



**TRANSLATION TECHNIQUES USED IN TRANSLATING CULTURAL WORDS IN
FROZEN MOVIE**

A Thesis

by

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ABSTRACT

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Keywords: cultural words, Frozen 2013 movie, Newmark, translation, translation techniques.

This thesis entitled Translation Techniques Used in Translating Cultural Words in “Frozen (2013)” Movie is conducted to find the pattern of cultural words translation techniques mostly used by the translator in translating the subtitle. The unit analysis of this research was in the form of words, phrases, and clauses in the movie entitled Frozen (2013). The reason of researcher for choosing this movie is because of the creative musical elements and some visual animations. There were several steps in conducting this study. The descriptive- qualitative research was employed in this study. The data collection started from watching the original DVD of Frozen (2013) movie and then selecting cultural words. While the method of data analysis was done by collecting cultural words in Frozen (2013) movie, categorizing the data by using the table of analysis, classifying the data, analyzing the data based on Newmark approach, discussing, and reporting. The result of this study reveals that the cultural words translation technique used by the translator ranked from the most to the least frequently used which are 37 cultural words (40.66%) of material culture, 26 cultural words (28.57%) of gestures and habits, 13 cultural words (14.29%) of ecology and 8 cultural words (8.79%) of organizations custom and ideas also 7 cultural words (7.69%) of social culture. The frequency of cultural words found the most is material culture and translation technique used the most is equivalence translation.

CHAPTER I

INTRODUCTION

This chapter discusses about some topics related to the background of the study, statements of the problem, scope of the study, objectives of the study, and thesis organization.

1.1 Background of the Study

Language is the system of communication in speech and writing that is used by people of a particular country. All people speak to communicate each other through language, both written and oral. Cartford defines language as a type of pattern of human behavior that is way in which human beings interacts each other in social situation.

Language is an object in translation. Without language, translation cannot be applied. Translation is a process conducted in language, a process of changing a text in one language into another language. The change consists of some aspects, such as phonetic, grammatical and semantic. Therefore, a translator must use the theory of language as a footing or the principle that supports him/her.

Every country has its own culture with its characteristics that cannot be found in other countries. Sir Edward (2010) as cited in Samovar *et.all*, (2012: 10), culture is the characteristics and knowledge of a particular group of people, defined by everything from language, religion, cuisine, social habits, music and arts defines culture is “that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society”. When translating a foreign language, it is often found some kinds of words, phrases, or expressions that are linked to a certain culture. That is called by cultural words or phrases. One of the problems in translating a movie is translating a word or phrase by culture, in which a translator must find a direct lexical equivalent for a thing or event that is unknown (foreign) in receptor language culture.

Translation is seen nowadays as an important human action and the translator as a mediator between cultures. That is why many scholars have asked how or if culture can be eventually translated into another language. Translation is always placed at the core of the intercultural aspects, so that the study of the translation goes along with the cultural studies. Consequently, cultural aspects of translation have emerged into a series of theories about cultural translation, about its very existence in terms of cultural identity of a specific community. From the beginning, we may ask what culture is. This is not an easy question to answer. In Duranti's opinion, culture is "something learned, transmitted, passed down from one generation to the next, through human actions, often in the form of face-to-face interaction, and, of course, through linguistic communication" (Torop, 2002: 593).

The translation technique is chosen to reduce the misunderstanding and to be easily understood by the readers of the Target Language. The method selected is caused by the ideology that the translator believes. In other words, first, the ideology that the translator considers, will decide the method he/she uses. Secondly the method he/she uses will choose the strategy which is used.

Related to the ideology of translating (Newmark and Bassnett mention it as translation culture, another problem that the translator faces in translating literary text is no universality. According to Newmark (1981: 7) as cited in Armellino (2008): "Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language". However, with cultural words this is often impossible. Indeed, the meaning which lies behind this kind of expressions is always strongly linked to the specific cultural context where the text originates or with the cultural context it aims to re-create. Bassnett (2014: 25) connects language and culture by giving a parable. She points out that language, then, is the heart within the body of culture, and it is the interaction between the two that results in the continuation of life-energy. In the same way that the surgeon, operating on the heart, cannot neglect the body that surrounds it, so

the translator treats the text in isolation from the culture at his or her peril. From this definition, we can observe that language plays a very important role in a culture.

Adapting Nida, Newmark (1998: 94-95) categorizes culture into some typical examples of Ecology: flora, fauna, winds, plains, hills: 'tundra', 'plateau', selva (tropical rain forest), savanna, 'paddy field; Material culture (artefacts): food, clothes, houses and towns, transport; Social Culture: work and leisure; Organizations, customs, activities, strategies, concepts; gestures, and habits. Those are kinds of cultural divergences over the world.

In all cases, when cultural differences exist between the two languages, it is extremely difficult to achieve a successful transfer, if not impossible (whatever the competence of the translator in the two languages involved). Moreover, even the slightest variation from the source language (SL) cultural term can be taken as an act of subversion against the culture it represents. Literary translation itself can even be regarded as an act of subversion, or a means of providing an alternative or subversion of reality.

The similar statement comes from Armellino (2008) who suggest the ability that must be owned by the translator, as follows:

"I believe that a closer approach to the source language—one which could be respectful of the 'difference' inherent in the original product, which is made in another cultural, social and political context—could be enriching and challenging at the same time. Much more information could be acquired by the audience on the story they are watching literally and listening to, and a deeper understanding of it could be achieved if the translations did not hide the cultural diversity."

Most cultural words are easily to detect, since they are associated with a particular language and cannot be literally translated (Newmark, 1988: 95). Many cultural words are described in ordinary language where translation would distort the meaning and translation may include an appropriate descriptive-

functional equivalent. Movie, at least in a part, is moving from principled objections to unequal culture exchange.

For some viewers, especially Indonesian, in order to catch the cultural message of the movie, need such helpful effort to overcome the language diversity. The language diversity can make the messages, of the movie do not maximally delivered to the audiences. Hence, for the important of the achievement of cultural message, movie subtitle appear as a helping.

Understanding a movie is sometimes difficult for the audience especially when there are errors and ambiguities in the subtitle. The errors or even ambiguity that may occur could make the audiences confused of the conversation taken place in the movie. Sometimes ambiguities in the subtitle bring the audience to a huge mislead.

The important thing of translating foreign movies into a certain target language, in this case Indonesian, is also supported by Luyken et.al, as quoted by Tumangger (2010: 2) who require subtitle method as a way of transferring language. They said that:

“Where ... a play, film, or series attempts to portray life in particular country, the language of that country is an essential part of the culture experience and it should be preserved: in such case, subtitling might be the most appropriate form of language transfer.”

Thus, to translate cultural words in the movie, the translator should master both source culture and target culture. The strongly-linked source language to its culture, however, may be too difficult to understand for the audience of the subtitled movie is addressed to. Hence, the translator should pay attention deeper to the target circumstance in order to cope with the main cultural diversity.

Moreover, Newmark (1998:96) gives more specific suggestion for the translator of cultural word. He states: “The translator of cultural words, which is always less context than ordinary language, has to bear in mind both the

motivation and the cultural specialist (in relation to the text's topic) and linguistics level of the readership.

Those differences make the students of translation or beginner translator puzzled in applying the strategy and using term for translating terminology diversity and the overlapping of terms make it difficult to use them and to be understood. Besides that, those strategies are not specialized in translating cultural word, what procedure, method, and strategy that a translator uses.

The researcher is interested in investigating the techniques of translating the cultural words in *Frozen (2013)* movie translated into Indonesian. A popular cartoon movie which was produced by *Walt Disney Animation* in 2013, won as the best animation in Oscar 2014. Because of this reason, the researcher decided to choose this movie which, as the winner of Oscar, attracts the attention of many people to enjoy the movie with Indonesia subtitle. The title of *Frozen (2013)* movie which was translated into Indonesia to be *Membeku*. In *Frozen (2013)*, the researcher finds some cultural word of English which are translated into *Frozen*, for example *Candlestick* is translated into *Candlestick*. The translator still uses the word *Candlestick* without giving the explanation what it means in order to solve the untranslatability in translating cultural word. Besides that, the cultural word *Candlestick* can be domesticated, foreignized, or neutral. Thus, the researcher interested in doing the research. If there are some misinterpreted in subtitling, especially for cultural words, it will lead a great mislead to a great number of audiences. The message of the movie, which was reflected from the culture, could not be transferred as well as hoped. As Bassnett's (2014: 33) remarks that "the translator cannot be the author of the source language text, but as the author of the target language text has a clear moral responsibility to the target language readers".

From the explanation above, there are two main problems; they are no-equivalence and no-universality in translation. No-equivalence is no appropriate word in changing source language word that is bound by culture into receptor

language word that is caused the untranslatability. No-universality is there is no uniformity in the term and notion translation strategy.

The movie which was a kingdom story shows diversity of the culture and also contains some poetic language. In addition, cartoon movie is a movie which is suitable for all ages. It means that the translation or subtitle should be receivable by all, especially for children. The cultural message which shall be transferred by the movie should be delivered well and be understood by all. In this study, the researcher tried to analyze about ***Translation Techniques Used in Translating Cultural Words in Frozen (2013) Movie.***

1.2 Statement of The Problems

Based on the background of the study that was shown above, then the research question are:

1. What cultural words are found in the ***Frozen 2013*** movie?
2. What techniques are used to translate the cultural words found in the ***Frozen2013*** movie?
3. What techniques are used the most to translate cultural words in the ***Frozen*** movie?

1.3 Scope of The Study

Based on the background of the study, the researcher focuses on analyzing the translation technique of cultural words in the translation of english subtitle in ***Frozen*** movies which highlighted the relation to the cultural words. The main theory used in this research is translation strategies by Vinay and Darbelnet (2004: 129-134).

1.4 Objectives of the Study

Based upon the research questions above, so the aims of this research are:

1. To find out the cultural words are in the ***Frozen(2013)*** movie.
2. To find out the techniques used to translate the cultural words found the ***Frozen(2013)***movie.

3. To find out techniques used the most to translate the cultural words in the *Frozen(2013)* movie.

1.5 Significances of the Study

It is hoped that the results of the study would give valuable contribution to:

1. Translators, this thesis can be an input about how to use the techniques in translating cultural words correctly.
2. Researchers, this thesis can be an input to other researchers who conduct a research on translation techniques used in cultural words in movie subtitles.
3. Readers, who read this thesis to get more interested in enlarging their knowledge about translation techniques used in cultural words in *Frozen(2013)* movie.
4. The English Department students of Dian Nuswantoro University, the researcher hopes that the results of this research can give more understanding knowledge about Translation techniques used in translating cultural words in *Frozen(2013)* movie.

1.6 Thesis Organization

This thesis consists of five chapters. Those are arranged systematically to present the research:

Chapter I is introduction. This chapter consists of background of the study, statement of the problem, objective of the study, scope of the study and significance of the study.

Chapter II is review of related literature. This chapter consists of previous researches, and theoretical review.

Chapter III is research method. In this chapter, the researcher explains about type of research, unit of analysis, source of data, technique of data collection, and technique of data analysis.

Chapter IV is discussion. In this chapter, the researcher explains the answers of statements of the problem in chapter I by using the chosen theories.

Chapter V is conclusion and suggestion. This chapter presents the conclusions of the research and the suggestion.

CHAPTER III

RESEARCH METHOD

This chapter is aimed at presenting the methodology used by the researcher in the study. It covers research approach, data type, data sources, data collection, research instrument, trust worthiness and data analysis.

3.1 Research Design

A descriptive-qualitative approach was employed in this study in describing the data. This study was about identification of cultural expressions related to the use of translation techniques between Indonesian subtitle and English subtitle film. In other words, this study was accomplished by observing the film and its subtitle. The method analyzed deeper into the data and combines them to the theory to get the best research result. However, in the acquisition of qualitative research, quantitative data might present. It was because this study also employed a little bit number (quantitative analysis) to support the analysis of the data.

According to Vanderstoep (2009: 167), the researcher of qualitative study imposes the cultural, social, and personal identity on any interpretation of the research participant's experience. Qualitative study reveals things about the culture, history, and values that may not have thought about. Besides, qualitative research is descriptive. Description is essential for understanding. Therefore, the goal of qualitative research is to understand the view point of research

participant or research object (Vanderstoep, 2009: 167). In addition, qualitative research employs some methods, one of which is analysis some types of texts. There are broad definitions referring the term text. One of them is from film subtitle.

3.2 Source of The Data

In this study, the researcher collected data in the written texts form from subtitle of the *Frozen* 2013 movie. The unit of data analysis was in the form of words, phrases, clauses. The meaning equivalence was also measured in these units of data analysis. Moreover, the expressions which are repeatedly mentioned with same expression in the Target Language were only taken at one time. However, it was re-listed in the table of analysis when the expression is mentioned over and over with different expression in the Target Language.

The sources of the data is original DVD of *Frozen* (2013) movie. Furthermore, cultural words are determined as the data. Hence, as data source of this study was both the transcript and the subtitle.

3.3 Technique of Data Collection

For this research, the data, both English and Indonesian subtitles of the movie were downloaded from subscene.com. Later, the data were analyzed to find the cultural words and collected into a table. Only the data that supports the research formulation were taken to be analyzed which is the data that contains culturally-specific items or cultural expression. Every cultural expression was

classified in the table of analysis. The data classification and data encoding were arranged according to Newmark (1988).

3.4 Technique of Data Analysis

The process of data analysis carried of six steps which were described as follows.

1. Collecting

Wiersma states that data analysis begins soon after data collection begins, because the researcher checks on working hypotheses, unanticipated results, and the like (Wiersma, 1995: 216). In this study, the both English and Indonesian language data was taken from the subtitle which downloaded from subscene.com. The researcher only collected the data which concern with cultural words.

2. Categorizing

After the researcher collected and got the raw data, the next step was to categorize the raw data. This is the one which used the table of analysis as presented in sub chapter of data collection.

3. Classifying

The next step was classifying the data. The researcher classified the data into relevant categories provided. Classification was the most difficult step to do as this required a good and deep understanding on the theories employed. The words and phrases found as the data were classified into categories that employ the theories of cultural expressions,

translation techniques of foreignization and domestication, and meaning equivalence. Similar data was classified as one datum in table analysis. It means that no datum is repeated.

4. Analyzing

In this step, the data were counted one by one according to the categorization system in order to get the fixed number (percentage) of each phenomenon in the tables. It can be shown as the table below:

No.	Time	Source Language (English)	Target Language (Indonesia)	Cultural Words	Translation Techiques
1.	00:01:52.54	Born of cold and winter air	Terlahir dalam udara musim dingin nan beku	Ecology	Modulation
2.	00:01:59.88	This icy force both foul and fair	Kekuatan membekukan ini begitu besar.	Gestures and habits: activity	Literal translation

At the end of this step, all percentages of the existence of each type could be seen. Having this, the answers for the formulated problems of this research could be got. Those fixed numbers and percentages became the findings of this research.

5. Discussing

The researcher would make discussion and draw conclusion. The researcher discussion not only relates to the findings to some employed

theories, the researcher also explained and elaborated why and how the findings could be so. In addition, this kind of discussion was also conducted to the whole findings of the table in the form of explanation and elaboration.

6. Reporting

The last step to finish was to report the findings and the discussions of the findings. In writing the report of the research, the researcher also added some points of conclusion as well as some points of suggestion.

CHAPTER IV
DATA ANALYSIS

This chapter discusses the results of data analysis in answering the problems in this research. The problems are to investigate the translation techniques used in *Frozen 2013* movie. The researcher used Vinay-Dalbernet framework (2004) in analyzing cultural words in *Frozen (2013)* movie.

4.1 Findings

The discussion of the finding is focused on the cultural words translated in *Frozen 2013* movie. This chapter shows how the data were examined and described. Below is the table which conveys Pattern of Cultural Words Translation of *Frozen 2013* movie.

Table 4.1 Pattern of Cultural Words Translation

No.	Cultural words	Translation Techniques	Quantity	Percentage
1	Material Culture	Equivalence	23	25.27%
		Borrowing	6	6.59%
		Adaptation	3	3.30%
		Transposition	2	2.20%
		Modulation	3	3.30%
2	Gestures and habits	Equivalence	20	21.98%
		Modulation	6	6.59%
3	Organizations, Customs,	Equivalence	5	5.49%

	Ideas	Borrowing	1	1.10%
		Modulation	1	1.10%
		transposition	1	1.10%
4	Ecology	Equivalence	10	10.99%
		Borrowing	1	1.10%
		modulation	1	1.10%
		Transposition	1	1.10%
5	Social Culture	Equivalence	7	7.69%
Total			91	100%

Table 4.2 describes the pattern of cultural words translation in *Frozen 2013* movie. It was found that there are 5 types of cultural words based on Newmark. It can be seen that there are 37 cultural words (40.66%) of material culture, 26 cultural words (28.57%) of gestures and habits, 8 cultural words (8.79%) of organizations custom and ideas, and 13 cultural words (14.29%) of ecology also 7 cultural words (7.69%) of social. The frequency of cultural words found the most is material culture and the equivalence translation is the technique mostly used by the translator. Because of most items found in the data of source language reflects the specific uniqueness that only found in certain cultures and for the translation itself, have the similar items with the target language.

4.2 Discussions

In this part, the analyzed findings are presented based on the data which can be seen in the appendices from the *Frozen (2013)* movie.

4.2.1 Cultural Words Found in Frozen 2013 movie

1. Material Culture

Excerpt 1

SL	00:08:24.13 - 00:08:27.77 Do you wanna build a snowman ?
TL	00:08:25.08 - 00:08:27.84 Apa kau mau membuat manusia salju ?

The excerpt above was one lyric in the song of Elsa to Olaf. Olaf is an alive snowman character in this movie. The datum shows that **a snowman** was a cultural word that refers to a material culture. From the excerpt above, it can be seen that a snowman is found when a winter takes place. The word **snowman** was translated with the equivalence translation technique as **manusia salju**. It was one of the material cultures as a representation of a human figure created with compressed snow. There was a cultural word gap since in Indonesia there is no winter season. Despite the fact that the result of translation using the equivalence technique, it shows the process of rendering the SL to the TL in order to emphasize its meaning. The word **snowman** was rendered into **manusia salju** without changing the form.

Excerpt 2

SL	0:13:33.64 - 0:13:38.68 Who knew we owned 8,000 salad plates ?
TL	0:13:33.64 - 0:13:38.68 Siapa yang tahu kami punya 8.000 piring salad ?

The utterance quoted in the excerpt above shows a material culture of food. Because of the phrase is not common to all cultures. The phrase **salad plates** in the source language was directly translated into **piring salad**. Salad is a dish consisting of a mixture of small pieces of food which is served with salad dressing. Hence, there is a process of rendering from

the source language into the target language at the level of material culture. Therefore, the translation technique used in the phrase is borrowing.

Excerpt 3

SL	0:46:23.31 - 0:46:24.84 It's like a little baby unicorn.
TL	0:46:24.12 - 0:46:25.80 Bagaikan bayi Unicorn.

The excerpt above contains a cultural word of material culture. Unicorn is a mythological creature like horse but with a horn in its head. Such creature may be unknown to common cultures. Princess Anna felt passionately as well as interested to Sven, a donkey and so she said that it was like a little baby unicorn. The phrase *a little baby unicorn* is literally translated into *bayi Unicorn*. The word *little* was ignored and was not rendered since the word *baby* is described as a very young child. It implies that the process of rendering the source language of the phrase was adjusted to the culture of the target language. Therefore, the translation technique used in the phrase is borrowing.

Excerpt 4

SL	0:40:22.85 - 0:40:24.52 Get your feet down. This is fresh lacquer.
TL	0:40:23.92 - 0:40:25.57 Turunkan kakimu! Ini baru dipernis!

The excerpt above was an adverb phrase which is categorized as a cultural word it can be seen from the phrase of 'fresh lacquer' may unknown to other cultures. It is categorized as a material element. The utterance above was said by Kristoff to Sven, a donkey. Meanwhile, the phrase *fresh lacquer* was rendered into *dipernis* in the target language. It implies that the process of rendering the source language of the phrase above was adjusted by the change the point of view to the culture of the target language. Therefore, the translation technique used in the phrase is modulation.

Excerpt 5

SL	0:45:29.66 - 0:45:33.62 I'm thinking maybe some crimson, chartreuse.
TL	0:45:30.64 - 0:45:33.84 Mungkin sedikit warna merah dan hijau.

The excerpt above was described as adjective phrases which can be seen from the cultural words 'some crimson, chartreuse'. The utterance above is the utterance between Olaf and Kristoff. The cultural words above were adapted to *warna merah dan hijau*. The source language used specific words in describing the color. The target language used general words in describing the source language color in order to make the audience familiar with the color. It implies that there is a process of adapt the culture of target language audience. Therefore, the translation technique used in the phrase is adaptation.

Excerpt 6

SL	0:50:06.33,0:50:07.70 with a wicked sorceress
TL	0:50:06.8-0:50:09 Dengan Penyihir jahat

The excerpt above was described as the phrase of cultural word 'a wicked sorceress'. It is categorized as a material culture. The singular phrase of 'wicked sorceress' was translated with the equivalence translation technique into *penyihir jahat*. It implies that the phrase 'a wicked sorceress' was rendered into *penyihir jahat* describing that the structure of the phrase in the SL was adjusted to the accepted structure in the TL. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 7

SL	1:05:19.88 - 1:05:22.51 She's like a little cupcake.
TL	1:05:20.76 - 1:05:22.80 Gadisitusepertiro tibolukecil.

The excerpt above was categorized as noun phrase. The phrase as a material culture is a bakery product that might be unknown to other cultures. Some other cultures produce many types of bakery but may not familiar with 'a little cupcake'. The noun phrase of source language *a little cupcake* was translated with the adaptation translation technique into *roti bolukecil* instead of *kue mangkok kecil*. In the target language *roti bolu* has its translation in the target language, *sponge cake*. But the translation of the phrase is done since both bakeries have its similarities texture. It implies that the translator was adjusted the noun phrase of *a little cupcake* in rendering to the target language of *roti bolukecil*. Therefore, the translation technique used in the phrase is adaptation.

Excerpt 8

SL	1:06:45.76 - 1:06:46.80 He's got a couple of bugs
TL	1:06:45.76 - 1:06:46.80 Diapunya beberapa kutu

The excerpt above was described a noun phrase 'a couple of bugs' which is categorized as cultural words. It was examined as a material culture of insect. From the analysis above, it can be seen that the noun phrase of *a couple of bugs* was referred as *fleas* rather than the ordinary bugs as like ladybug or etc. Other cultures which did not share the same knowledge may translate the phrase literally and make a miss translation. Because of the phrase has different meaning and only used by certain cultures, therefore, the phrase is categorized as cultural words. It also implies that the technique used by the translator in determined kind of insect in the dialogue above was dealing with the use of language in

different cultures. Therefore, the translation technique used to translate the phrase is adaptation.

Excerpt 9

SL	0:49:48.55-0:49:52.28 There is soup and hot glogg in the great hall.
TL	0:49:49.56-0:49:52.53 Ada sup juga minuman hangat di Aula Utama.

The excerpt above was described as a process of obtaining the change of point of view of the noun phrase '*hot glogg*'. It was served with raisins, blanched almonds and ginger biscuits. It was a popular hot drink during Christmas which is categorized as a material culture. The noun phrase of source language '*hot glogg*' was transferred with the modulation translation technique to target language *minuman hangat*. Since there was a process of making the target language simpler, therefore, the translated phrase was a variation of the form of the message that obtained by a change in the point of view of the source language. The translator used this technique since mostly children are the target audience of this movie so it needs a variation of translation to be easily understood. Therefore the translation technique used is modulation.

Excerpt 10

SL	0:47:58.00 - 0:48:00.00 My snow up against the burning sand
TL	0:47:58.84 - 0:48:01.16 Tubuh Salju kubaring di pasir yang hangat .

The excerpt above was described as a noun phrase 'burning sand' which was categorized into things of the material culture. It can be seen from the utterance of Olaf to Princess Anna. The noun phrase of source language '*the burning sand*' was rendered with the modulation translation technique to target language *pasir yang hangat*. It implies that there was a change of noun into

adjective. The translator was adjusted the phrase with the culture of target language without changing the meaning of the message. Since there was a process of making the target language simpler, therefore, the translated phrase was a variation of the form of the message that obtained by a change in the point of view of the source language. The translator used this technique since mostly children are the target audience of this movie so it needs a variation of translation to be easily understood. Therefore the translation technique used is modulation.

Excerpt 11

SL	0:21:35.36 – 0:21:36.96 Like an agile peacock
TL	0:21:35.84 – 0:21:37.4 Bagai Merak yang tangkas

The excerpt above was described as a noun clause of source language 'like an agile peacock'. It was categorized as an animal of material culture. It was translated with the equivalence translation technique to target language *bagai Merak yang tangkas*. The clause was rendered to a target language by using the equivalence since the both source language and target language share the same knowledge of the clause. Therefore, the translation technique used in the clause is equivalence.

2. Gestures and habits

Excerpt 12

SL	00:04:47.75 - 00:04:49.42 and I like warm hugs .
TL	00:04:48.16 - 00:04:49.76 Dan akusuka pelukanhangat .

The excerpt above was a noun phrase 'warm hugs' which was categorized as gesture and habit. From the excerpt above, it can be seen that the speaker enjoys to hug others as a common habit. Therefore, that activity becomes the speaker's uniqueness, since a hug for common people is only done to someone who is being loved. In this situation, it is done by Anna to Olaf who is a snowman. The phrase 'warm hugs' was translated with the equivalence translation technique into *pelukanhangat* where the structure of the SL was adjusted to the acceptable structure in the TL. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 13

SL	00:04:58.03 - 00:04:59.49 Tickle bumps!
TL	00:04:58.40 - 00:04:59.40 Meluncurr !!

The excerpt above was described as a phrase 'tickle bumps!' which was categorized as gesture and habit. The phrase *tickle bumps* which is translated with equivalence translation technique into *meluncur* as part of the expression of cultural arts. It implies that there is the activity of sliding on the ice. This utterance was said by Olaf, a character of a snowman in the *Frozen 2013* movie. The phrase was rendered to a target language by using the equivalence since the both source language and target language share the same knowledge of

the phrase but with different structure. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 14

SL	001:32:14.56 - 001:32:18.29 Glide and pivot. And glide and pivot.
TL	001:32:15.52 - 001:32:18.76 Meluncurdanberseluncur. Meluncurdanberseluncur.

The excerpt above was described adverb phrase 'glide and pivot' which was categorized as the gesture and habit. It was translated with the equivalence translation technique into *meluncur dan berseluncur*. The gestures and habits in this excerpt reveals that Princess Anna and Princess Elsa like to play on the ice. They showed their expression by saying the gesturs and habits which they do. The translator adjusted the target language from the source language refer to its structures since the both source language and target language share the same knowledge of the phrase. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 15

SL	1:01:21.67 - 1:01:24.14 You're tickling me.
TL	1:01:22.28,1:01:23.96 Kaumenggemaskan.

The excerpt above was described as the clause 'you're tickling me' which was categorized as an expression of gesture and habit. The expression of this clause implies that the source language containing cultural word at the level of gestures and habits is adjusted by the culture of target language. The clause '*you're tickling me*' was translated with the modulation translation technique into *kau menggemaskan* because the translated clause was a variation of the form of the message that obtained by a change in the point of view of the source

language. The translator used this technique since mostly children are the target audience of this movie so it needs a variation of translation to be easily understood. Therefore the translation technique used is modulation.

Excerpt 16

SL	0:52:16.70-0:52:17.73 Hang on
TL	0:52:17.04 - 0:52:18.04 Bertahanlah

The excerpt above was described as a phrase 'hang on' which was categorized as gesture and habit. The source language of 'hang on' was translated with the equivalence translation technique into target language 'bertahanlah'. It implies that there is a process of rendering the source language into target language by adjusting the cultural word. The translator adjusted the target language from the source language refer to its structures since the both source language and target language share the same knowledge of the phrase. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 17

SL	0:03:59.84 - 0:04:01.94 Go play by yourself.
TL	0:04:00.28 - 0:04:02.12 Bermainlah sendiri.

The excerpt above was described as a clause 'go play by yourself' which was categorized as gesture and habit. The clause of source language 'go play by yourself' was translated with the equivalence translation technique into target language *bermainlah sendiri*. It implies that there is a process of rendering the source language of the clause above into target language by adjusting the cultural word. The translator adjusted the target language from the source language refer to its structures since the both source language and target

language share the same knowledge of the phrase. Therefore, the translation technique used in the phrase is equivalence.

3. Organization, Ideas, Customs

Excerpt 18

SL	00:06:43.70 - 0:06:47.17 Cuties. I'm going to keep you.
TL	00:06:44.24 - 00:06:46.97 Kaumanis. Akan kurawat kalian.

The excerpt above was described the phrase 'cuties' as a material culture. It was translated with the equivalence translation technique into *kau manis*. It is such aappellation which is shown to a daughter from the father which may not adapted by common cultures. It showed the love of the Father (a King) to Anna which have the magical power upon her hands. It implies that the phrase *cuties* was rendered into *kaumanis* describing that the structure of the phrase in the SL was adjusted to the accepted structure in the TL. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 19

SL	00:10:03.50 - 00:10:05.50 Your Highness.
TL	00:10:03.80 - 00:10:05.32, Yang Mulia.

The excerpt above was described by a noun phrase 'Your Highness' which was categorized as the identity of the play. There was an organization culture which was led by someone who was higher than other. The phrase of source language 'Your Highness' was translated with the equivalence translation technique into target language *yang mulia*. It was mostly used to honor the person who has the highest position of a kingdom. From the excerpt above it can be implied that the target language was adjusted by the translator by rendering

the source language depending to the culture. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 20

SL	00:11:58.28 - 00:12:00.78 Because the Queen has come of age.
TL	00:11:58.92 - 00:12:01.04 KarenaRatuakankeluar.

The excerpt above was described as the clause 'Because the Queen has come of age' which was categorized as the process of play in coming of age. The utterance of captain above shows that he announced to all people in the Kingdom about The Queen. The clause of source language '*because the Queen has come of age*' was translated with the equivalence translation technique to target language *karena Ratuakankeluar*. The technique is used because of the influence of organization cultural words. The use of *come of age* in the source language can be explained as a person reaching adult status. Hence, it is translated into *keluar* instead of *bertambah usia* since the context of the announcement wants to declare about the Coronation Day. The target language was adjusted by the organization cultural words. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 21

SL	00:03:14.36 - 00:03:17.12 Come on, Sven.
TL	0,0:03:14.72 - 00:03:16.92 Ayolah, Sven !

The excerpt above was described as a clause 'Come on, Sven' which was categorized as the customs. The cultural words of source language above was transferred into target language 'Ayolah, Sven!'. It implies that the phrase *come on* was rendered with the equivalence translation technique into *ayolah*

describing that the structure of the phrase in the SL was adjusted to the accepted structure in the TL. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 22

SL	0:36:29.95 - 0:36:31.98 Winter boots and dresses?
TL	0:36:30.44 - 0:36:32.12 Sepatu musimdingin dan jaket?

The excerpt above was described as the clause 'Winter boots and dresses' which was categorized as the clothes at the level of customs. The utterance above was happened between Kristoff and shop owner winter equipments. Kristoff needs some of winter equipments such as winter boots and dresses. It can be seen from the clause of source language '*winter boots and dresses*' which were translated into *sepatu musim dingin dan jaket*. The source language of the word *winter boots and dresses* were rendered with the equivalence translation technique to target language. The word *dresses* was translated into *jaket* instead of *gaun*. There was a gap custom culture between clothes in the source language and target language in this context. Therefore, the translation technique used in the phrase is equivalence.

4. Ecology

Excerpt 23

SL	00:01:52.54 - 00:01:56.08 Born of cold and winter air
TL	00:01:53.68 - 00:01:56.57 Terlahir dalam udara musim dingin nan beku

The excerpt above was described as the ecology geographical in that situation. It can be known that in Frozen 2013 movie that the weather is winter at that time. The phrase *cold and winter air* was translated with the

modulation translation technique into *udaramusimdinginnanbeku* because the translated phrase was a variation of the form of the message that obtained by a change in the point of view of the source language. The translator used this technique since mostly children are the target audience of this movie so it needs a variation of translation to be easily understood. Therefore the translation technique used is modulation.

Excerpt 24

SL	0:49:04.77 - 0:49:08.97 What frozen things do in summer!
TL	0:49:04.36,0:49:08.96 Saataku melakukan apa yang dilakukan es di musim panas

The excerpt was described as a clause 'What frozen things do **in summer!**' which was categorized at the level of ecological culture. It can be seen from the source language of the phrase *in summer* which was translated with the equivalence translation technique into *di musim panas*. It implies that the translator rendered the source language to target language in order to get an acceptable structure. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 25

SL	0:40:24.52 - 0:40:26.82 Seriously, were you raised in a barn?
TL	0:40:25.64 - 0:40:27.13 Sungguh, apakah dibesarkan di peternakan?

The excerpt above is about where the origin place of Princess Elsa. Kristoff was curious whether she was raised in a barn. Then Princess Elsa explains that she was from the palace. The ecological cultural words of phrase of *in a barn* was translated with the equivalence translation technique into *di peternakan*. The target language is common with the culture of source language. It implies that the

process of rendering the phrase above was adjusted with the culture of TL. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 26

SL	0:31:22.68 - 0:31:26.25 The snow glows white on the mountain tonight
TL	0:31:23.8 - 0:31:26.8 Salju bersinarputihdi Gunungmalamini.

The excerpt above was the part of Princess Anna's song. There is an ecological culture in the excerpt above. It can be seen from the phrase *the snow* was translated with the equivalence translation technique into *salju*. The target language matches as closely as the elements in the source language. Ecological culture draws the situation of place of the play. The ecological cultural words of phrase of *the snow* was translated with the equivalence translation technique into *salju*. The target language is common with the culture of source language. It implies that the process of rendering the phrase above was adjusted with the culture of TL. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 27

SL	0:37:41.15 - 0:37:43.96 But I will throw in a visit to Oaken's sauna
TL	0:37:42.0-0:37:44.04 Dan kuberikautiket Sauna Ek .

The excerpt above was described as a noun phrase of source language *Oaken's sauna*. It was categorized as an ecological level of cultural words. The source language was transferred directly to target language *Sauna Ek*. It can be implied that the translator rendered the source language to be accepted to a target language's structure. The ecological cultural words of phrase of *Oaken's*

saunawas translated with the borrowing translation technique into *Sauna* Ekthat the target language is common with the culture of sourcelanguage. It implies that the process of rendering the phrase above was adjusted by the structure of Target Language. Therefore, the translation technique used in the phrase is borrowing.

Excerpt 28

SL	0:47:26.71 - 0:47:30.91 And sun, and all things hot.
TL	0:47:26.71 - 0:47:30.91 Dan mentari, dansegalakehangatannya.

The excerpt above was described as a clause ‘And sun, and all things hot’ which was categorized at the level of ecological in cultural word. It contained clause of source language ‘*and sun, and all things hot*’ was being replaced to target language *danmentari, dansegalakehangatannya*. There was a process of changing the position of the adjectives in source language to the form of noun in target language. It can be seen from the *hot* which was known as an adjective which is adjusted into *kehangatannya* which was known as noun. It can be implied that the source language was being changed in order to be accepted to target language. Therefore, the translation technique used in the phrase is transposition.

5. Social Culture

Excerpt 29

SL	0:21:04.33 - 0:21:07.59 The Duke of Weaseltown. "Weselton"!
TL	0:21:05.08 - 0:21:07.84 Duke dari Weaseltown. "Weselton" !

The excerptabove shows an utterance containingthe phrase of the source language *the Duke of Weaseltown*whichwas rendereddirectlyinto the target

language *Duke dari Weaseltown*. From the excerpt above, it can be seen that the word *duke* was preserved in the target language as *duke* and it is not rendered into *adipati* instead. Therefore the translation technique used is borrowing.

Excerpt 30

SL	0:52:02.71-0:52:05.02 You mean, the love experts ?
TL	0:52:03.4-0:52:05.16 Maksudmu Si Ahli Cinta ?

The excerpt above was described noun phrase of the source language '*the love experts*'. It was translated with the equivalence translation technique to a target language *Si Ahli Cinta* and considered as social cultural words. The cultural word above was categorized as an appellation of a people within social culture. It implies that the process of rendering the source language was adjusted to the culture of target language since of its similarities. Therefore, the translation technique used in the phrase is equivalence.

Excerpt 31

SL	0:12:00.78 - 0:12:02.48 It's Coronation Day
TL	0:12:01.16 - 0:12:02.92 Ini hari Penobatan

The excerpt above has described the phrase 'Coronation Day' which was categorized at the level of social in cultural words. It was said by the captain which announced everyone in the Kingdom about the Coronation Day. The phrase of the source language *the Coronation Day* was translated with the equivalence translation technique into target language '*hari Penobatan*'. It implies that the source language above was adjusted into the target language by rendering the cultural words. Therefore the translation technique used is equivalence.

4.2.2 Translation Techniques found in Cultural Words of *Frozen 2013* movie

According to the data analysis above, it can be seen that the translator mostly applies three techniques, namely: literal, borrowing, and equivalence. Literal was applied in translating three selected cultural words, such as *Sorcery*, *Sandwiches*, and *a little cupcake*. Borrowing was applied to translate two selected cultural words, like *a troll* and *a monster*. Equivalence was applied to translate cultural word like *dandelion*. Then, from 91 selected cultural words, it can be terminated that selected cultural words are 69 literal, 8 selected cultural words borrowing, 7 selected cultural words are modulation, 5 selected cultural words are transposition, 3 selected cultural words are adaptation. It can be concluded that, the most frequently translation techniques applied is literal translation. The translator rendered a cultural words by using literal, borrowing, or adaptation. It depends on the aims of the translator intention.

The issue of determining a cultural word translation is still being exist with a lot of procedure and strategies in translating the phrase or the clause. In this study, the researcher tried to reveal in the sight of technique translation used of the selected cultural words. The data was familiar to the audience especially kids. It can be seen from the data analysis in how there were process of rendering or changing or transferring directly the source language to the target language were done by adjusting the structure of SL to TL in order to be accepted by the audience.

In the researcher point of view, the use of literal technique was influenced by some factors. The target audience of *Frozen 2013* movie mostly kids with range of age 6 – 12 years old and teens with range of age 13 – 16 years old. This movie was caught billion audiences in Indonesia because of the visual effect and the story line which was easy to be remembered. The purpose of the translator in using some techniques was followed by the cultural language in TL especially Indonesia since *Frozen 2013* movie contained Western culture. The researcher

believed that this factor made the translator prefer to make survey of who the target audience of the movie was.

Meanwhile, the borrowing technique as the second solution by the translator in adjusting the cultural words was a good idea indeed. As the example when lots of character's name and ecological features could not be replaced with Indonesian's cultural name. The data result of translating must be accurate and accepted between source language and target language. The best way in translating the cultural words was preserved the original word when it has no equivalent.

Adapting the source language to the target language translation, the translator must understand a point of view in which a message must be delivered. For example when the utterance of *heads up* was translated into *kepala menengadah ke atas*, it would be awkward. Then, the adapting technique for the example above must be translate into a caution like *awas kepala*. However, the translator hardly to apply adapting technique. The translator did not make the audience being confused when enjoying the movie. In this study, the researcher implies that the audience felt hardly to understand the message of source language when the adapting technique was applied to many.

CHAPTER V

CONCLUSION AND SUGGESTION

After giving findings and the discussion in chapter IV, the researcher gives the conclusion according to the finding and discussion that the researcher provided in the previous chapter and some suggestion to the people who read this research. This suggestion is also meant for all of the society who has interest in the English translation process.

5.1 Conclusion

According to the data findings in the previous chapter, the researcher focused on 91 cultural words (100%). Meanwhile, the result of the research shows that out of 91 cultural words, 23 material cultures (25.27%) is a translation using equivalence translation, 6 material cultures (6.59%) is a translation using borrowing translation, 3 material cultures (3.30%) is a translation using adaptation translation, 3 material cultures (3.30%) is a translation using modulation translation, 2 material cultures (2.20%) is a translation using transposition translation, 20 gestures and habits (21.98%) cultural words is a translation using equivalence translation, 6 gestures and habits (6.59%) cultural words is a translation using modulation translation, 5 organizations, customs, ideascultural words (5.49%) is a translation using equivalence technique, 1 organizations, customs, ideascultural words (1.10%) is a translation using borrowing technique, 9 organizations, customs, ideascultural words (1.10%) is a translation using transposition technique, 9 organizations, customs, ideascultural words (1.10%) is a translation using modulation technique, 10 ecological cultural words (10.99%) is a translation using equivalence translation, 1 ecological cultural words (1.10%) is a translation using transposition technique, 1 ecological cultural words (1.10%) is a translation using borrowing technique, 1 ecological cultural words (1.10%) is a translation using modulation technique, and 7 social culture cultural words (7.69%) is a translation using

equivalence technique. Meanwhile, calque technique is not used by the translator since there are no data found translated with this technique and also the literal techniques since they are associated with particular language and cannot be literally translated. The frequency of cultural words found the most are material culture, while the equivalence translation is the techniques mostly used by the translator in *Frozen 2013* the movie. The percentage of the data analyzed on chapter IV was indicated that the translator often employed equivalence translation in translating the subtitle of *Frozen 2013* the movie. The result of the strategy used mostly by the translator indicated that the words used in this movie is easy to comprehend since by using literal translation, the translator could deliver the meaning of the SL into the TL.

5.2 Suggestion

The researcher would like to give suggestions as follows :

1. Any side, whether individual or groups that want to take a deeper research about the translation to make this research as the guidance for categorizing the translation strategies used by the translator in translating any subtitle of the movies.
2. English teachers who are using movies as the learning method for the students to take extra care about the content of the translation so that the learner will not experience a confusion made by the lack of understanding about the context of the dialogue of a movie.
3. English department students who are interested in a study of translation to comprehend more about the context of the text translated from the source language into the target language.

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