

Imperatives Translation Technique in Subtitle: A Case Study of Frozen II

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ABSTRACT

Translation is the process of delivering messages from the source language into the target language so that it can be reached by the reader. Translator activities also occur in films. Film is an audiovisual media that is very popular with the public. In this study, the author focuses more on the translation of the subtitles in the Frozen II film. This study aims to describe the technique of translating imperative sentences with subtitles in the Frozen II film and to describe the most dominant translation techniques in the subtitles of the Frozen II film. This study uses qualitative methods and data collection. This study uses 18 translation techniques belonging to Molina Dan Albir (2002). The results showed the dominance of the use of literal techniques in imperative sentence subtitles as much as 39 data or 63.93%. In future research, it is hoped that there will be further research with a wider scope.

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INTRODUCTION

Translation activities is an activity that involved many audiences recently. Translation is transferring message or meaning process from source language to target language, so that the reader can understand it. Translation involves language and linguistic system that are complex and continuously developing in different ways from one language into another. According to Nord (2010:14) to produce a good translation, the translator must have good language skills in the source language and target language, the translation function is as a medium of communication between two languages namely communicative purpose. Language differences require that a translator not only training good translator but also must have skills in reading and writing good, as well as a broad minded are inevitable.

Translation activities can occur in film. Film is an audiovisual media the most famous movie. Developing films that is an easily accessible gives rise to the number of foreign films that enter the country which causes an increase in the need for translators in the film industry. Film translation generally required by subtitling and dubbing. The difference between dubbing and subtitling is simple. Subtitling is the process of transferring the source language message form to the target language in the form of writing displayed at the bottom of the layer, while dubbing is the transfer of the message



form of the source language to the target language in the form of a conversational voice. However, in this study the research focuses more on translation subtitle on film. In translating subtitle, translators do not specifically prohibit to translate carelessly, but usage techniques to produce translations that they are able to understand.

Disney Film is one of the well-known films worldwide, especially among children. Disney films have a huge potential both in terms of work and audience. In this study the authors chose the film Frozen II which is a cartoon produced by Walt Disney Pictures directed by Chris Buck and Jennifer Lee.

Frozen II was released on November 22, 2019. This Frozen II film tells the story of a brother and sister who set out for a magical forest with storm obstacles, ocean waves, monsters, and magical powers. In addition, based on the IMDb (Internet Movie Database) survey, this movie was nominated and won many awards such as Academy Awards, USA (2020) Oscars [nominees], BAFTA Awards (2020), Academy of Science Fiction, Fantasy & Horror Films, USA (2021), and many others. The reason why this present research chose Frozen II as the research object is that the Frozen II film totally attracted many audiences. It indicates that the public is interested in the movie. The study aims to find the translation of this film, the way it conveys imperative sentences, and its translation techniques.

In accordance with the title, "Imperative Translation Technique of Frozen II's Subtitle on Netflix", it is necessary to define the problem boundaries. In this study, the translation technique uses the analytical technique of Molina and Albir (2002) which consists of 18 techniques. In this study the author will not discuss all of it, in this case the researcher only describes the translation technique used in imperative sentences in the Frozen II film. Considering the above research questions, the objectives of the study are: What are the applied strategies and what is the most frequent used strategy in translating Imperatives in the subtitles of the movies Frozen II.

THEORY AND METHOD

Translation

Translation is the activity of transferring the meaning from one language to another. Therefore, translation activities must be carried out by people who have qualified abilities and skills. Munday (2001) explained that there are two types of translation, namely, oral and written translation. Translation activities, both translating and interpreting, are not only carried out by humans, but also by machine translators. One of the most widely used translation media is Google Translate. Good translation also has many aspects, including three main aspects, namely: accuracy, acceptability, and readability aspects which will be explained as follows:

1. Accuracy, is used to determine the equivalence of the Source Text (ST) with the Target Text (TT) in terms of the similarity of the messages in the two texts.
2. Acceptance, is used to find out the equivalent of the rules, norms, and culture of the source language (SL) with the target language (TL). This aspect is important to have from the results of translation because the results of a good translation must be in harmony with the rules, norms, culture in the target language (TL).
3. Readability, is used to understand the context of the translation of the Source Text (ST) with the Target Text (TT) so that the results of the translated text can be read and understood by the reader.

From the following mentioned above, it can be seen that translator activities must have expertise not only in knowing their mother tongue or native language but also mastering other languages, and translation activities must be able to be carried out both orally and in writing.

Translation Techniques

Translation technique is a method used to transfer messages from SL to SL, applied at the level of words, phrases, clauses and sentences. According to Molina and Albir (2002), translation techniques have five characteristics:

1. Translation techniques affect the translation results.
2. Techniques are classified by comparison to the SL text.
3. The technique is at the micro level.
4. Techniques are not related to each other but are based on a particular context.
5. Techniques are functional.

Experts sometimes have their own terms in determining techniques in translation. The technique is the same but has a different term. In terms of diversity, of course, this is positive, but on the other hand, related to research, it causes difficulties in determining the term for a particular technique. Therefore, in this thesis the author uses 18 translation techniques proposed by Molina and Albir. In addition to uniformity, the technique proposed by Molina and Albir has been through complex research by referring to and comparing with existing translation techniques from previous translation experts.

The following are 18 translation techniques, namely:

Adaptation

This technique is known as the cultural adaptation technique. This technique is done by replacing the existing cultural elements in SL with similar cultural elements in SL. This technique is the same as the cultural equivalent technique.

Example:

BS	BSa
As white as snow	seputih kapas (bahasa Indonesia)

Amplification

Translation technique by making explicit or paraphrasing an information that is implicit in SL. This technique is the same as explicit, addition, exclivative paraphrasing. Footnotes are part of the amplification. The reduction technique is the opposite of this technique.

Example:

BS	BSa
Ramadan	Bulan puasa kaum muslim (bahasa Indonesia)

Borrowing

The translation technique is done by borrowing words or expressions from the SL. The loan can be pure (pure borrowing) without adjustment or naturalized borrowing (naturalized borrowing) with adjustments to spelling or pronunciation.

Example:

BS	BSa	Borrowing
Mixer	Mixer	murni
Mixer	Mikser	alamiah

Linguistic compression

The technique is done by synthesizing linguistic elements in SL. This technique is the opposite of the linguistic amplification technique. This technique is commonly used in simultaneous translation and subtitle translation.

Example:

BS **BSa**
Yes, so what? Y? (Spain)

Literal translation

The technique is done by translating word for word and the translator does not relate it to the context.

Example:

BS **BSa**
Killing two birds with one stone Membunuh dua burung dengan satu batu (bahasa Indonesia)

Modulation

The translation technique applied by changing the point of view, focus or cognitive category in relation to SL. The change in point of view can be lexical or structural.

Example:

BS **BSa**
Nobody doesn't like it Semua orang menyukainya (bahasa Indonesia)

Particularization (particularization)

A translation technique in which the translator uses more concrete, precise or specific terms, from superordinate to subordinate. This technique is the opposite of the generalization technique.

Example:

BS **Bsa**
air transportation pesawat (bahasa Indonesia)

Reduction

The technique is applied with partial omission, because the omission is considered not to cause distortion of meaning. In other words, implicit information is explicit. This technique is the opposite of the amplification technique.

Example:

BS **BSa**
SBY the president of the republic of Indonesia SBY

Substitution

This technique is done by changing the linguistic and para-linguistic elements (intonation or gesture).

Example:

Sign language in Arabic, namely by placing your hands on your chest translates to Thank you.

Transposition

A translation technique in which the translator makes changes to grammatical categories. This technique is the same as the category, structure and unit shift technique. As words become phrases.

Example:

BS **BSa**
Adept Sangat terampil (bahasa Indonesia)

Variation

Techniques by replacing linguistic or paralinguistic elements (intonation, gestures) that have an impact on linguistic variations.

METHOD

The method used in this study is qualitative descriptive. Qualitative methods are methods that focus on deep observation. Therefore, the use of qualitative methods in research can produce a more comprehensive study of a phenomenon. Based on qualitative descriptive method of data to be collected in the form of words, images, and not numbers. This research is also called qualitative descriptive research because the data presented is more meaningful and can provide real understanding than data in the form of numbers or frequencies. This research is a type of research oriented to translation products that examines translation techniques at the micro level such as the level of words, phrases, clauses or sentences contained in the frozen II movie subtitle. In this study, researchers collected data and then described and analyzed in depth.

This analysis is performed in the following manner (content analysis), which is a variation of the form of Document Analysis. In its implementation, content analysis in this study was conducted by 1) listening as a whole and repeatedly each dialogue; 2) collecting and recording each text containing translation techniques found in the subtitle of the film Frozen II; 3) identifying what techniques have been used in translating the subtitle of the film translators; and 4) analyzing and describing the translation techniques used in translating Imperatives of the film Frozen II.

RESULT AND DISCUSSION

The aim of this study is to find the translation techniques used in imperative sentences subtitling the film Frozen II. The result shows that there are 9 translation techniques which were applied by the translator. After collecting the data, the writer then identified the techniques that were used in subtitling. The data were analyzed using the translation technique of Molina and Albir (2002) which consists of; adaptation, implication, borrowing, compensation, description, discursive creation, common equivalent, generalization, linguistic amplification, linguistic compression, literal, modulation, particularization, reduction, substitution, transposition, variation.

Based on 61 data in the form of Frozen II subtitles which were analyzed, it was found 9 translation techniques used by translators with a total of 61 data. Once identified, it is known that more than one technique is applied in the translation of imperative sentences with details of the results of the generalization technique of 1 (1,64%) Amplification, 39 (64%) Literal Translation, 5 (8,20%) Established Equivalence, 4 (6,6%) Compensation, 5 (8,20%) Reduction, 4 (6,6%) Linguistic Amplification, 1 (1,64%) Transposition, 1 (1,64%) Adaptation, 1 (1,64%) Linguistic Compression. The summary of the findings is presented in the table below.

Table: 1 The Summary of Findings

Translation Technique	Quantity	Percentage
Generalization	1	2%
Literal Translation	39	64%
Established Equivalent	5	8%
Compensation	4	7%
Reduction	5	8%
Amplicitation linguistic	4	7%
Transposition	1	2%
Adaptation	1	2%
Compression Linguistic	1	2%
Total	61	100%

The dominated translation technique used technique is the literal translation technique with a total use of 39 times or 64% overall on subtitles in frozen films for imperative sentences. Meanwhile, generalization, transposition, adaptation, and comprehensive linguistic translation techniques are techniques that are rarely used. There is only 1 data each or 2% of the total 61 data.

Translation Techniques

Generalization Translation Techniques

In the film Frozen II there are several imperatives that are used. This translation technique uses terms or expressions that are more general than the proper translation. Examples of using generalization translation techniques are as follows:

Data 1

SL: Quick, Elsa! Make a prince a fancy one!

TL: Cepat, Elsa! Buatlah pangeran yang tampan!

From the data above, it can be seen that the translator uses a generalization translation strategy. In this translation the phrase 'a fancy one' means 'mewah', is translated into a more general way by translating it into 'tampan' according to the context of the conversation. The context of the conversation occurred when Elsa and Anna were playing together, then Anna asked to make a prince from ice so that the word *fancy one* was more appropriate to use the handsome translation which is in accordance with common expressions.

Literal Translation Technique

In this study, the dominated translation technique used in the translation of imperatives is literal translation. Literal translation is a translation technique by translating sentences or expressions per word. The following are samples of imperatives translation with a literal translation technique:

Data 2

SL: Okay. Now. Tell us now

TL: Sekarang. Ceritakan Sekarang.

Data 3

SL: Don't do this alone. Let me help you, please

TL: Jangan lakukan ini sendiri. Biarkan aku menolongmu.



From the data above, it can be seen that the translator uses a literal or word-for-word translation strategy. Literal techniques have been found in many Frozen II subtitles, for other examples:

SL: Roh api! Mundur semua! Pergi ke sungai!

TL: Fire spirit! Get back, everyone! Head for the river!

The data above is included in the category of literal translation strategies because the translator translates the sentence word for word and without any change in structure. In the phrase *Fire Spirit* is translated to 'Roh Api' according to the context of the conversation.

Compensation Translation Technique

Compensation is a technique used by translators to introduce elements of source text information elsewhere in the target text. This is done because the stylistic influence (style) on SL cannot be applied to SL. This technique is the same as the conception technique. The following is an imperatives translation with a compensation translation technique in Indonesian for the film Frozen II.

Data 5

SL: And we must be prepared for whatever danger it may bring.

TL: Kita harus siap untuk bahaya apa pun yang bisa terjadi.

Data 6

SL: You got a give me something.

TL: Beri aku petunjuk.

Based on the data above, it can be seen that there are sentences that the translator provides information elsewhere that is not directly mentioned. Because compensation translation techniques are also used so that there are not many words.

Reduction Translation Technique

Reduction technique is a technique that aims to suppress information items in Tsu by eliminating word or phrase elements in Tsa. The reduction technique is applied by partial omission, because the omission is considered not to cause distortion of meaning. In other words, implicit information is explicit. The following is an imperatives translation with a reduction translation technique in Indonesian for the film Frozen II.

Data 7

SL: Will you sing it for us? *please?*

TL: Bisa nyanyikan untuk kami?

Based on the data above, it can be seen that there are words that have been omitted or reduced in translation. As for the word 'please' which means a request or has the equivalent of the word 'tolong' is not written in the translation. Due to this, it can be said that the translator uses a reduction or reduction translation strategy by reducing these words in his translation. In subtitles, translation by removing words is common because subtitles have several rules. In the sentence above the word 'please' is omitted because it does not eliminate the overall meaning.

Data 8

SL: This way *guys!*

TL: Lewat sini!

Based on the data above, it can be seen that the translator uses a reduction or reduction translation technique. The word 'guys' in the above utterance has 'teman-teman' meaning in the target language. However, in the translation, the translation is not written down. Due to this, the translation strategy used by the translator is a reduction or reduction translation strategy.

Amplification linguistic Translation Technique

From the 63 data findings, the type of amplification translation strategy was found five times, namely in the words cuddle, stop, tea. In the text of the film's speech, this is found when Ratu Iduna talks to the children to sing a song about the Ahtohallan river sung by Grandma.

Data 9

SL: Cuddle close.

TL: Ayo berpelukan.

Data 10

SL: In Mama's words, "cuddle close, scooch in".

TL: Seperti kata ibu, "Ayo berpelukan, mendekatlah".

In the above data, the translator uses a linguistic amplification translation strategy. This can be seen in the word 'Cuddle close' which is translated 'Ayo berpelukan' adds 'ayo' the information item in the TL. Additions to this technique are only information that is used to help convey messages or understand the reader. This addition cannot change the messages in the source language. Considering TL readers who generally do not use object adverbs, then the translation is considered inaccurate. Just as presented by **Data 10**.

Data 11

SL: Kristoff, stop. Please

TL: Kristoff, berhenti berbicara

In the examples above show Amplification Linguistic technique. There is addition word 'berbicara' in TL. In the context of the 'stop' story, the speaker was talking to Kristoff, not doing something and then stopping.

Established Equivalent Translation Technique

Data 12

SL: Get behind me.

TL: Pergi ke belakangku.

Data 13

SL: Olaf, Get behind me.

TL: Olaf, Pergi ke belakangku.

In the twelfth and thirteenth speech show Established Equivalence technique. It uses some daily situations, in our personal lives which has been stated in the dictionary or it has been used in the society. In the first example, the phrase 'Get behind me.' which go behind me. If translated literally, it has the potential to confuse the audience because they will be curious to wonder what it is 'Ambil belakangku' that ambiguous sentences. To avoid audience confusion regarding the meaning of 'Get behind me', it is recommended to use a strategy by using terms in the source language with terms that are already common in the target language. The expression "Pergi ke belakangku." is common expression or term.

Data 14

SL: Scooch in.

TL: Mendekatlah.

In the second example, the word "Scooch in" in SL is translated into "Mendekatlah". Here, the translator uses the Established Equivalence technique. This expression means Queen Iduna tried to embrace her two children (Anna and Elsa) while singing a song that was sung by her grandmother when Queen Iduna was little.

Compression Linguistic Translation Technique

The following is an imperatives translation with a technique of translating linguistic compression in Indonesian in the film Frozen II.

Data 15

SL: Maybe *you* should leave all the romantic stuff to me!

TL: *Sebaiknya* serahkan saja hal-hal romantic kepadaku!

Based on the data above, there is the word 'you' significantly reduce into *Sebaiknya serahkan saja hal-hal romantic kepadaku!*. In these cases of Compensation, the translator emphasizes the meaning into the target text.

Data 16

SL: Take one of these.

TL: Ambillah.

Based on the data above, it can be seen that the translator uses a compression linguistic translation technique. If literal translated it does not give a reasonable or flexible effect which will make the "sense" in the language less effective because a flexible translation would provide its own aesthetic value related to the film Frozen II.

Transposition Translation Technique

Transposition is where the location of various parts of speech within a sentence are switched based on the particular language. For example:

Data 17

SL: Let's meet on the fjord. Have tea.

TL: Mari bertemu di teluk sambil minum teh.

Transposition technique used the translator in translating to find the equivalence of meaning between source language texts and target language texts. From the data above, those are found of the level shift from verb phrase into object or adverbs due to it cannot relevant based on story and caused by the difference between the source grammar caused and the target grammar.

Adaptation Translation Technique**Data 18**

SL: You are up.

TL: Giliranmu.

In the examples above show Adaptation technique. The translator here replaces the SL cultural elements with those from the TL culture that are in the same condition and situation.

CONCLUSION

This study found that not all translation techniques can be applied to the Frozen II subtitles, which are English subtitles as the source language and Indonesian as the target language. In this study, only 9 translation techniques were found out of eighteen translation techniques used in imperative sentence subtitles in the Frozen II film. The nine techniques are generalization, literal, common equivalent, compensation, reduction, linguistic amplification, transposition, adaptation, linguistic comprehension. Eighteen translation strategies were not found in the analysis of film subtitle translation, which consisted of calque, description, discursive creation, modulation, amplification, particularization, substitution, variation, and borrowing.

The interesting thing is that the literal translation technique is the most dominant technique in the resulting translation. Imperatives in the Frozen II film almost all tend to use literal techniques, supported by evidence of the amount of data as much as 64% or 39 data. While the least used translation techniques are generalization, transposition, adaptation, and linguistic comprehension techniques with 1 data or 2% found. This literal translation can be used as an adequate means of conveying messages from the source text into the target text.

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