuracy, acceptability, and readability. The researcher found that the most widely used translation technique was literal translation. This technique tries to translate a word or word expression for word, while linguistic modulation and compression are rarely used because not all sentences can be translated with this technique.

Keywords: *translation techniques, "frozen" movie, film translation*

RESEARCH BACKGROUND

Translation has always been a central part of communication. It becomes a bridge to overcome the cultural background and language diversity among the people. In this global era, people are familiar with the work of translators because there are many related sources (Nugroho, 2016; Basari and Nugroho, 2017; Nugroho et al, 2019). To do the translation, a translator must master the relevant language. This is done to make a good translation, which is able to transfer messages from the source language (SL) to the target language (TL). On the other hand, translation plays an important role to solve the problem of communication between languages. (Catford, 1965, p.20) states that "Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)".

Translation has usually been used to transfer a written or spoken SL text with an equivalent written or spoken TL text. In general, the aim of translation is to reproduce various types of texts – including religious, literary, scientific, and philosophical texts – in other languages and thereby make them available to a wider audience (Suryaningtyas et al, 2019). In other words, translation is actually a language activity to produce the same meaning from sentences or texts in other languages. These activities go through a process where the translator must first see the events, concepts or ideas, SL to reach the event in TL, which is the result of the translation.

Subtitles can be found in audiovisual media. Can be seen in the news or movies. There are many western films released in Indonesia. Most of them use English because it is recognized as an international language. Many people in Indonesia don't know English in a film, so they use subtitles to understand what the character or speaker is talking about.

Therefore, it is clear that translating is a means not only to replace the source language into the target language but also to transfer the main ideas from the source language to the target language. Here the translator looks for effective words that are not only from the dictionary but words must be searched from other sources to make the reader understand (Nugroho, 2016). Currently, there are many translated works in various forms that can be found easily, such as novels, books, comics, and films.

According to (Newmark, 1981, p.7) "translation is a skill that consists of trying to replace a message or statement written in one language with the same message or statement in another language". There are two issues that can be discussed regarding the Newmark definition. The first, Newmark looks translation related to written text. It is possible to distinguish it from "interpretation" in verbal translation. And secondly, Newmark's definition does not use equivalent or comparative terms, but he uses the same terms with other languages. (Rizqiyyah, 2009) stated that the translator should consider the existence of TL cultural background by adding some information related to, pay attention on the TL pattern, and consider the context influencing the story. She who uses Newmark's theory to examine a novel, finds the weakness point of translating, however, that the translator did not consistent in giving information to all of culturally-bound words. The translator did not also pay her attention on the readers' need of greater specificity, level of the text, the plot, nature of the text and time and setting the story takes place. In some cases, as connotative problems, the terms does not translated well, means the translation does not suitable for wholly ages considered the novel had been translated was read by all level of ages, especially kids.

Film is a picture of life. (Rahan, 2011) states that film is a social communication medium that is formed from the combination of two senses, sight and hearing, which has a core or story theme that is displayed in the form of social reality. To translate movie subtitles need more effort because diction is a little different from written form. This gets more complicated when it comes to animated films because the resulting target language has to be understandable and appealing to the audience, especially children or teenagers. One of the newest animated films produced by Walt Disney Pictures. Therefore, the purpose of translation is how to make equality for the reader. It should include the author's ideas, thoughts, and messages in order to be easily understood by the reader.

Subtitling is one of the language transfer methods in translating types of mass audiovisual communication such as films and television. Subtitling can be defined as a condensed translation of the original dialogue, which appears as a line of text usually positioned at the bottom of the screen. Subtitles allow viewers to watch programs in their original format, which may be difficult for some viewers to read and as some condensation has to occur so that the text will fit the screen and the appointed time, some details will definitely be lost. The pressure to make the most accurate translation possible may result in the adoption of a large number of loanwords. Ideally, when presented to an audience along with visuals, verbal, and sonic stimuli from the original, the resulting effect is maximum understanding and appreciation with minimal processing effort. Some populations can speak foreign languages quite well, with the help of subtitles, the program can be understood quite well in its original format.

Frozen is an animated film that tells about love between families, friendship, and courage. It is said that in the Kingdom of Arendelle, Princess Elsa has the power to freeze, create ice and snow, and she has a younger sister named Anna who is playing with her. When Elsa accidentally hits Anna's head with her excess and nearly kills her, their parents lead them to a troll that saves Anna's life and makes her forget what had previously happened. Elsa returns to the castle, then she decides to have her own room and stays in her room because she is afraid that she will hurt Anna again with her increased strength. Their parents died when their ship

sank in the ocean. Three years later, Elsa's coronation forces her to open the palace gates to celebrate with the people. Anna met Prince Hans at a party and she immediately fell in love with him and decided to marry him. But Elsa does not accept the marriage and loses control of her powers and freezes Arendelle. Elsa flees to the north mountain, Anna joins Kristoff, Sven and Olaf in search of Elsa. They find Elsa in her ice castle and she accidentally hits Anna in her heart, now only true love can save her sister from death.

This movie is inspired by Hans Christian Andersen's 1844 fairy tale "The Snow Queen". It was released by Walt Disney Pictures on November 19,2013 at the El Capitan Theater in Hollywood, California, and went into genera theatrical release earning $1.280 billion in worldwide box office revenue, including $400 million in United States and Canada and $247 million in Japan.

The author tries to make the equivalent of English into Indonesian which has a different system. Someone who wants to use l inguistic theory will benefit from learning more about how language works. Of course, this means that attention should be devoted to helping students apply the principles being taught. It is intended as an additional teaching aid for readers.

RESEARCH METHOD

In this research the writer uses the descriptive qualitative research. The method of this study is descriptive qualitative method. This method is a method which describes and observes the characteristics of a phenomenon being studied. According to Cresswell (1994:195) "a qualitative study focuses on participants' perceptions and experiences which are presented with words." This method aims to gain a better understanding of the previous studies (Nugroho, 2010). The researchers use this method to describe the translation procedure of cultural words by Newmark from the data source, it is an Animation movie, Frozen written by Jennifer Lee and directed by Chris Buck. The film was published in 2013. The researchers streamed the film on Disney+. The Indonesian dubbing supported this research as source of data and the English subtitle supported this research as target of data for the analysis chapter. The qualitative data collection of this study was on these following steps the writer will classify the data into the right category based on Newmark words categorized theory. After that, the cultural words in a phrase or sentence will be categorized also into what kind of translation procedure used. This time categorization is based on the theory of Vinay & Darbelnet.

RESULT AND DISCUSSION

Data 1

SL : "But then , one day, she just shut me out and never knew why"
TL : Tapi, suatu hari dia menutup diri dariku, dan aku tidak tahu kenapa

The data displayed shows that the words form a simple sentence that has one subject and one predicate indicating a meaning. In addition, the sentence shows the speaker's feelings indicating that it is an expressive sentence.

Data 2

SL : "what if I meet the one?"
TL : "Bagaimana jika aku bertemu dengan "Idamanku"?

The data displayed shows that the utterance is in the form of interrogative sentence. The sentence is ended by question mark which indicates that it is interrogative sentence. The sentence of what if I meet the one is in the form of representative utterance. Furthermore, the translation "Idamanku" is also categorized as interrogative sentence since it has the same normal order. In this case, there is the change in the speech act classification from the SL to the TL. The TL is in the form of expressive utterance because it shows the feeling of the speaker.

Data 3

SL: "Born of cold and winter air"
TL: "Terbentuk dari dingin dan udara musim dingin"

The data displayed shows that the speech is in the form of a minor sentence because the sentence "Born from cold air and winter" does not have a subject but the word Born can be a predicate. Moreover, the sentence contains information in it which indicates that it is a representative sentence. Furthermore, the translation "Terbentuk dari dingin dan udara musim dingin" also includes a minor sentence because it has the same order that does not use the subject and predicate "Terbentuk". TL is also in the form of representative speech that contains information in it. Because there is no change when the representative English sentence is translated into Indonesian sentence. It's still in the Representative's sentence. So, it has the same meaning as the representative sentence.

Data 4

SL: "Ice has a magic can't be controlled"
TL: "Es punya sihir yang tak bisa dikendalikan"

The data is a complex sentence that has one subject and two predicates in two clauses, here it is an independent clause and a bound clause that shows one meaning. Ice acts as a subject while has is a predicate as in an independent clause and cannot be controlled is a predicate in a dependent clause. Moreover, the sentence contains information in it which indicates that the sentence is a representative sentence. Then, "Es memiliki sihir yang tidak dapat dikendalikan" is also categorized as a complex sentence because it has the same normal order that uses one subject "es" have two predicate in two clause "memiliki" and "tidak terkendali" TL is also a representative speech. Because there is no change when English declarative sentences are translated into Indonesian sentences. This is still in a representative sentence. So, it has the same meaning as a declarative sentence.

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Data 5

SL: "And mountain rain combining"
TL:" serta campuran hujan gunung"

Language messages are accurately translated in the target language by subtitles. The translator understands which word is more appropriate to apply in the subtitle result. It can be seen that the sentence and mountain rain combining was translated into "serta campuran hujan gunung". It translates well to the target language without changing the form of the language and the message when the English sentence is translated into Indonesian sentence.

Data 6

SL : "you and I just meant to be"
TL : "kamu dan aku, kita di takdirkan"

The data displayed shows that the utterances form sentences that do not have a clear meaning. "mean" is categorized as a minor sentence that does not match the major pattern. TL is also a commissive speech that signifies a warning. Because there is no change when commissive English sentences are translated into Indonesian sentences, even though there is a change in language form when language sentences are translated into Indonesian sentences. But, it's still in a commissive sentence.

Data 7

SL : "gotcha!"
TL : "tunggu"

In the datum above, it could be seen that the word of Gotcha was translated into "tunggu". The subtitler inaccurately extend the source language message into target language. The subtitler was not choose the appropiate word to be applied in subtitling the source language into target language.. Gotcha is one of slam word from Got you which meant "kutangkap kau". But here, the subtitler choose "tunggu" as the meaning of Gotcha. Therefore, it can change the meaning or the message of the source language. So, it needs rewriting.

Data 8

SL : "why did they shut them in the first place?"
TL : "mengapa dari dulu mereka menutupnya?"

The sentence of "Why did they shut them in the first place?" was translated into "Mengapa dari dulu mereka menutupnya?". The translator inaccurately extend the source language message into target language. The translator was not translate the word by word. There are

some word which was not translated well into target language. The translator was not choose the appropriate word in subtitling the sentence above. The translator was not translate above by the dictionary meaning. the phrase of in the first place was translated into "dari dulu". It can be seen that it is not appropriate with the meaning in the dictionary. based on English dictionary, the phrase of in the first place can be translated into "ditempat yang pertama" The translator use his/her own word to translate it. Therefore, it could be changing the information or the message to the audience.

Data 9

SL: "The heart is not so easily changed, but the head can be persuaded."
TL:" Hatinya tidak mudah diubah, tapi kepala bias disembuhkan."

The message in the source language was translated less acceptability in the target language by the translator. It could be seen that the sentence of The heart is not so easily changed, but the head can be persuaded was translated into "Hatinya tidak mudah diubah, tapi kepala bisa disembuhkan". The translator was not translate the word be to make the subtitling result more natural.the word of be persuaded was translated into "disembuhkan". However, in the English dictionary, the word be persuaded meant "dibujuk". It is not appropriate but it was not change the language form and language message from the source language into target language.

Data 10

SL: "I wish you would tell me why."
TL:" Kuharap kau mau memberitahuku alasannya."

The translator was translated message less acceptability the source language in the target language. It could be seen that the sentence of I wish you would tell me why was translated into "kau mau memberitahuku alasannya". The translator translate the word why into "alasannya". However, in the English dictionary, the word why meant "mengapa". It is not appropriate but the translator known well to translate the word contextually. Therefore, it was not change the language form and language message from the source language into target language.

Data 11

SL: "only I don't dance"
TL:" Hanya saja aku tak bisa"

The translator conveyed the message of the sentence displayed unacceptability into the target language. The translator make an error translation from the source language into target language. It could be seen that the word only I don't dance was translated into "Hanya saja aku tak bisa". The translator translate the word don't dance into "tak bisa". However, based on English dictionary, the word dance meant "dansa". So, the sentence only I don't dance can be translated into "hanya saja aku tidak berdansa". The translator was not choose the appropriate word to make the subtitling result. So, it change influence the message of source language into

target language and needs rewriting.

Data 12

SL: "We'll reduce the staff."
TL:" Kami akan mengurangi staf kerajaan."

The sentence of We'll reduce the "staff" in the source language was translated into "Kami akan mengurangi staf kerajaan". This sentence was high readability level. The dialogue was contextually translated by The translator. There was no change in language form and the message of source language. All the words were translated contextually. In the target language, the translator add the word of "kerajaan" which is not written in the source language to make the information to be clear. It was very easy to read and there was no difficult words found. The utterance was not too long and easy to understand.

Data 13

SL: "And for a whole day!
TL:" Malahan untuk sepanjang hari!

Based on the subtitle above, the translator conveyed the message moderate readability level into the target language. The translator used his/ her own sentence. It could be seen in the source language, the sentence of And for a whole day was translated into "Malahan untuk sepanjang hari". The word of and was translated into "malahan" by the translator. However, in the dictionary the word of and meant "dan". So, it make the audience read more than once to understand more.

Data 14

SL: "There's be real, actual people."
TL:" Rasanya benar-benar aneh, akan ada orang-orang nyata."

The translator conveyed the message moderate readability level into the target language. The translator used his/ her own sentence. It could be seen in the source language, the sentence of There's be real, actual people was translated into "Rasanya benar-benar aneh, akan ada orang-orang nyata". The phrase of There's be real was translated into "Rasanya benar-benar aneh" by the translator. However, in the dictionary the word of There's be real meant "akan menjadi kenyataan". The translation in target language of the sentence above make the audience read more than once to understand.

Data 15

SL: "I was born with it, although I dreamt I was kissed by a troll."

TL:" Aku terlahir bersama ini, meskipun terkadang aku bermimpi dicium Troll."

The translator used his or her own sentence the translator conveyed the message moderate readability level into the target language. It could be seen in the source language, the sentence of I was born with it, although I dream I was kissed by a troll was translated into "Aku terlahir bersama ini, meskipun terkadang aku bermimpi dicium Troll". The translator translate the word of with into "bersama". However, it would be looked natural if the word of with was translated into "dengan" or "seperti". The translation in target language of the sentence above make the audience read more than once to understand.

CONCLUSION

Translating films, or subtitling, cannot be the same as translating a type of book, in this case a novel which has more space. Movie subtitles, translator must consider speed audience in reading and sentence length that must be adapted to a moving conversation. However, the translator must consider the meaning contained so that the audience understands the message conveyed clearly. Therefore, film translators must accurately select the best strategies in translating bound words. Thus, choosing the right strategy can help the film's message be well received by the audience.

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