

# CHAPTER 1

## INTRODUCTION

### A. Background of study

Translation is becoming increasingly important in everyday life today. This is due to the large number of languages around 7,000, according to the BBC spoken by people around the world, it is also due to the demands of the globalization era that require us to understand foreign languages that we do not master. With translation, we can understand the foreign language both textually and orally; textual translation is called *translation*, while oral translation is called *interpretation*.

Translation is a written and connective medium that is useful for communicating with others who have different languages, cultures and backgrounds. According to Newmark: "translation is transferring the meaning of a text into another language as intended by the author of the text". It can be concluded that the definition of translation is the transfer of meaning from the source language to the target language. On the other hand, translation is used to make what has been said or written in a foreign language clear. By transferring the meaning of SL (English) to TL (Indonesian), people who do not understand English or cannot speak English can still grasp the meaning of SL by reading or hearing the translation in their native language.

Translation is the comprehension of the words that have been transforming from one language to another language. The text that is translated called source language (SL) while the language that is translated, called target language (TL), (Surjeet, 2015). To achieve optimal translation results, the presence of a competent translator is required. A translator is someone who has a good understanding of both languages, enabling him or her to transfer meaning from the source language (SL) to the target language (TL) with the appropriate context. For example, a translator should have skills in translating from English to Indonesian. These two different languages are different because of having particular codes and rules regulating the construction of grammatical stretches of languages, and these forms have different meanings (Roger, 1991). Several techniques are involved in the translation process from the original language to the target language to achieve equivalence in the translated work due to different aspects.

Translation technique according to Molina and Albir (2002: 509) is a method used to analyse and classify how a translation is commensurate with its source language (SL). This translation technique has five characteristics, (1) it affect the translation result, (2) it is classified by comparing source language (SL) and target language (TL), (3) it is affects the unit of translation and target language (TL), (4) it is affect the micro-units of the text, (5) it is naturally discursive and contextual on unrelated but based in certain contexts and functional.

The translation used in movies is through subtitles. Subtitles are text used in a movie when the movie is played in another language. is played in another language. According to Mark Shuttleworth and Moira Cowie (Widiani: 2012:31), Subtitling can be defined as “the process of providing synchronized captions for movie and television dialogue and more recently for live opera”. Subtitle translation can be regarded as a written, immediate, and synchronous translation. According to these definition, it can be concluded that subtitle translation refers to providing an interpretation of the original words that appear at the bottom of a movie or television screen.

The use of subtitles is not limited to movies alone, even in Indonesian television shows, western movies also use on-screen subtitles. The Indonesian language in subtitles has a different system from other languages, and translators often face obstacles such as accents or slang words. The quality of the subtitles needs to be maintained to avoid confusion, as the sentences in the subtitle may not always have the same meaning as the target language, causing confusion for the reader. In addition, subtitles should be clear and entertain the audience in a way that is easy to understand through the pronunciation of the original language.

A movie can be thought of as series of moving images, with moevement referred ro as “intermittent movement.” This movement arises due to the limited ability of the human eye and brain to capture a number of alternating images in a very short period of time. Movies have a huge impact, more than any other medium, because the harmoniously combine

audio and visual element. This combination keeps the audience engaged more intensely prevents boredom, and eases the memory process thanks to its engaging format. According to Pratista (2008) Movie is an audio-visual media that combine both narrative and cinematic elements. The narrative element itself is related to the theme while the cinematic element is the plot or storyline that is continuous from beginning to end.

In this research, the author decided to analyze the subtitles of the movie script because the audience usually chooses to read the translated subtitles to understand the story of the movie. Another reason why the author chose to analysis movie subtitles is that there are still few studies that analysis the translation of movie subtitles. This study can be used as a reference for those who are interested in the translation of movie scripts.

By this research, the researcher will acquire knowledge about translation techniques that are used in translating movie subtitle based on Molina and Albir (2002). Based on this background, the writer is uninterested in concluding a research entitled **“Analysis of Subtitle on English – Indonesian in Translation Elemental Movie.”**

## **B. Delimitation**

The focus of this research is to examine the subtitle translation from English to Indonesian in the movie *“Elemental”*.

### **C. Research Question**

The formulation of the questions in this research are :

1. What translation techniques used to analyze the English - Indonesian subtitles in “*Elemental*” movie ?
2. How are the readability of translation result in “*Elemental*” movie ?

### **D. Purpose of this Study**

1. To analyze the English - Indonesian subtitles in “Elemental” movie
2. To discuss the readability of translation result in “Elemental” movie

### **E. Significance of the Study:**

In this study, researcher have contributed to English language learning. It can be concluded that an English movie accompanied by Indonesian subtitles as audiovisual media is a powerful tool or help in teaching. It can attract students' motivation, make them easily achieve learning concepts and lead students to better understand the use of language. Movies provide a beneficial extension of the language acquisition technology that has been used to teach students the basics of English in primary and secondary schools.

## **F. Review Literature**

### **a. Translation**

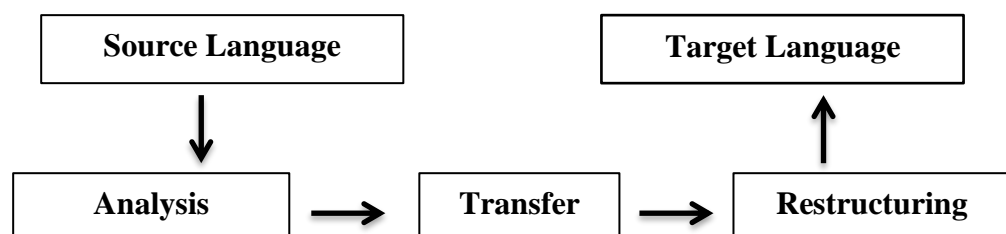
Translation is the process of communicating the meaning of a text in the target language through an equivalent text in the target language. In English, the term "translation" is used for written texts, while "interpretation" refers to oral or sign communication between individuals using different languages. Based on this distinction, translation only begins after the emergence of writing in a language community. This course involves the practice of translating texts from English to Indonesia and vice versa. In this activity, students are required to produce their translations and conduct discussion on the results with guidance from the lecturer.

The essence of translation lies in transforming the form of the source language (SL) into the target language (TL). Translation is the comprehension of the words that have been transforming from one language to another language. The text that is translated called source language (SL) whiles the language that is translated, called target language (TL), (Surjeet, 2015). " In this study, the author wants to know whether the translation of the subtitle of the movie "Elemental" which changes the language from the Indonesian source language to the English target language still maintains the meaning of the source language even though there are some adjustments.

## b. Translation Process

In translating, there are processes that need to be followed to obtain an acceptable translation. Suryawinata (in Suryawinata & Hariyanto, 2016: 10) divides the translation process into four stages, namely the analysis stage, the transfer stage, restructuring stage, and evaluation and revision stage. In translation practice, if the translator has difficulty understanding the meaning of a word, phrase or sentence, the first step is to look up the meaning of the element using a dictionary. In addition, the translator needs to develop specific strategies to ensure an accurate and contextually appropriate translation.

Nida and Taber explained simply and generally about the process of translation. According to them, the most important thing is that a translator the message in the source language (SL) until it reaches its structurally simplest and clearest, move it here, and then re-organize it at that point in the language the most appropriate recipient for the intended reader. Nida and Taber's translation process model can be seen in the figure on the following page.



*Figure 1. 1 Translation Process according to Nida and Taber*

The process of dynamic translation, based on stages of Nida and Taber, in particular, Suryawinata and Hariyanto, is expanded into four

steps. First, sentence analysis involves understanding grammatical relations, word meanings, textual and contextual meanings. Second, the transfer of material from the source language (SL) to the target language (TL) after analysis. Third, restructuring to find appropriate equivalents of words, expressions, and sentence structures in the target language (TL). The goal is to fully convey the content, meaning and message of the source language text. Finally, evaluation and revision of the translation to ensure conformity with the original text. If necessary, revisions are made to improve compatibility.

### **c. Translation Technique**

In this study, researcher used the theory of Molina and Albir. Molina and Albir (2002) suggest that there are 18 translation techniques among them Adaptation, Amplification, Linguistic Amplification, Description, Generalization, Calque, Established Equivalent, Compensation, Linguistic Compression, Discursive Creation, Modulation, Particularization, Borrowing, Literal Translation, Reduction, Substitution, Transposition, and Variation. They proposed 18 translation techniques, as follows :

#### **1. Adaptation**

Adaptation is a translation technique by replacing cultural elements of the source language (SL) into the target language (TL).

For the example :



SL : lazy ash

TL : kemalasan Anda

In this example, “*lazy ash*” is adapted to “*kemalasan Anda*” to conform to the more common language norms in the target language (TL).

## 2. Amplification

Amplification is the addition of detailed information in the target language (TL). This addition can be through paraphrasing, explicitation or additional information. For the example :

SL : Bring love to the surface

TL : Membawa cinta ke permukaan

In this example, words like “*bring love to the surface*” give a dramatic and effect-filled, resulting in an amplification technique to emphasize the importance of the action.

## 3. Linguistic Amplification

Linguistic Amplification is the addition of linguistic elements to the target language (TL). In fact, these linguistic elements do not exist in the source language (SL). For the example :

SL : Without losing your temper

TL : Tanpa kehilangan kesabaran

In this example words “*without losing your temper*” provide a strong nuance and emphasize the specific conditions that must be met, creating a linguistic amplification technique.

#### 4. Description

Description refers to replacing a term with a description with a description of the form or function of the term being described. For the example :

SL : Beaten my time

TL : Berhasil mengalahkan waktuku

In this example, word like “*beaten my time*”, giving a description or details related to the situation or desired action, create a description technique.

#### 5. Generalization

Generalization is done by using more general terms. In the source language (SL) the term used are specialized terms, while in the target language the terms used are more general.

SL : if you can do that without losing your temper

TL : jika kamu dapat melakukannya tanpa kehilangan kesabaran

In this example, words like “*if you can do that without losing your temper*”, create a general condition that, if met, results in the conclusion that one is capable of taking charge to a greater extent. This creates a generalization technique.

#### 6. Calque

Calque refers to literal translation. The unit of translation in calque is a phrase. Calque translation follows the rules of the target language (TL).

SL : Sucked into a pipe

TL : Disedot kedalam pipa

In this example, the words “*sucked into a pipe*” are adopted in the target language (TL) unaltered, creating a calque technique. Calque often occurs when a concept or expression from the source language (SL) is integrated into the target language (TL) without direct translation.

#### **7. Established Equivalent**

Established Equivalent is the use of terms that are common in the target language (TL). This technique is used based on the context.

SL : cloud puffs blowing some ball around

TL : berlebihan menggembungkan bola

In this example, the use of words such as “*cloud puffs blowing some balls around*” is matched with established equivalents in the target language, creating an established equivalent technique.

#### **8. Compensation**

Compensation has almost the same concept as transposition is influenced by stylistic elements.

SL : hold

TL : mempertahankan

In this example, the use of words such as “*hold*” which replaces or compensates for more complex meaning such as “mempertahankan” or “menjaga”.

### **9. Linguistic Compression**

In contrast to linguistic amplification, linguistic compression is the compaction of linguistic elements.

SL : Make Connection

TL : Buat Koneksi

In this example, “*Make Connection*” which is a two-word phrase is converted into the shorter and more compact “*Buat Koneksi*”, illustrating the Linguistic Compression technique that condenses information from the source language into the target language.

### **10. Discursive Creation**

Discursive Creation is a translation technique that aims to achieve temporary equivalence. It is basically the result of the creativity of the translator and the equivalence achieved is often out of context.

SL : too expensive

TL : terlalu mahal

In this example, the discursive creation technique includes the use of words like “*too expensive*” to express a negative judgement of the price.

### **11. Modulation**

Modulation is changing the the point of view, but still referring to the same meaning.

SL : Sucked in

TL : Sulit dihadapi

In this example, the modulation technique can be found in the words “*sucked in*”. The target language (TL) used is this expression, which may be used figuratively to convey that the person is trapped or caught in an unwanted or difficult situation to face.

## 12. Particularization

in contrast to generalization, particularization refers to the use of more spesific terms. In the source language (SL), the author uses general terms while the translator transfer them into more specialized terms

SL : Our blue flame

TL : Api biru kami

In this example, the particularization technique in the word “*our blue flame*”. The use of this phrase specifically refers to something that belongs or is eclusively owned by a certain group.

## 13. Borrowing

Borrowing is done by borrowing terms that exist in the source language (SL), this borrowing can be *pure borrowing* or *natural borrowing*.

SL : Splash

TL : Percikan

In this example, the borrowing technique in the word “*splash*”. This word, in this context, is borrowed from the English language and means to flush or wipe suddenly. The use of “*splash*” here gives the action a sudden and dramatic feel, creating distinctive visual image in a language that may not be standardized.

#### **14. Literal Translation**

Literal translation is a word-for-word translation.

SL : June Bloom

TL : Juni yang mekar

In this example, the literal translation is found in the phrase “*bloom*” is likely a borrowing or adaptation from implies beauty of flowers. Thus, in a literal translation, “*june bloom*” could be translated as “*juni yang mekar*” or similar, translated as “juni yang mekar” or similar, but the meaning may be more related to a special event or moment.

#### **15. Reduction**

The opposite of amplification, reduction is the compaction of information.

SL : limbs

TL : anggota tubuh

In this example, the reduction technique can be found. In the use of the word “limbs” or form of “*arms and legs*” anggota tubuh”. The use of “*limbs*” here is an example of word reduction to convey meaning more concisely.

### 16. Substitution

Similar to adaptation, substitution is the replacement of linguistic elements to linguistic or of vice versa.

SL :deliveries

TL : pengiriman

In this example, the substitution technique may lie in the use of the word General or broad like “*tasks*” or “work. The use of *deliveries* here is a form of substitution that gives a specific impression of one’s speed or skill in completing tasks.

### 17. Transposition

Transposition refers to the changing of grammatical or structural elements,

SL : sucked into

TL : menyedot/ tersedot

In this example, the transposition technique in the sentence is found in the use of the word “*sucked into*”, which can be changed into an active sentence such as “I got sucked into a pipe”.

## 18. Variation

Variation techniques are used by replacing linguistic or paralinguistic elements which then affect aspects of linguistics diversity such as language style, dialect etc.

SL : him, you

TL : dia

In this example, the variation technique in the sentence is seen in the use of word variations such as “*him*” and “*you*”, which creates a variety of references to the person being spoken to, adding dynamics to the expression.

### d. Subtitle

In translating movie subtitles, a subtitler faces the challenge of presenting a translation that is in accordance with the time and place restrictions, i.e. each occurrence of a subtitle is no more than two lines consisting of 30-35 letters per line (Gottlieb, 1997; Hatim & Mason, 1997). In addition, the audience has a relatively short time limit to read subtitles, which is about 2.5 to 3 seconds for one line of subtitles or 5-6 seconds for two lines of subtitles. Additional challenges arise due to cultural and linguistic differences, which make the translator's job even more complicated when it comes to movies with diverse genres. These difficulties make movie translation a unique form of translation, setting it apart from other types of translation.



Another definition was stated by Gambier who was later cited by Budianto (2005: 57), he stated that subtitling is one of two possible methods used to provide a translation of a dialog in a movie, where only the translated dialog is displayed at the bottom of the screen of the movie. Therefore, subtitles refer to the translation of dialog in a foreign film that involves replacing the original text into the target text.

#### **e. Translation Quality**

Translation quality can be inputted from 3 aspects, namely accuracy, acceptability and readability :

##### **1. Accuracy**

Accuracy is a term used to evaluate the translation. It is meant to indicate an equivalence between the two texts. The concept of equivalence refers to the similarity of content in both texts (Nababan et al.,2012).

##### **2. Acceptability**

Translation equivalence covers two characteristics, i.e. “equivalent” which refers to the source language (SL) message, and “natural”, which refers to the receptor language. Nida explains that “natural” signifies three areas of communication process: a natural rendering should fit the whole receptor language and culture, the context of the specific message, and the receptor language audience (Nida, 1964).

### **3. Readability**

Readability is the degree of ease in which a piece of writing can be read and understood its meaning. A translator text can be considered to have a high level of readability if the text is easy to read and the reader can catch the message conveyed, regardless of the compability of the message with the message contained in the SL text. In other words, the reader acts as a subject that determine the readability of a text. The context of readability is not only in the context of source language but also in target language. Readability is the easiness level of a text to be read and understood. It is about how the reader can understand the message of a text easily. Besides the translator should know source language and target language, the translator should also know the concept of readability it self. According to Nababan et al (2012), the term readability is basically not only related to the readability of the source language text but also to the readability of the text the target language is in accordance with the nature of each translation process which indeed always involves both languages at the same time.

Table 1. 1 Instrument of Translation Readability

Rating adapted from Nababan et al (2012)

<b>Translation Category</b>	<b>Qualitative Parameter</b>	<b>Score</b>
<b>High Readable</b>	This translated text is very easy for the reader to understand without any additional effort. The sentence structure is clear and logical, and the use of words is appropriate and in context	3
<b>Middle Readable</b>	This translated text is generally easy to understand, but may require a little extra effort from the reader to fully understand. The text can still be understood without additional help, but there may be some parts that are unclear or require reading. ensure proper understanding.	2
<b>Low readable</b>	This translated text is difficult for the reader to understand. The sentence structure and word choice used make the text ambiguous or unclear, so the reader has difficulty understanding the meaning without significant effort or additional help.	1
<b>Average Score</b>	= $\frac{\text{Total number of scores}}{\text{Total number of data}}$	

Readability has a lower weight than the other two aspects. The low weight of readability is due to the assumption that translation problems are not directly related to the ease of understanding by the target readers. In fact, readers expect easy to understand translation. As explained earlier, translations techniques are important to understand the meaning of the source language well, while readability is important to ensure that the translation is easily understood by the readers. This research was conducted

on the movie, entitled Elemental to find out the translation and one of translations quality which is readable, in a reading and get the message of the movie.

#### **f. Previous Research**

1. Novitasari & Wafa (2023). In this research, entitled “Translation Technique Of English To Indonesian Subtitle In Pitch Perfect 2 Movie”. There are two problems to be solved in the study, namely: 1) what translation techniques used by the translator, 2) What is the dominant technique used on “Pitch Perfect 2” film. This research has 807 data objective of study and found 9 types of translation techniques by Molina, L. and Albir. They 1. Adaptation technique used is 25 data ( 3,1 % ), the translator change the culture element from source language to target language become close meaning, 2. Borrowing technique used is 16 data ( 2,1% ), the translator is totally use pure borrowing technique, 3. Generalization technique used is 8 data ( 1,13 % ), the translator is translate the source language in general term of something,4. Linguistic Compression technique used is 115 data ( 14,2 % ), the translator is totally compress the target language from the source language, 5.Literal Translation technique used 357 data (44,2 %), the translator is use literal meaning on this technique, 6. Modulation technique used is 144 data (17, 8% ) , the translator is change point of view in this technique 7. Reduction technique used is 57 data ( 7,1 % ), the translator is not translate the source language, but is not change the meaning and

context, 8. Transposition technique used is 26 data (3,22 % ), the translator change the source language in target language in a grammatical theory and 9. Variation technique used is 58 data ( 7,1 % ). The dominant technique that used is Literal translation technique that found 355 data (44,2%).

2. Olenka (2014). In her research, entitled “An Analysis on Translation Techniques in the Subtitle of the Movie 5 CM”. This study examines the translation techniques used to translate the subtitle of the movie “5 CM”. There are two problems to be solved in the study, namely: (1) what translation techniques used by the translator; (2) what techniques mostly used by the translator in translating the subtitle of the movie “5 CM”. The result of this study revealed that the techniques applied by the translator involved: addition, subtraction, and alteration. There were 94 sentences that are used as the data. Addition was applied in several ways, for example by adding “to be”: is, am, and were. Subtraction was also applied in the case of changing some word classes to another. And from the result of analysis in 94 sentences, the writer discovered that translation technique of addition which were found in the 44 sentences was mostly used by the translator when doing he translation.
3. Kristina & Widiastuti (2021), In this research: entitled “Translation Techniques Used in Monster University Movie”. This article used the theory by Molina and Albir (2002) to find out the translation techniques used by the translator to translate the English movie script.

There are two problems to be solved in the study, namely: 1). To find out the translation techniques proposed by Molina and Albir used in the English-Indonesian translation of the Monster University Movie. 2). What is the dominant technique used on “Translation Techniques Used in Monster University Movie”. The result of the analysis showed that there were eight translation techniques found in the data; adaptation (2 data), borrowing (1 data), established equivalent (2 data), generalization (1 data), linguistic amplification (1 data), linguistic compression (1 data), literal (1 data), and transposition (1 data).

4. Rahmawati, Brida & Waluyo (2023). In this research, entitled “Translation Technique And It’s Readability Of Directive Speech Acts In The Live-Action Film “Aladdin” 2019”. There are two problems to be solved in the study, namely: 1) To find translation technique used refers to the theory of Molina & Albir. 2) To find out the readability of the translation of the Directive Speech Acts In The Live-Action Film “Aladdin”. The result of this study is found the type of directive speech acts of 100 data, including types of directive speech acts: “commanding” 49 data or 49%, “inviting” 3 data or 3%, “forbidding” 10 data or 10%, “requesting” 11 data or 11%, and “suggesting” 27 data or 27 %. There are 10 translation techniques used in this study, namely amplification, calque, discursive creations, establish equivalent, generalization, linguistic compression, literal translation, modulation, reduction, and

transposition. The most common translation technique found is literal translation technique. The assessment result of the readability translation quality is in average 2.65. This average indicates that the translation result has been assessed as readable.

Based on the previous research, the similarity between this study with some previous research above are the topic of the translation English and Indonesian, theory that used which are using Molina and Albir to determine. The differences among the previous research is 1) In the *“Translation Technique Of English To Indonesian Subtitle In Pitch Perfect 2 Movie*, the researcher focuses more on translation techniques used by the translator and dominant technique used on *“Pitch Perfect 2”* film, 2) In the *“An Analysis on Translation Techniques in the Subtitle of the Movie 5 CM”*. the researcher is more focused on what translation techniques used by the translator and techniques mostly used by the translator in translating, 3) In the *“Translation Techniques Used in Monster University Movie”*, the researcher focuses more on to find out the translation techniques proposed by Molina and Albir and dominant technique used on *“Translation Techniques Used in Monster University Movie”*, 4) In the *“Translation Technique And Its Readability Of Directive Speech Acts In The Live-Action Film “Aladdin” 2019”*, the researcher focuses more on to To find out translation technique used refers to the theory of Molina & Albir and To find out the readability of the translation of the Directive Speech Acts In The Live-Action Film

“Aladdin”. Among the previous research above, as a researcher i took more of the technique, movie and readability.

The conclusion based on the previous research above, I as a researcher took previous research number 4, which is titled “ Translation Technique And Its Readability Of Directive Speech Acts In The Live-Action Film “Aladdin” 2019”. Because in the research question in this previous research, researcher analyze the translation technique and readability.

## **G. Methodology**

### **a. Research Design**

The focus of this study is to identify and explain how translation techniques are used in English subtitled movies. The author found that qualitative research is the most appropriate to conduct this research. According to Sugiyono (2018) qualitative research methods are research methods based based on phisology, which are used to research on scientific conditions where researchers are instruments, data collection techniques and qualitative analysis emphasize more on meaning. Because this research is a qualitative research, the data that appears in the form of words, phrases, and sentences transcribed from spoken dialog in English. the data is obtained from "Elemental" movie.



## **b. Data Source**

### **1. Primary**

In this study, the researcher translates English subtitles into Indonesian by using the translation process model from the source language (SL) to the target language (TL) in “*Elemental*” movie.

### **2. Secondary**

Research journal related to the theme and focus of the research will be an appropriate source of references.

## **c. Data Collection**

### **1. Documentation**

According Fuad & Sapto (2013: 61), Documentation is one of the secondary data sources needed in a study. Documentation can be in the form of books, articles, annual reports, biographies, photographs, documentary film and so on that can be used as data sources. The documentation used by researcher in this research uses data transcripts. Data transcripts include a complete transcription of the movie dialog, subtitle text and other contextual information relevant to the analysis. This transcript becomes the main data analyzed and can be used as an appendix in the research report.

In this research is by observing the subtitle that occur in *Elemental* movie. In this movie, that way researcher will also make observations of the image documents displayed in *Elemental* movie.

### **2. Assessment of Rater**

Rater in translation has an important function to ensure the quality of translation. According to Castliho et al. (2020), rater are tasked with objectively evaluating the quality of a translation based on certain criteria. They rate various aspects of the translation based on certain criteria. They rate various aspects of the translation such as accuracy, fluency, and conformity to the target language style.

### **3. Assesment of Reader**

College student are as readers, because readability refers to readers, so the data must be taken from readers. Readers here are not just any readers, so it is indeed people who uderstand the field of translation.

Based on the description assesment of rater and reader above, rating from rater and readers referring to the parameter listed in table 1. 2.

#### **d. Sampling Technique**

In this study, researcher used purposive sampling method, which is a data collection technique where data is taken as needed, not as a whole. Researcher use purposive sampling technique. This technique involves deliberately selecting a sample based on certain criteria or considerations. In subtitle analysis, purposive sampling can be used to select scenes, dialogues or subtitles that are considered the most relevant, ineteresting or challenging to analyze. In this research, researcher took as much data as 225 data in 10 scene.

## **e. Data Analysis**

Miles and Huberman (1984) in Saldana (2014: 14) suggest that “activities in qualitative data analysis are carried out interactively and goes on continuously until it is complete, so that the data is saturated. Activities in data analysis are data reduction, data display, and conclusion drawing/verification”. According to Miles and Huberman (1984) in Saldana (2014: 14) there are several stages, namely stages, namely:

### **1. Data Reduction**

Data reduction is an iterative process of data reduction. Data reduction is the process of selecting, simplifying, and transforming data that appears in a manuscript to focus on what is important.

#### **a. Selecting**

The selecting oart of the data reduction process refers to the process of selecting and focusing data that is relevant to the research question or research or research focus. In the context of analyzing movie subtitles, the selecting process can be done by choosing and focusing the data on the parts of the subtitles that contain information or themes that are relevant to the purpose of the analysis.

For example, if the purpose of the analysis is to identify cultural representations in the movie, then the selecting process

will focus on selecting and retrieving data from the subtitles that contain information or dialog related to a particular culture.

By doing the selecting process, the researcher can filter and discard irrelevant data, so that the remaining data becomes more focused and facilitates the further analysis process.

**b. Simplifying**

In the context of movie subtitle analysis, simplifying can be done by identifying and coding dialog or text segments that are relevant to the research topic, then discarding irrelevant data. Next, the researcher can develop themes and categories based on these codes, and explore patterns and relationship between themes to draw conclusions or interpretations

**c. Transforming Data**

Transforming data involves the process of transforming raw data (in this case, movie subtitle text) into a more organized and meaningful form. This can be done by coding or categorizing the data into certain themes or patterns that are relevant to the research objectives. Transforming data assist the researcher in organizing and simplifying the raw data into a form that is easier to analyze and interpretation, thus facilitating the drawing of meaningful conclusions from the data

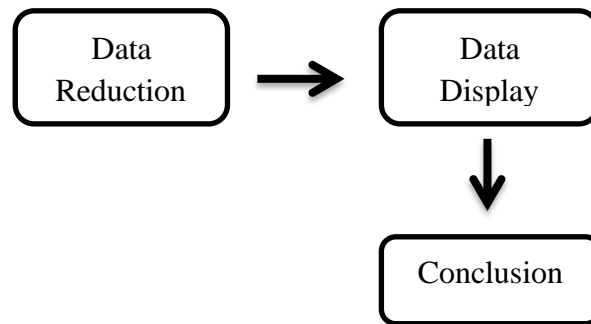
**f. Data Display**

After data reduction, the next step in data analysis is data presentation. Displaying data makes it easier to understand what is happening . According to Miles and Huberman , this representation makes it easier to understand what is happening and conduct further analysis and pay more attention to that understanding. Data presentation itself is a process of presenting data simply in the form of words, sentences and stories tables , so that researche can master the data that has been collected as a basis for drawing the right conclusions. Miles and Huberman state that “in the past, the most commonly used to present data in qualitative research data was narrative text.” The researches used tables to represent the data because the data representation used in qualitative research is easy to understand.

**g. Conclusion**

The final step in Miles and Huberman’s qualitative data analysis is drawing conclusions. After the researcher analysis the data through data reduction and data display using the previous step. Finally in this step the researcher obtained the research results and conclusions. The step of analysis data in this study: Forst, researchers collected by watching the Elemental movie. The researcher then categoriezes the forms of translation techniques involved in each sentence. Finally, in this step, the researcher receives the results and conclusions of this study

From description above, data analysis can described in the below :



*Figure 1. 2 Adapted from According to Miles and Huberman (1984),  
(in Saldana, 2014: 14)*

## **h. Data Validity**

### **1. Source**

in this study, researcher used some research data such as journal related to the topic and assessment of rater and reader, because it is not source from just 1 source. This is done to support the validity of the research findings conducted by researcher.

### **2. Expert**

Researcher will involve one expert in this research. The expert will check the validity of the analysis and the quality of the translation of the research carried out by the researcher.

### **3. Theory**

Experts' theories and previous research are also very important. This theory is needed as a reference to explore topics related to research. With the theory, it is expected that the research

results will be reliable. In addition, this theory can also strengthen the researcher opinion on the topic being discussed.

## **i. Definition of Operational Key Terms**

### **1. Translation**

The text that is translated called source language (SL) whiles the language that is translated, called target language (TL), (Surjeet, 2015).

### **2. Translation Technique**

The translation technique focuses more on analyzing the components of the language and classifying all the components so that an appropriate equivalent is found (Molina & Albir, 2002).

### **3. Subtitles**

Shuttleworth and Cowie (Widiani, 2012:31) defines subtitling as follows: “Subtitling can be defined as the process of providing synchronized caption for film and television dialogue.”

### **4. Movie**

According to Pratista (2008) Movie is an audio-visual medium that combines both elements, namely narrative and cinematic. The narrative element itself is related to the theme, while the cinematic element is the plot or storyline, which is continuous from beginning to end in a good way.

## **5. Elemental**

Elemental: Forces of Nature (original title Elemental) is an American romance comedy-drama computer-animated film produced by Walt Disney Pictures and Pixar Animation Studios and distributed by Walt Disney Studios Motion Picture