

Analysis of Translation Techniques and Ideology in Olaf's Frozen Adventure Movie Subtitles.

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Abstract

This study aims to identify and analyze translation techniques and translation ideology used by translators in translating subtitle texts in the film Olaf's Frozen adventure. In this study using descriptive qualitative research with data in the form of words, phrases, clauses, sentences containing translation techniques in the subtitle text of the film Olaf's Frozen Adventure. The data collection technique in this study was to use documents and archives, by watching the film Olaf's Frozen Adventure and reading the available subtitles in both the source language and the target language and transcribing. In analyzing the data the steps taken by the researcher are watching and reading the subtitle text of the film Olaf's Frozen Adventure, analyzing translation techniques and translation ideology, and finally drawing conclusions.

Based on the results of the analysis, there are 12 translation techniques used by translators in translating the subtitles of the film Olaf's Frozen Adventure from 133 data. Based on the frequency of use of these techniques are: reduction technique 17, borrowing 9, literal translation 27, equivalent 24, calculus 14, transposition 11, amplification 5, particulation 2, linguistic compression 17, modulation 5, adaptation 1, and generalization 1. applied by translators in translating the subtitles of the film Olaf's Frozen Adventure is the ideology of domestication.

Keywords: Translation Techniques, Ideology, Subtitles, Olaf's Frozen Adventure

Introduction

Translation is basically an activity that involves two languages, namely the source language and the target language. There are many definitions of translation. "Translation is the replacement of textual material in one language by

equivalent textual material in another language ”¹. Translation is the process of substituting text material from one language into equivalent text material in another language. The statement is also in accordance with what states "Translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style"². This statement emphasizes the workings of a translator in finding equivalent or similar words so that the message to be conveyed in the source language can be conveyed properly in the target language. In essence, translation is an activity that replaces the text or message in the source language into the target language by finding a similar word equivalent so that it does not change the content or meaning contained in the source language. Therefore, the translation process and the competence of a translator are very important in the process of conveying the intended content or meaning.

Nowadays, translation is not only done on books, novels or newspapers, but also on films. Films are considered a good source of information, because films contain various sources of information about different cultures and are also a source of entertainment.³. There are several terms used in translating films. The terms used in film translation are subtitling and dubbing. These two terms are methods of diverting language in the process of translating films and television programs that fall into the genre of mass audio-visual communication. According to Shuttle Worth & Cowie (1997) states that "subtitling is the process of providing synchronized captions for film and television dialogue" while dubbing is defined as "the process in which the foreign dialogue is adjusted to the mouth movement of the actor in the film and which is designed to give the impression that the actor whom the audience sees is actually speaking in the target language. Judging from the two definitions above, it can be concluded that subtitling refers more to the transfer of messages in text form, while dubbing refers more to sound. In the

¹ Catford. *A Linguistic Theory of Translation*. (London: Oxford University Press. 1965)

² Shuttleworth. *Dictionary of Translation Studies*. (Manchester: ST Jerome Publishing. 1997)

³ Hasan, Hend. *Teknik dan Kualitas Penerjemahan Dalam Subtitle Film Pride and Prejudice*. (Surakarta: Universitas Muhammadiyah. 2018)

subtitling process there are several factors that must be faced by a subtitler so that the results of the subtitle are of high quality. These factors are internal factors and external factors. The internal factors relate to the translator himself, while the external factors relate to the characteristics and standardization in translating subtitle texts which are more complicated than ordinary text⁴.

By looking at the various phenomena that arise during subtitling, the writer is interested in studying film subtitles using a translation theory approach which includes translation techniques and ideology. The film that is used as the object of this research is the film Olaf's Frozen Adventure. This film, produced by Walt Disney Animation Studios, tells about the adventures of Olaf (a snowman) who helps Elsa and Anna to find family traditions during the holiday season. As a result, during Olaf's trip to look for family traditions, during the holidays, Olaf found the tradition of making candy, dancing, and wearing candle hats.

In this study the writer will focus on translation techniques and translation ideology. Technique is a method, skill, and art applied to a particular task⁵. Techniques can describe the results obtained and can be used to classify various types of solutions in translation. There are several techniques in translation that can be used by a translator, namely 1) Adaptation Techniques, 2) Amplification Techniques, 3) Borrowing Techniques, 4) Calculation Techniques, 5) Compensation Techniques, 6) Description Techniques, 7) Discursive Creation Techniques, 8) Common Equivalence Techniques, 9) Generalization Techniques, 10) Linguistic Amplification Techniques, 11) Linguistic Compression Techniques, 12) Literal Translation Techniques, 13) Modulation Techniques, 14) Special Form Use Techniques, 15) Subtraction Techniques, 16) Substitution Techniques, 17) Transposition Technique, 18) Variation Technique⁶.

Ideology is usually related to ideology, outlook on life, philosophy, etc. When associated with translation, ideology is the paradigm of thinking of a

⁴ Nisaa, Rohmita. *Analisis Teknik, Metode, dan Ideologi Penerjemahan Subtitle Film Beckham Unwrapped dan Dampaknya Pada Kualitas Terjemahan*. (Surakarta: Universitas Sebelas Maret. 2011)

⁵ Machali. *Pedoman Bagi Penerjemah*. (Jakarta: PT Grasindo. 2000)

⁶ Molina. "Translaton Techniques." *Meta Translator Journal* 2002. 498-512.

translator when translating. Ideology plays an important role in the decisions taken by translators. The way a translator diverts messages from the source language into the target language is strongly influenced by the ideology he adheres to⁷. There are two kinds of translation ideologies, namely Domestication and Foreignization ⁸. Domestication is more directed to the target reader, how does a translator process text in the source language so that it can be received and read by recipients of the target language, while Foreignization the translator chooses to maintain the existing aspects of the source language and demands readers to follow his thoughts.

Method

This research uses a descriptive qualitative research type. In this study the data were in the form of phrases, words, sentences as stated by Sutopo (2006)⁹. Qualitative research also emphasizes the researcher to use notes with detailed, complete and in-depth sentence descriptions to describe the actual situation to support the presentation of data.

The data used in this study are in the form of words, phrases, clauses, and sentences that contain translation techniques in the subtitles of the film Olaf's Frozen Adventure. The source of the data in this study was a document containing English transcripts of the film Olaf's Frozen Adventure along with Indonesian subtitles in subtitles. The data collection technique in this study was to use documents and archives, namely watching the film Olaf's Frozen Adventure and reading the available subtitles, both source and target languages, transcribing or copying texts in both source and target languages. The steps taken to analyze the data used are watching and reading the subtitles of the film Olaf's Frozen

⁷ Anshori. *Teknik Metode dan Ideologi Penerjemahan Buku Economic Concept 6f Ibn Taimiyah Ke Dalam Bahasa Indonesia dan Dampaknya Pada Kualitas Terjemahan*. (Surakarta: Universitas Sebelas Maret. 2010).

⁸ Hoed. "Ideologi dalam Penerjemahan." *Jurnal Linguistik Bahasa* (2004)1-16.

⁹ Sutopo. *Penelitian Kualitatif : Dasar Teori dan Penerapannya Dalam Penelitian*. (Surakarta: Universitas Sebelas Maret. 2006)

Adventure, analyzing translation techniques and ideology of translation, and drawing conclusions.

Finding and Discussion

A. Translation Techniques

Based on the results of the analysis conducted, the authors found 12 translation techniques out of 18 translation techniques proposed by Molina & Albir (2002). Twelve translation techniques found in the subtitles of the film Olaf's Frozen Adventure are 1) reduction, 2) borrowing, 3) literal translation, 4) established equivalent, 5) kalke (calque), 6) Transposition, 7) Amplification, 8) Particulation, 9) Linguistic compression, 10) Modulation, 11) Adaptation, 12) Generalization (generalizations).

The techniques used in translating the subtitles of the film Olaf's Frozen Adventure can be explained in the table below:

Table No. 1 technique for translating the subtitles of the film Olaf's Frozen Adventure

No	Translation techniques	Total	Percentage
1	reduction	17	12,78%
2	borrowwing	9	6,76%
3	literal translation	27	20,30 %
4	established equivalent	24	18,04%
5	calque	14	10,52%
6	transposition	11	8,28%
7	amplification	5	3,76%
8	particulation	2	1,50%
9	linguistic compressioan	17	12,78%
10	modulation	5	3,76%
11	adaptation	1	0,76%

12	generalization	1	0,76%
	Total	133	100 %

Based on the table above, it can be seen that the most widely used translation technique by translators in translating the subtitles of the film Olaf's Frozen Adventure is a literal translation technique with a total of 27 times of the total techniques available, then there is a common equivalent translation technique with 24 times applied. The third technique that is often applied in this translation is the linguistic reduction and compression technique with 17 times. The fourth technique is the kalke technique with the application of 14 times. The fifth technique is the transposition technique with 11 applications. The next technique is the borrowing technique with 9 applications. The next technique is the amplification and modulation technique, with each application 5 times and the next technique is the particulation technique with 2 applications and the generalization and adaptation technique with 1 application.

The following is a discussion of the translation techniques above and their explanations::

1. literal translation

Literal translation is a translation technique that is applied by translating language word for word (Molina & Albir, 2002). An example of using this technique in translating the subtitles of the film Olaf's Frozen Adventure is as follows:

BSu : *We'll be hosting and toasting*
 BSa : kita akan menjamu dan bersulang

BSu : *Oh, so the surprise is everyone left.*
 BSa : Oh, jadi kejutannya adalah semua orang pergi

BSu : *I know it's sad, but I have a solution*
 BSa : aku tau itu menyedihkan, tapi aku punya solusi

In the translation text above, the translation technique is done by translating each word in the sentence one by one. This technique is carried

out accurately and can be accepted by the target language of the translation results.

2. established equivalent

Common equivalents are translation techniques that are applied by using terms that are well known in dictionaries as equivalents in the target language (Molina & Albir, 2002). An example of using this technique in translating the subtitles of the film Olaf's Frozen Adventure is as follows :

BSu : ***Big breakfast***
BSa : Sarapan banyak

BSu : ***I can't wait***
BSa : aku tidak sabar

BSu : ***Dashing through the snow with tradition in our sleigh***
BSa : meluncur di salju dengan tradisi di **kereta** kami.

In the translated text above the phrase big breakfast is translated into a lot of breakfast. The use of this technique is in accordance with the target language whose equivalent is a lot of breakfast. Same with the second example, the phrase I can' wait is translated as I can't wait. This is in accordance with the equivalent words contained in the target language used by the translator in translating the phrase. The third example in this technique is the word sleigh translated to train. In the source language the word means sled, then the word is translated into the target language as a carriage. In the target language the word train is more often used in everyday conversation than the word sled, so the translator chooses the equivalent of the word in the target language.

3. reduction

The reduction technique is a technique that is applied by eliminating the information in the source language in the translation of the target language (Molina & Albir, 2002). An example of using this technique in translating the subtitles of the film Olaf's Frozen Adventure is as follows :

BSu : *it's the first Christmas I remember to date*
BSa : ini natal pertama yang ku ingat

BSu : *look at all the joy, all the joy*
BSa : lihatlah kebahagiaan, kebahagiaan

BSu : *you're welcome to join us in the castle if you'd like*
BSa : kalian bisa bergabung di istana kalau mau

In the translation text above, in the first example a reduction technique is applied, namely by removing the phrase to date from the target language text. The meaning of the word remains unchanged even though there are omitted phrases in the target language text. Similar to the second example, the word all in the target language is omitted and it still doesn't affect the text in the target language, because the context at that time was a celebration involving many people who gathered. So, even though the word is omitted, it still doesn't affect the information in the source language. Likewise with example sentence number three. In this example, there is a word that is omitted in the target language, namely the word us. The word in the target language is omitted, but it still doesn't change the message in the source language.

These three examples include subtraction techniques, even though there are words or phrases in the source language that are omitted when translated into the target language, they still do not change the message or meaning contained in the source language.

4. linguistic compression

Linguistic compression is a technique of simplifying existing linguistic elements to make them simpler and easier to understand (Molina & Albir, 2002). An example of using this technique in translating the subtitles of the film Olaf's Frozen Adventure is as follows:

BSu : *We'll make up for all. We'll have missed in the past*
BSa : kita akan mengejar hal-hal yang terlewatkan di masa lalu

BSu : *We all dig deep down and we uproot the past*
BSa : Kita coba mengingat dan mengenang masa lalu

BSu : *Well, we hung up boughs of evergreen on every single doorway*
BSa : Kami gantung cabang pohon hijau di setiap pintu

In the test example above, there is a linguistic compression translation technique. The three examples above use linguistic compression techniques by simplifying existing linguistic elements, so that messages in the source language are easy to understand when translated into the target language..

5. calque

The kalke technique is a translation technique by literally transferring words or phrases from the source language into the target language, either lexically or structurally (Molina & Albir, 2002). An example of using this technique in the subtitle of the film Olaf's Frozen Adventure is as follows:

BSu : *I feel the christmas spirit*
BSa : kurasakan **semangat natal**

BSu : *It's our tradition*
BSa : itu **tradisi kami**

BSu : *We wouldn't want to intrude on your family traditions*
BSa : Kami tak mau menganggu **tradisi keluargamu**

In the translated text above, there are phrases that are translated literally or word for word into the target language. In the first example, there is the phrase Christmas spirit and it is translated into the target language as Christmas spirit. The grammatical arrangement is different but in translation it is translated literally or word for word, as well as examples number two and three.

6. transposition

The transposition technique is a translation technique that is carried out by changing the order of words or word categories and their lingual units (Molina & Albir, 2002). According to Hariyanto (2003) transposition

is a must if you don't do this technique the meaning contained in the source language will not be conveyed. An example of using this technique in the subtitle of the film Olaf's Frozen Adventure is as follows:

BSu : *We'll go and find best tradition Anna and Elsa have ever seen*

BSa : Kita pergi dan caritradisi terbaik yang pernah dilihat anna dan Elsa

Bsu : *Look, another reindeer going the opposite direction*

Bsa : Lihat, ada rusa lain kea rah berlawanan

BSu : *My old viking helmet*

BSa : Helm viking lamaku

In the example text above, the use of this technique in translating the example above is correct, if it is translated literally and follows the source language then the translation results will be inaccurate. In this case, the transposition technique is used to shift the pattern of MD (explaining) to DM (explaining) which is more in line with the rules of Indonesian or the target language..

7. borrowing

The borrowing technique is a technique of taking a word or expression directly from another language (Molina & Albir, 2002). In this technique there are two kinds of borrowing techniques, namely pure borrowing and borrowing with adjustments (naturalization). An example of this technique in the translation of the film Olaf's Frozen Adventure is as follows:

BSu : *Rolling the lefse*

BSa : Menggiling **lefse**

BSu : *We're making traditional bordstabelbakkels*

BSa : Kita membuat **bordstabelbakkels traditional**

In the example text above, there are two types of borrowing, namely pure borrowing without changes and borrowing with adjustments. In the first example there is a loan of the pure borrowing type without

changes. The word lefse in the source language is translated into lefse in the target language. This word has not changed at all.

In the second example there are two types of loans, namely pure loans without changes and loans with adjustments. The word bordstabelbakkels in the source language is translated into bordstabelbakkels in the target language. It does not change, while the word traditional in the source language is translated into the target language to become traditional. In this case the traditional word undergoes adjustments in the existing rules in the target language, in this case Indonesian, so that the word enters into the borrowing technique of the type of borrowing with adjustments (naturalization)

8. amplification

The amplification technique is a technique that is applied by adding details that are not contained in the source language (Molina & Albir, 2002). An example of this technique in the translation of the film Olaf's Frozen Adventure is as follows:

BSu : *For your family tradition, what is it ?*
BSa : Untuk tradisi keluargamu, **apa tradisinya ?**

BSu : *I found them in my old trunk. What's in yours?*
BSa : aku menemukan di peti lamaku. **Apa isi petimu ?**

In the example above, there is an amplification technique contained in the two examples. In the first example the translator provides detailed information contained in the target language which is not in the source language. The translator wants to emphasize again what is meant in that context so that the translator uses this technique to add detailed information to the target reader. Likewise with the second example.

9. modulation

The modulation technique is a technique that is carried out by changing the point of view, focus, cognitive categories in relation to the source language text, both in lexical and structural terms (Molina & Albir,

2002). An example of a modulation translation technique in the translation of the film Olaf's Frozen Adventure is as follows:

BSu : *All those long years alone*
BSa : Sepanjang aku sendirian

BSu : *Was given to me long ago*
BSa : Diberikan kepadaku dulu sekali

From the example text above, there is a modulation technique. There is a time gap contained in the source language. Translated into the target language, the focus of the time has changed. In the source language the said word has a focus at a certain time, but when it is translated into the target language it changes.

10. adaptation

This technique is a translation technique of replacing cultural elements in the source language with the same thing in the target language (Molina & Albir, 2002). According to Newmark (1998) this technique is also called cultural equivalent. An example of this technique in the translation of the film Olaf's Frozen Adventure is as follows:

BSu : *I'll fill my sleigh here*
BSa : Aku aka nisi kereta kudaku

In the example above, the word sleigh in the source language is translated into the target language as a carriage. In this case the target language adapts words from the source language so that later these words can become good translation results and can be accepted in the target language community..

11. particulastion

Particulastion technique is a translation technique that is carried out using more specific and concrete terms in translating foreign language terms (Molina & Albir, 2002). An example of this technique in the translation of the film Olaf's Frozen Adventure is as follows:

BSu : *The start of the holidays in Arendelle*

BSa : Awal hari raya di arandel

In the example above, the word holidays in the source language is translated into the target language as holidays. The word holiday was chosen because it refers to the context in the film where the word holidays refers to the Christmas holiday that occurs. So, the word is translated into the word holiday.

12. generalization

This technique is a technique that is carried out using more general terms in translating into the target language (Molina & Albir, 2002). An example of applying this technique to the translation of the film Olaf's Frozen Adventure is as follows:

BSu : *So, happy merry*
BSa : Jadi, selamat natal

In the example above, the word merry in the source language is translated into the target language as Merry Christmas. In the target language the word is more commonly used so that the translation can be well received.

B. Translation Ideology

In the ideology of translation there are two opposite directions. One is more directed to the source language while the other is more directed to the target language. A translator will definitely face that choice. Choose to maintain the existing culture of the source language or choose to tend to the culture of the target language.

Based on the results of research on the translation techniques used by the translator in translating the subtitles of the film Olaf's Frozen Adventure, it can be seen that the ideology used by the translator is domestication. It can be seen that the translation techniques used are more oriented towards the target language than texts which are oriented towards the source language. The characteristics of the ideology of domestication are that the translation results are more directed to the target language, so that the results of the translation can be accepted and

understood by readers of the target language and the translator is also able to transfer the cultural elements of the source language into the target language properly by selecting an equivalent that is closer to the language. the target.

Conclusion

Based on the results of research on translation techniques and ideology on the subtitles of the film Olaf's Frozen Adventure, it can be concluded that in translating the subtitles of the film Olaf's Frozen Adventure, the translator uses 12 translation techniques with details of 3 translation techniques that are oriented to the source language and 9 translation techniques that are oriented to the source language. oriented in the target language. Translation techniques that are oriented towards the source language include: borrowing techniques, literal translation techniques, calque techniques. Meanwhile, translation techniques that are oriented to the target language include: transposition techniques, reduction techniques, amplification techniques, established equivalent techniques, modulation techniques, generalization techniques., particulation techniques particulation, adaptation techniques adaptation, and linguistic compression techniques linguistic compression.

The ideology used by the translator in translating the subtitles of the film Olaf's Frozen Adventure is the ideology of domestication. The characteristics of the application of this ideology are seen from the translation results which are more oriented to the target language. This is so that the target readers (audience) can more easily understand the film well and so that the results of the film's subtitles can be well received among the target (audience) audience.

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