

TRANSLATION TECHNIQUES ANALYSIS OF MOANA'S UTTERANCES IN "MOANA" MOVIE SUBTITLE

JOURNAL ARTICLE

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Ву

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ABSTRACT

Indra Setiawan. 2017. **Translation Techniques Analysis of Moana's Utterances in "Moana" Movie Subtitle.** English Study Program. Dian Nuswantoro University. Advisor: Dr. Raden Arief Nugroho, S.S., M.Hum.

Keywords: Moana, Translation Techniques Subtitle.

This thesis is entitled "Translation Techniques Analysis of Moana's Utterances in Moana Movie Subtitle". This thesis aims to find the translation techniques of Moana's utterances in *Moana Movie Subtitle*. The data is English in the source language and Indonesian the target language to be analyzed. This research used descriptive qualitative method in analyzing and describing the translation technique that are used in Moana's utterances in Moana Movie Subtitle. The researcher analyzed the data by following many steps, first was selecting the data, second was identifying the data, third was classifying the data, fourth was describing the data, and last was drawing the conclusion. Based on the analysis, the researcher found 452 utterances of Moana's utterances in Moana movie subtitle that contains 14 types of translation techniques. The result shows that there are 188 (41,59%) data that are translated by using Established Equivalence technique; 59 (13,05%) data that are translated by using Literal Translation technique; 54 (11,94%) data that are translated by using Borrowing technique; 52 (11,50%) data that are translated by using Reduction technique; 34 (7,52%) data that are translated by using Transposition technique; 22 (4,86%) data that are translated by using Compensation technique; 15 (3,31%) data that are translated by using Amplification technique; 9 (1,99%) data that are translated by using Particularization technique; 6 (1,32%) data that are translated by using Generalization technique; 4 (0,88%) data that are translated by using Discursive Creation technique; 3 (0,66%) data that are translated by using Linguistics Compression technique; 2 (0,44%) data that are translated by using Adaptation, Linguistics Amplification, Substitution technique.

INTRODUCTION

Background of The Study

Globalization has made a direct impact on the development of translation studies. As the world experiences faster communication and acceleratedmobility, 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.

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).

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.

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.

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?

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.

Objectives of the study

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

- 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.

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.

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.

RESEARCH METHOD

Research Design

This research used a descriptive qualitative method to identify and analyze translation techniques in translating Moana's Utterances in Moana movie. Marshall and Rossman in Meivita Ika (2012) "Qualitative data analysis is a research for general statements about relationship among categories of data. This research was carried out by formulating the problem, collecting data, classifying data, analyzing data, and drawing the conclusion and some suggestion.

Unit of Analysis

The unit of analysis of this research is every utterance of Moana found in *Moana* movie. The source language is English and the target language is Indonesian.

Source of Data

The data of this research were taken from The Subtitle Text of Moana movie. The movie was released on November 23, 2016. The movie was directed and written by Ron Clements and John Musker. Moana movie is animation, adventure, comedy movie American 2016 animated 3D musical fantasy adventure film produced by Walt Disney Animation Studios.

The English subtitle script used in the research was downloaded from https://subscene.com/subtitles/moana/english/1508453 and https://subscene.com/subtitles/moana/indonesian/1505490. The subtitle was chosen because that was synchronized to Blu-ray rip version.

Technique of Data Collection

The researcher collected the data by using the following steps:

1. Finding the data.

The reseacher found the data Moana movie in download. The english subtitle was downloaded from https://subscene.com/subtitles/moana/english/1508453 and indonesian subtitle was downloaded https://subscene.com/subtitles/moana/indonesian/1505490 to comprehend with the Indonesian subtitle from the movie.

2. Watching Moana movie

This This step aimed to understand the content or message that was delivered from the movie so it was easier for the researcher to select the subtitle that contains translation technique.

Selecting the data from Moana's utterances which were the translation technique found in subtitles.

DATA ANALYSIS

Findings

Based on translation techniques from Molina and Albir (2002: 509), the researcher chose Moana's utterances from two versions and classified the data. Moana's utterances analysis results in Moana Movie are shown in Table 4.1 below

Table 4. 1 Translation Techniques of Moana's Utterances in Moana Movie Subtitle.

No	Translation Techniques	Data	Percentage
1	Established Equivalence	188	41,59%
2	Literal Translation	59	13,05%
3	Borrowing	54	11,94%
4	Reduction	52	11,50%
5	Transposition	34	7,52%
6	Compensation	22	4,86%
7	Amplification	15	3,31%
8	Particularization	9	1,99%
9	Generalization	6	1,32%
10	Discursive Creation	4	0,88%
11	Linguistics Compression	3	0,66%
12	Adaptation	2	0.44%
13	Linguistics Amplification	2	0.44%
14	Substitution	2	0,44%
Total		452	100%

Discussions

1 Established Equivalence

Established equivalence is the process of translating the term technique from the source language with terms that are already prevalent in the source language.

Excerpt 1

SL: The windward side... (Utterance 35)

TL: Melawan angin...

Context in the quote in this film when the island of Motunui experiencing crisis, inside coconut fruit to black rotting, fishing in the lagoon continues to decrease until it can not fish. When a people asks for the opinion of Moana's father (village head),

Moana immediately gives advice to the people and says "The windward side". A people answered "and the leeward side, the shallows, the channel" suggestion from Moana.

In the above utterance, the source language is translated in the target language using the established equivalence translation technique. The established equivalence technique is generally a term from a source language based on a daily or dictionary expression.

Moana's utterance "the windward side" of the source language translated become "melawan angin" in the target language. Moana's words are translated by a common equivalent by the translator.

Translator's purpose of translating by using a common equivalent is to facilitate the audience in understanding the intent in the film.

2 Literal Translation

Literal translation is a process of translation technique that diverts a phrase from a source language word-by-word into a target language.

Excerpt 1

SL: No matter how hard I try. (Utterance 47)

TL: Tak peduli seberapa keras ku mencoba.

The context in the quote in this film is when Moana sings after being counseled of her mother because after arguing with her father about sailing for fish over the reef. In the song sung by Moana is about the intentions of Moana who want to sail past the reef. Inside the song there is a word says " No matter how hard I try " by Moana.

In the above utterance, the source language is translated in the target language using the translation technique of literal translation. The literal translation technique is translated word for word or its grammatical structure exactly between the source language and the target language.

Moana's utterance "No matter how hard I try" from the source language are translated word for word become "Tak peduli seberapa keras ku mencoba" in the target language. The structure of the language is exactly the same between the

source language and the target language and that is why this translation technique

includes literal translation techniques.

3 **Borrowing**

Borrowing is a process of translation techniques that uses words or phrases

from the source language in the target language. Loaning technique without any

change called pure borrowing and naturalized borrowing is borrowing words from

source language tailored to the spelling of the target language.

Excerpt 1

SL: Pua! (Utterance 89)

TL: Pua!

The context in the quote in this film is the situation when Moana is trying to

board a boat with a Pua. The situation at that time, the boat that Moana climbed

and Pua waves and Pua fell from the boat, with spontaneous Moana shouted "Pua!".

Then immediately the boat rolled over and Moana fell into the sea water and

dragged the waves. When dragged by the waves, Moana's feet are clogged with

rocks and spontan Moana strikes a rock that clamps his feet with rocks near the rock.

Moana, pua, and the boat were dragged by the waves and back to the island of

motunui, but the boat was damaged, the Pua was traumatized, and Moana's right

foot was injured.

In the above utterances, the source language is translated in the target language

using pure borrowing translation techniques. The word Pua in the source language is

not translated in the target language because Pua is the name of the pet pig or hog

Moana. The translator retains the word without changing the spelling and

pronunciation because it has no equivalent in the Indonesian language.

4 Reduction

Reduction is a process of translation techniques that condenses the

information contained from the source language into the target language.

Excerpt 1

SL : **And** there's a while ocean. (Utterance 38)

TL: Laut masih luas.

Context in the quote in this film when the island of Motunui had a crisis, in the

coconut to black rotting, fishing in the lagoon continues to decline until it can not

fish. When people asked Moana's father's opinion (village head), Moana

immediately gave advice to the community and said "and there's a while ocean".

Then Moana gives another suggestion to the people and Moana's father disagrees

with Moana's suggestion, until Moana argues with her father.

In the above utterance, the source language is translated in the target language

using the translation reduction technique. The reduction technique in general is the

translation that condenses the information contained in the source language into the

target language. Compress of information performed should not alter messages in

the source language text.

Moana's words "and there's a while ocean" from the source language translated

"Laut masih luas" in the target language. Moana's words are translated into target

languages with compress information in the target language without changing the

message in the source language text.

The word "and" is equivalent conjunction (word - word, phrase - phrase, clause -

clause, sentence - sentence). It is a included in the regular conjuctive word. The

writing of word "and" at the beginning of the sentence is wrong because of the logic

connector is usually used for equivalent conjunction not to the first sentence.

The translator compresses information from the source language into the target

language to summarize the text without altering the message to be delivered to the

audience.

5 Transposition

Transposition is a process of translation technique that replaces the

grammatical category of the source language in the target language, like changing

the word to phrase.

Excerpt 1

SL: I have **no control** over this condition. (Utterance 75)

TL: Aku tidak dapat **mengendalikan** kondisi ini.

The context in the quote in this film is when Moana's mother advises Moana and tells something about Moana's father. After that Moana sings about herself doubts. In the song, Moana said "I have **no control** over this condition".

In the above utterance, the source language is translated in the target language use transposition translation techniques. Transposition techniques are generally used because of the difference in grammar between the source language and the target language.

Moana's utterance "I have **no control** over this condition" from the source language translated become "Aku tidak dapat **mengendalikan** kondisi ini" in the target language. Moana's words are translated in the target language by replacing the grammatical category of the source language in the target language. In this context the phrase from the source language is converted into a word in the target language.

The translator replaces the grammatical category of the source language in the target language, in this context the phrase from the source language is converted into a word in the target language in order to summarize and simplify the message to be conveyed in the film to the audience.

6 Compensation

Compensation is a translation processing process that replaces the position of the information element or the stylist effect of the source language on the other side of the target language.

Excerpt 1

SL: What is your problem? (Utterance 204)

TL: Kau ini kenapa?

Context in the quote in this film when Moana is introducing himself and his aim comes to pick up Maui. When Moana was showing Te Fiti's heart quickly Maui responded by throwing Te Fiti's heart deep into the sea, but Te Fiti's heart was restored to Maui again by the ocean. And when Maui was about to leave the Moana canoe by swimming in the ocean, Maui suddenly returned back to the Moana canoe by the ocean. Maui looks very scared of Te Fiti's heart for saying "that is not heart, it is a curse", and then Moana said "what is your problem?".

In the above utterances, the source language is translated in the target language using the compensation translation technique. The compensation technique of the source language can not be realized in the same section of the target language because the elements or elements of the culture do not have the same equivalent in the target language and are replaced with another equivalent equivalent in the target language with the source language.

Moana's said what is your problem? In the source language translated into kau ini kenapa? In the target language. Why are you saying this? Is it the same as what is with you? The translator uses your word why? Because equivalent equivalent to word what is your problem? In that context is kau ini kenapa?.

If the word what is your problem? From source language literally translated into apa masalahmu? by the translator, the meaning and intent in the film is less precise and the audience becomes confused. Therefore the word what is your problem? In source language translated into target language become kau ini kenapa? Because the audience can easily understand and accept the intent and idea of the film.

7 Amplification

Amplification is a translation processing process that adds detailed information that is not contained in the source language text.

Excerpt 1

SL: Not the fronds (Utterance 21)

TL: Bukan masalah daunnya

The context in the citation in this film is the situation when Moana is riding on a house roof to check and repair the leaking roof of the house. After done fix the roof, Moana came down and said "fixed! - not the fronds - wind shifted the post ".

In the above utterances, the source language is translated in the target language using the translation amplification technique. Addition in this amplification technique is only the information used to help the delivery of messages or comprehension to the audience. The addition of this amplification technique should not change the existing message in the source language text.

Moana's utterance not the fronds in the source language are translated to bukan masalah daunnya in the target language. The word not the fronds refers to

the roof of a house made of dried leaves or fibers. And the roof of the house leaked.

The word in the source language not the fronds is translated into the target language

is bukan masalah daunnya by the translator. The translator adds the word in order to

clarify the information without altering the message contained in the word.

If the word not the fronds is translated literally to bukan daun itu by the translator,

then the meaning and intent in the film will not arrive at the audience and the

audience becomes incomprehensible. Therefore the word not the fronds in the

source language is translated into the target language is bukan masalah daunnya by

the translator, so that the audience can easily understand, understand and accept

the intentions and ideas in the film.

8 Particularization

Particularization is a process of translation techniques that uses more concrete and specific terms.

Excerpt 1

SL: Why are you acting weird? (Utterance 97)

TL: Kenapa nenek bertingkah aneh?

The context in the quote in this film is when Moana and Pua try to sail past the

rock, but it does not work and falls stranded back to Motunui. And Moana's

grandmother approaches Moana and blames Pua. When Moana wants to put a

stone in the sacred hill of the leaders, Moana's grandmother acts strangely and

Moana asks "Why are you acting weird?" to grandmother.

In the above utterances, the source language is translated into the target

language by using a particular translation technique. The particularization technique

in general is a translation that uses more concrete and specific terms. This technique

is different from generalization techniques.

Moana's "Why are you acting weird?" speech from the source language

translates to "Kenapa nenek bertingkah aneh?" in the target language. Moana's

words are translated in the target language by using more concrete and specific

terms.

The translator uses more concrete and specific terms from the source language to

the target language to clarify the message the movie is trying to convey to the

audience.

Generalization.

Generalization is a process of translation technique of a term from a source

language with a term in a target language that is already common and widely know

to the public.

Excerpt 1

SL: That's good **pork!** (Utterance 23)

TL: Babinya enak!

The context in the excerpt in this film is when Moana is riding on a roof of a

house to check and repair the leaking roof of the house. After finished fix the roof,

Moana down and taste the food in a bowl brought a people Motunui. After tasting

the food, Moana said "that's good pork".

In the above utterance, the source language is translated in the target language

using the technique of generalization translation. Generalization techniques are used

when a term from a source language refers to a specific part, whose equivalent in

the target language does not refer to the same section.

Moana's utterance "that's good pork" from the source language translated

become "babinya enak" in the target language. Moana's words are translated in the

target language by using more concrete and specific terms.

Translators use more concrete and specific terms from the source language into the

target language in order to clarify the message that the film wants to convey to the

audience.

10 Discursive Creation

Discursive creation is a process of translation technique that uses a

temporary equivalent that is far from the original context.

Excerpt 1

SL : **Oh, no**... (Utterance 156)

TL: Astaga...

The context in the quote in this film is when Moana sailed to the island where Mauii was stranded. Middleway through Moana's misdirected journey and says "Oh, no ..." and Moana tries to turn the direction so as not to be misdirected but when Moana paddles to reverse her canoe, Moana's canoe reverses. When Moana tries to reverse her canoe as before, a sudden storm comes and drags Moana, Heihei, and her cannoe up onto a small island where Maui is stranded.

In the above utterance, the source language is translated in the target language using discursive creation translation techniques. This discursive creation technique is often used in translating titles of movie, books, and novels.

Moana's utterance "oh, no" from the source language is translated to astaga in the target language. The word astaga in the context of the film is a picture of Moana's regret because her canoe is misdirected. The word oh, no translated become astaga by translator intended to create the text so as not to appear monotone and seen there is a touch of creation. So the audience did not get bored while watching the movie.

11 Linguistics Compression

Linguistics compression is a process of translation techniques that unites or collects linguistic elements of the source language text in the target language text.

Excerpt 1

SL: That's right... (Utterance 12)

TL: Benar...

The context in the quote in this film is when Moana's father invites Moana to the head of the sacred hill of the head, where Moana is told of his father about the history of the chiefs and the people of Motunui. After done from the sacred hill of the head. Moana and his father went back to Motunui village and they were song about the daily life of the people on the island of Motunui. Inside the song Moana's dad said "the village believes in us" and Moana respond "that's right".

In the above utterance, the source language is translated in the target language using the translation technique of linguistics compression. Linguistics compression techniques are often used in interpreting or dubbing.

Moana's utterance "that's right" from the source language translated become "benar" in the target language. Moana's words are translated with compress or unite linguistic elements of the source language text in the target language text.

The translator compress or unite the linguistic elements of the source language text in the target language text is to summarize and simplify the delivery of messages in the text or subtitling of the film to the audience.

12 Adaptation

Adaptation is a process of translation technique that replaces the distinctive cultural elements in the source language with the existing culture in the target language.

Excerpt 1

SL: What if we **fish** beyond the reef? (Utterance 36)

TL: Bagaimana jika **melaut** melewati karang?

The context in the excerpt in this film shows that there is a dialogue between Moana and a people. They told of a people who moaned at the village head (Moana's father) about the fish traps in the empty lagoon and the fish catching had been reduced and spontaneously Moana responded to the complaints of his people. And Moana advised his people, but the village chief (father Moana) was angry and forbade all his people not to sail past the rocks.

In the above utterances, the source language is translated in the target language using the adaptation translation technique. Adaptation techniques can be used if the elements or elements of the culture have an equivalent in the target language.

Moana utterancence fish in the source language translates to melaut in the target language. The word melaut itself refers to the person who will or is sailing. The translator uses the word sea because the equivalent of the word fish in the context is melaut.

If the word fish is literally translated into ikan by the translator, then the meaning and intent in the film will not arrive at the audience and the audience becomes confused. Therefore the word fish in the source language is translated into the target language becomes melaut because the audience can easily understand and accept the intent and idea of the film.

According to Gottlieb in Naomi Ventria (2009), states that subtitles are displayed at

the bottom of the screen and in the middle position, the first line consists of 40

characters and the second line is shorter than the first, including spaces and

punctuation. For one line, the minimum duration is 3 seconds and the maximum

duration is 5 seconds. As for the two lines duration of 7 seconds and a maximum

duration of 8 seconds. The word sea is more appropriate to avoid subtitles that

appear on the screen.

13 Linguistics Amplification

Linguistics amplification is a process of translation technique that adds

linguistic elements of text from source language in target language text.

Excerpt 1

SL: What? (Utterance 354)

TL: Ada apa?

The context in the excerpt in this movie is when Moana gives criticism and

motivation to Maui while in the canoe. Moana's purpose in criticizing, motivating,

and passionately on Maui is that Maui will help Moana restore the heart of Te Fiti

that Maui stole 1000 years ago. And finally Maui agreed to restore Te Fiti's heart

with Moana. And then Moana said "what?".

In the above utterance, the source language is translated in the target language

using translation translation linguistics technique. Linguistics amplification

techniques are often used in interpreting or dubbing.

Moana's utterance "What?" from the source language translated become "Ada

apa?" in the target language. Moana's words are translated by adding linguistic

elements of the source language text in the target language text.

The translator adds linguistic elements of the source language text in the target

language text is to clarify and simplify the delivery of messages in the form of text or

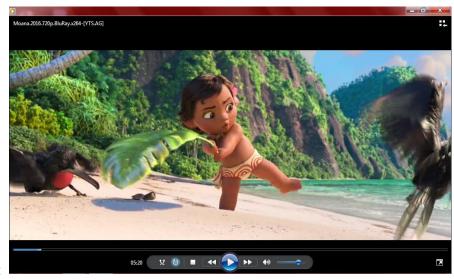
subtitling of the film to the audience.

14 Substitution

Substitution is a process of translation technique that replaces linguistic

elements to be paralinguistic (like intonation and signal or the other way).

Excerpt 1



SL: (05:19)

TL: Pergi, pergi!

The context in the quote in this movie is when little Moana is protecting the turtle little across from the shore to the sea. When it gets to the sea, suddenly there are two ravens that will eat the turtle little, then little Moana protect the little turtle with Moana attitude while protecting a little turtle from a crow.

In the above utterance, the source language is translated in the target language use substitution translation techniques. Substitution techniques in general are translations that replace linguistic elements to be paralinguistic (like intonation and signal).

Moana attitude while protecting a little turtle from a crow From the source language translated become "pergi, pergi!" In the target language. Moana's attitude are translated in the target language with replace the intonation and gestures of the Moana movement with words into the target language text.

The translator replaces the intonation and movement gestures from the source language into the target language in order to easier in digesting the message to be conveyed in the film to the audience.

CONCLUSION

According to the data analysis conducted by the researcher, it can be concluded that there are 452 (100%) of Moana's utterances in the Moana Movie subtitle that has been analyzed using Molina's and Albir's translation technique. The conclusion is as follows:

There are 14 translation techniques that have been invented by the researcher and the technique was used translator to translate Moana's utterances in the subtitle Moana Movie.

The highest frequency used in Moana Movie Subtitle is a Established Equivalence technique, because the translator translates the utterances by using a common equivalent to ease the audience in understanding the intent of subtitle in the film. It can be concluded that the Established Equivalence technique is the most widely used translation technique in translating Moana's Utterances found in Moana Movie. Translating the terms from the source language with terms that are already prevalent in the source language will make the audience more readily accept or capture the text messages and ideas that are conveyed in the film.

And then the lowest frequency used in Moana Movie was Adaptation, Linguistics Amplification, and Substitution translation technique with percentage 0,44%.

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