

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Globalization has made a direct impact on the development of translation studies. As the world experiences faster communication and accelerated mobility, translation studies takes part as a bridge to avoid a communication gap (Nugroho, Raden Arief, et al. (2016)).

Translation is the process of transferring the meaning and information from the source language (SL) into the target language (TL). In this life, translation is very important in cross-cultural exchange of ideas to be accepted. This translation, it can help people to share any opinion in their lives. In the translation process is not as easy and simple as people think, not only need a dictionary, but also requires an understanding of the context of the source language (SL) to the target language (TL). The movie subtitle text is one of the text to be translated.

In this globalisai era, the big demand for movies make adults and children love to watch it. Film is one of the tools of media to inform the public through sound and moving images, so that the audience can easily receive the message to be conveyed in this film. To attract viewers, there are some genre films that have been produced by the Film Industry. The problems faced by the translator only a small portion of people in the world who is able to understand and can translate from English into the target language.

Subtitling aims to make the message of the film can be conveyed to the audience. A very a lot of people in Indonesia who watch western films with subtitles in Indonesian. Because it can help they are get the message of this movie. Gottlieb in Tira Nur Fitria (2015) states "that subtitling is a rendering of a verbal message media filmic in different languages, in the form of one or more lines of written text, presented on the screen. In dealing with problems of translation, the translator assigned to play a role in overcoming obstacles language between filmmaker and audience.

Translators is a people interpret the language of the source language (SL) to the target language (TL). Hatim and Mason (1997: 1) states that the translator is a a good receiver and producer. The task of the translator is a to read and comprehend written text (SL) and then transfer the meaning of the TL in written form. A good translator must be able to translate between the source language (SL) with the target language (TL). Translators must be careful because of cultural differences and a very important meaning in translation. The translation will be misleading if the translator can not find the exact meaning of the source language (SL) to the target language (TL). It can be concluded that the translator must be skillful in translating the message without changing the destination of the message. To anticipate the problems that arise when the process of translation, the translator must be able to use the translation techniques in overcoming problems of translation. For example, *Ayu Putu* phrase can be translated into *putu ayu, that is a traditional food, contains grated coconut and rice flour with brown sugar in it.*

The research aims to find out the translation techniques of Moana's utterances in Moana Movie. This is a 2016 animation, adventure, comedy movie directed by Ron Clements and John Musker and written by Ron Clements and John Musker. Moana movie produced by Walt Disney Animation Studios and released by Walt Disney Pictures. Moana movie is a girl who is a fan of sea voyaging and she was the only daughter of a long line navigator captain. When the family needed his help, Moana on a journey. In this film also will include a half-gods and spirits that taken from the real mythology.

Moana Animated Movie in 2016 tells the story of a girl named Moana (Auli'i Cravalho) who want the adventure to sail the Pacific Ocean. The story flashes back three thousand years ago, there was the most famous sailor in the world have traveled along the Pacific Ocean to the south, and have found so many islands in the region, but after a thousand years of stop voyage. And from there, why Moana want to sail. She also wants to prove to his predecessor that Moana can also be like him. From there the young girl went sailing and perform dangerous missions u, and this is done to complete the mission of its predecessor yet astringent finish. When Moana was sailing, her met with Maui (Dwayne Johnson). From that meeting they both agreed to jointly take a trip across the ocean in order to finish an unfinished mission.

The film was chosen as the data because Moana movie is one animated film in five other animated film nominated for an Oscar Awards 2017. This film is good recognized by 95% Rotten Tomatoes. Moana character who wakes up with a very good, well presented without requiring lovely heart sturdy, making it different from the other Disney Princess movie. Moana adventure with Maui also feels good and interesting to watch. Moana has combined quality, entertainment, and reach of mainstream. That's why researcher interested to analyze Moana animated movie, especially in Moana utterances.

Moana's utterances selected for analysis because Moana is the main character and she is one of the characters mostly appear in the film. The researcher decided to analyze the utterance translation techniques Moana for the data material thesis.

Translation technique of Molina and Albir's theory was used as framework in translating the source language (SL) into the target language (TL) of this study, because the theory Molina and Albir is one popular theory and there are many researchers use this framework in their study of translation techniques. Not only novel or another, but the movie subtitles can also be translated using this translation techniques. In this study, the translator uses various types of Mechanical translation is with the aim that viewers can easily accept meaning in every utterance of the film, one of them is Substitution technique. For example, in the source language "**Moana attitude while protecting a little turtle from a crow**" was translated in the target language "**Pergi, pergi!**". In the movie, Shoo, shoo is described as the crow's expulsion. In the context of the movie, Moana is saving a small turtle that will walk across from the shore to the sea. The translators interpret "**Moana attitude while protecting a little turtle from a crow**" become "**pergi, pergi!**", because the message can be delivered to the audience and in accordance with the target language. It means that is "**Moana attitude while protecting a little turtle from a crow**" in Indonesian was translated is '**pergi, pergi!**' (the animal's expulsion).

1.2 Statement of the Problem

Based on the background of the study above, the problem of this study can be stated as follows:

1. What translation techniques are used in Moana's utterances in *Moana* Movie Subtitle?
2. What translation technique is mostly used in Moana's utterances in *Moana* Movie Subtitle?

1.3 Scope of the study

In this research, the researcher focuses on analyzing and identifying the translation techniques based on Molina and Albir's theory in the Subtitle Text of *Moana* movie subtitle.

1.4 Objectives of the study

In line with the statement of the problem, the objectives of the study can be summed up as follows:

1. To identify the translation techniques found in Moana's utterances in *Moana* Movie Subtitle.
2. To analyze the translation technique that is mostly used in Moana's utterances in *Moana* Movie Subtitle.

1.5 Significance of the study

This study hopefully gives valuable contribution in concerning a language learning on translation program as they are belonging to:"

1. Future researchers

The results of this research hopefully give more knowledge about the analyses of translation techniques in the subtitle text of the movie.

2. Dian Nuswantoro University especially the English Department Students.

The results of this research can give more knowledge about translation techniques.

3. The readers

The results of this research are expected to make the readers more understand about the translation techniques and to know the types of translation techniques.

1.6 Thesis Organization

This research is presented in five chapters with the following organization to make it easy for the readers to understand the content, they are:

Chapter I is Introduction which presents Background of the study, Statement of the problem, Scope of the study, Objectives of the study, Significance of the study, and Thesis Organization.

Chapter II is Review of Related Literature which consists of Previous Research, Translation, Types of Translation, Translation process, and Translation Techniques.

Chapter III is Research Method which describes Research Design, Unit of Analysis, Source of the Data, Technique of Data Collection, and Technique of Data Analysis.

Chapter IV is Data Analysis which covers the results of analysis and description about translation techniques in translating The Subtitle Text of Moana movie.

Chapter V is Conclusion and Suggestion of the data analysis.