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TRANSLATION TECHNIQUE AND TRANSLATION IDEOLOGY ANALYSIS OF MOANA'S UTTERANCES IN MOANA MOVIE SUBTITLE

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Abstract:

This research aimed to: 1. Find the translation techniques of Moana's utterances in Moana Movie Subtitle 2.find also the ideology translation used in this movie.. 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. There were 13 translation techniques found by researcher in Moana's utterances in Moana movie subtitle. According to the data analysis conducted by resesarcher, 451 (100%) of Moana's utterances in the Moana Movie subtitles, that has been analyzed using Molina and Albir's translation techniques. 187 (41,59%) Established Equivalence technique + 59 (13,05%) Literal Translation technique + 54 (11,94%) + Borrowing technique + 52 (11,50%) Reduction technique + 34 (7,52%) Transposition technique + 22 (4.86%) Compensation technique + 15 (3.31%) Amplification technique + 9 (1,99%) Particularization technique + 6 (1,32%) Generalization technique + 4 (0,66%) Linguistics Compression technique + 6 (1.32%) Adaptation + 4(0.44%) Linguistics Amplification + 4 (0.44) Substitution techniques. The ideology used in the Moana movie subtitles is a domestication ideology this is because the resulting translation shows that the translation contains a correct, acceptable, and good translation, by considering the dominant technique used, namely the Established Equivalence technique because the translator translates the utterances by using a common equivalent is to easier the audience in understanding the intent of subtitles in the movie which makes the translation of the subtitles have a high level of acceptability and readability.

Keywords: moana, translation technique, translation ideology, subtitle

1. Introduction

In this great technology era, the big demand for movies make people from all of ages love to watch movie, as an entertainment or learning media. Movie is one of the forms entertainment media in the form of moving visual equipped with sound in the presence of this kind of entertainment product people can found a lot of movies that are presented in English, but the problem is not all of movie lovers have a good English skill ability to translate and understand what is conveyed by movies, this is the reason that a movie must have a subtitles to facilitate the audience to enjoy a movie with the meaning conveyed, it is also happen in Indonesia because there are a lot people in Indonesia who watch western movies with Indonesian subtitles.

The process for translating a language into another language can be more easily when the translator used knowledge and reference theory in translating a language, this is what we know as a translation technique. Translation techniques are the results obtained by translators based on the choice of a determined process, taking into account the validity of various questions related to the context, the purpose of the translation, the expectations of the audience, etc. (Molina Albir, 2002).

2. Literature Review

2.1 Previous Studies

Analysis of translation techniques have been conducted by several researchers. The first previous study was done by Fitria (2018) the title is "*Translation techniques found in English to Indonesian abstract translation of journal EDUNOMIKA 2018*". The objectives of her study are to identify the types of translation techniques and to find out the most dominant type of the translation techniques use in the translation of journal abstracts Edunomika. The result of her study reveals: a) single translation technique dominates the translation technique in translating legal and law scientific texts from English into Indonesian obtains (66,67%) data consisting of 10 variants (literal, amplification, recognized, reduction, borrowing, modulation, transposition, adaptation, calque, and description); b) couplet translation technique (32,%) data consisting of 16 variants (literal and borrowing, literal and recognized equivalent, literal and reduction, literal and adaptation, literal and amplification, literal and transposition, literal and modulation, literal and calque, borrowing and amplification, literal and description, borrowing and modulation, borrowing and adaptation, borrowing and transposition, modulation and calque, reduction and calque, and reduction and adaptation), and triplet translation technique

(1,19%) data consisting of 4 variants (literal + borrowing + modulation, literal + amplification + transposition, literal + amplification + borrowing, and literal + transposition + reduction). In this research she concludes that translation technique of legal texts from English into Indonesian conducted by Indonesian sworn translators consist three kinds of translation techniques, the first one is single translation technique, the second one couplet translation technique, and the third is triplet translation technique with 30 variants.

The second study is entitled “*Analysis of translation techniques in Roth’s divergent*” conducted by Rahmawati (2016). The objectives of her study is to explain the techniques used by translator in translating *Divergent*. The result of her study shows that there are 12 techniques found in the data. The techniques applied are, discursive creation, established equivalent, generalization, linguistic compression, literal, particularization, reduction, transposition, adaptation, amplification, borrowing, and calque,. There were 671 direct speeches of *Divergent*.. The percentage of each techniques are as follows: (1) borrowing 132 times and 19.7%, (2) literal 119 times and 17.73%, (3) generalization 97 times and 14.46%, (4) established equivalent 94 times and 14.01%, (5) amplification 76 times and 11.3%, (6) particularization 52 times and 7.75%, (7) linguistic compression 43 times and 6.41%, (8) reduction 35 times and 5.22%, (9) transposition 12 times and 1.79%, (10) adaptation 5 times and 0.74%, (11) calque 3 data and 0.45%, (12) discursive creation 3 times and 0.45%.

The third study is research by Agustino (2011) entitled “An Analysis of translation techniques and translation quality of flight attendant manual”. The objectives of his study are to find out what is the translation techniques are applied by the translator in the flight attendant manual and to know the impact of translation techniques are applied toward translation quality of the flight attendant manual. The result of his study shows that there are 9 techniques found in the data. They are namely Addition, Deletion, Borrowing, Amplification, Modulation, Established equivalence, Reduction, transposition, and Literal Translation. The total data are 125. The total techniques of the data found are 125, the percentage of each techniques are as follow : (1) addition occurs 19 times and represent 15,2% (2) deletion occurs 6 time and represent 4,8% (3) borrowing occurs 13 times represent 10,4% (4) amplification occurs 2 times represent 1,6% and (5) modulation occurs 3 times represent 2,4% (6) established equivalence occurs 36 times represent 28,8% (7) reduction occurs 17 times represent 13,6% and (8) transposition occurs 22 times represent 17,6% (9) literal translation occurs 7 times and represent 5,6%.

2.2 Review of related literature

Cowie (1997: 161) states that subtitling is the process of presenting an explanatory text that is harmonized with dialogue in film and television. On the other hand, Cintaz (2012: 274) states that subtitles can be interpreted as a translation practice which consists of information in writing, usually located at the bottom of the screen, translation to the target language is the result of exchanging the original dialogue spoken by the speaker in an audio form visuals in different languages, as well as all verbal information that appears written on the screen in the form of letters, banners, or inserts or transmitted in the soundtrack (song lyrics, voice). In contrast to dubbing which completely changes the original dialogue, subtitling preserves the original text, both visually and non-visually, with the addition of information. Based on the multimedia properties of the materials used, the subtitles are expected to be a solution that achieves the right balance and interaction between all audio and visual dimensions. For this, they should concentrate more on the fact that the audience must read the written subtitles at a certain speed while watching them at the same time. Meanwhile, O'Connell (2007: 169) states that subtitling is defined as a facility in the form of an original soundtrack in the presence of written text. Seeing this definition, it can be concluded that subtitling is the process of transferring messages from the source language (spoken language) to the target language in the form of text to be added simultaneously during the spoken language.

The factors that limit the production of subtitles are the media factor and the time factor. The media factor is the translated text displayed on a screen with a much narrower space than a book or novel. Meanwhile, the time factor is the translator depending on the difficulty of the provisions that arise at the time of subtitling. Based on O'Connell (2007: 125), there are two forms of subtitles, namely:

Closed Subtitles, are optional, that is, subtitles can be turned on / off or set by the audience. This type is intended for people with hearing impairments.

Open Subtitle, is a subtitle that integrates with the film, so that the audience cannot turn off the text. This type is used to translate foreign language films shown in theaters or television with the original soundtrack.

Venuti in Hoed, (2006: 84), which states that there are 2 terms foreignization translation and domesticating translation. The following is a description based on Hoed's (2006: 83-90) explanation.

1. Foreign language translation

Foreignization translation is a translation ideology that emphasizes its adaptation to the source language, with the criteria of correct, acceptable, and good translation according to the tastes and expectations of readers and publishers, who want a source language culture in the form of foreign cultures that are beneficial to society. Translators are fully author-controlled. The prominent aspect is the foreign culture expressed in the language of the reader. Based on Newmark's V-diagram, the method used is often the target language orientation method, which tends to use the faithful translation type and semantic translation, as an illustration the translator does not translate the words of nenek, ibu, ayah and several other foreign words into translation. Because the word is familiar to Indonesian readers, it is unique that the translator is a follower of the Foreign Translation ideology.



V Diagram

2. Domestication Translation

Domestication translation is an ideology that focuses on deep translation Target language. This ideology states that a correct, acceptable, and good translation is in accordance with the tastes and desires of the reader who expects translation results that include the culture of the target language community. This means, the translation is expected to not feel like a translation. Translations must complement the written tradition section in the target language. Therefore, the translator pays attention to what is needed so that the translation result is not interpreted as a foreign work to the reader. Based on Newmark's V-diagram, the method used is a method that focuses on the target language such as adaptation, idiomatic translation, and communicative translation.

Domestication ideology, foreign words such as Bapak, Ibu, Paman, Bibi and so on must be translated into Indonesian so that the resulting translation becomes part of the Indonesian language so that it can be accepted by readers of the target language. This ideology introduces Indonesian culture to the outside world because the correct translation is one that can be received in the target language and does not feel like something foreign.

According to Dimitriadis Kamberelis (2006: 49), utterance is part of a language. It can be a long sentence or even a short word (for example, "Damn it!") or as long as the word has a meaning. Utterance can also be incorporated into other utterances, because in this case there is a lot in social discourse and in many written texts. Utterance can also take the form of a physical object that is produced - whether spoken or written - or it can take the form of extra linguistic powers that help shape it. The extra linguistic power comes from social aspects as well as from individual thought processes. Therefore, speech is both social and individual.

Based on the high interest and need for subtitling in a movie and researchers who have an interest in translation studies, in this case the researcher wants to analyze the translation techniques and translation of ideology that are applied in Moana's Utterances in Moana Movie Subtitle. It becomes interesting to know how the process of a language can be translated into another language or what ideology underlies a translation. In this study the authors conducted a study to determine the translation techniques used and the translation ideology.

3. Research Methodology

3.1 Participants / Subject / Population and Sample

This research use Moana Movie subtitle as a subject to analyze. According to Creswell (1994: 32), qualitative research is an approach to developing and deepening the meaning of an individual or group that is considered a social or human problem. This research used qualitative descriptive research method because the result of the research explained descriptively, the researcher also used descriptive qualitative research, according to Miles and Huberman (1994: 12) there are three types of analysis activity in interactive analysis. They are as follow:

1) **Data Reduction**

Miles and Huberman (1994:10) state that data reduction is the process of selecting, focusing, simplifying, transforming the data that appear in write-up field notes or transcription. Then they also state that qualitative data can be reduce and transformed.

2) **Data Display**

Miles and Huberman (1994: 11) define that data display refers to an organized, compressed assembly of information that permits conclusion drawing. Then they add that by looking at displays help us to understand what's happening and to do something either analyze further or take action based on that understanding.

3) **Drawing Conclusion and Verification**

Miles and Huberman (1994: 11) view conclusion drawing is only half of Gemini configuration, conclusions are also verified as the analyst proceeds. They also state that verification may be as brief as a fleeting second thought crossing the analyst's mind during writing, with a short excursion back to the field noted or it may be trough and elaborate, with lengthy argumentation and review among colleagues to develop "intersubjective consensus" or with extensive effort to replicate a finding in another data set.

In this research, the researcher took the data to get the information before analyzing it. The researcher collected data in the form of English and Indonesian subtitles which were obtained by downloading via a link on one of the sites on Google. After that the researcher watch the movie to make the researcher easier to analyze and also, the researcher classified the data which are Moana's Utterances in Moana Movie subtitle in the table and it refers to Source Language (in English), Target Language (in Indonesian) and Translation Technique used in each utterances.

3.2 **Instruments**

The following table is the instrument the researcher used to analyze the translation techniques used in Moana's utterance in moana movie subtitle.

Table 3.1 Data Analysis Form

No	Utterance		Translation Techniques
	Source Text (ST)	Target Text (TT)	
1.			
2.			
3.			

In table 3.1, there are four columns. From the left side, the first column is the number of the data. Then, the next side contains the English version of the text; whereas the third column contains the Indonesian version. The last column describes the translation technique of each data.

3.2 Data Analysis Procedures

The data in this research were collected from subtitle in English form and also in Indonesian form. First, the researcher watch the movie to understand all of the content in the movie. The methods of the data collection that the writer used are the following:

1. The data that use in this research as a content to analyze are shows in a form of subtitle, in English and also in Indonesia. The researcher was downloaded the English subtitle by the link from google <https://english-subtitles.org/40652-moana.html> and Indonesian subtitle in <https://lasoparegistry180.weebly.com/subtitle-indonesia-moana.html>.
2. The researcher watch to understand the content or message that was delivered from the movie and also this step made the researcher easier to select the subtitle that contains translation techniques.
3. The researcher classified the data which are Moana's Utterances in Moana Movie subtitle in the table and it refers to Source Language (in English), Target Language (in Indonesian) and Translation Technique used in each utterances.
 - 1) Identifying the translation techniques. Identifying in this research means the researcher identify the translation technique applied in each utterance for example:

Table 3.2 Example of identifying the translation techniques

Source Language	Target Language
What? I wanna go back	<i>Kenapa ? Aku ingin kembali...</i>
But Dad, I...	<i>Tapi ayah, aku...</i>
Moana attitude while protecting a little turtle from a crow.	pergi!

- 2) Classifying the types of translation techniques are applied in each utterance based on Molina and Albir's theory (2002:509), for example:

Table 3.3 classifying the types of translation techniques

Source Language	Target Language	Translation Technique
What? I wanna go back	<i>Kenapa? Aku ingin kembali...</i>	Establish equivalent
But Dad, I...	<i>Tapi Ayah, aku...</i>	Literal Translation
Moana attitude while protecting a little turtle from a crow.	Pergi!	Substitution

- 3) Analyzing the translation technique that has been identifying in each utterance and make a description about the context of the text for example as follows :

Utterance 1

SL: **What? I wanna go back**

TL: *Kenapa ? Aku ingin kembali...*

In this utterance, the source language is translated in the target language using the established equivalence translation technique it is because the result of the translation using a daily life language that can easily found in the dictionary

Moana's utterance "*What? I wanna go back*" of the source language translated to become "*kenapa ? aku ingin kembali*" in the target language. The reason of the translator that translate this utterance by using establish equivalent technique is because the translator want to deliver the messages that can make the viewer's more easily to understand the context of the movie.

Utterance 2

SL : But Dad, I...

TL : *Tapi Ayah, aku...*

This utterance refers to Moana's word when she try to talk to her father about fishing beyond the reef , when she don't get any permission from her father but she try to make some argue with her father by said " But Dad, I.."

This utterance also used the literal translation technique because the result of the translation is translate word by word with focusing on grammatical structure between the source language and the target language

Moana's word "But Dad, I..." from the source language are translated word for word become "*Tapi Ayah, aku...*" In the target language. Grammatical 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.

- 4) Make a Drawing the conclusion according to the result of the analysis as the last step of the research.

4. Findings

4.1. Research findings

In the Findings section, summarize the collected data and the analysis performed on those data relevant to the issue that is to follow. The Findings should be clear and concise. It should be written objectively and factually, and without expressing personal opinion. It includes numbers, tables, and figures (e.g., charts and graphs). Number tables and figures consecutively in accordance with their appearance in the text. The researcher found 13 translation techniques in Moana's utterances in Moana Movie Subtitle. (41,59%) Established Equivalence technique; 59 (13,05%) Literal Translation technique; 54 (11,94%) Borrowing technique; 52 (11,50%) Reduction technique; 34 (7,52%) Transposition technique; 22 (4,86%) Compensation technique;15 (3,31%) Amplification technique;9 (1,99%) Particularization technique;6 (1,32%) of Generalization technique;4 (0,66%) Compression technique;6 (1,32%) Adaptation,(0,44) Linguistics Amplification, and Substitution techniques.

Researcher in this stage also analyzed the translation ideology used by the translator in translating the Moana movie subtitles, based on the theory

according to Hoed's (2006: 83-90) which states that there are two ideologies in translation, namely foreignization ideology and domestication ideology.

Based on these two ideologies, the researcher re-analyzed the ideology used in the Moana film subtitles, then the researcher can conclude that the ideology used in the Moana movie subtitles is a domestication ideology this is because the resulting translation shows that the translation contains a correct, acceptable, and good translation. Domestication ideology which states that a correct, acceptable, and good translation is in accordance with the tastes and expectations of the reader who wants a translated text that is in accordance with the culture of the target language community. In essence, a translation is expected to not feel like a translation. Translation must be part of the written tradition in the target language. Therefore, the translator determines what is needed so that the translation is not perceived as a foreign work to the reader. Regarding Newmark's V-diagram, usually the method chosen is also a target language-oriented method such as adaptation, idiomatic translation, and communicative translation. This can also be proven by the most common techniques found in movie subtitles, namely the Established Equivalence technique because the translator translates the utterances by using a common equivalent is to easier the audience in understanding the intent of subtitles in the movie which makes the translation of the subtitles have a high level of acceptability and readability.

5. Discussion

Translation Techniques applied in the utterance

Based on the findings, there are 13 translation techniques are applied in translating Moana's Utterances in Moana Movie.

a. Established equivalent

This technique uses everyday language or expressions that can easily be found in the Target Language dictionary. Source Language in meaning and style is the same as Target Language.

Utterance 1

SL: **What? I wanna go back**

TL : *Kenapa ? Aku ingin kembali...*

In this utterance, the source language is translated in the target language using the established equivalence translation technique it is because the result of the translation using a dayli life language that can easily found in the dictionary

Moana's utterance "*What ? I wanna go back*" of the source language translated to become "*kenapa? aku ingin kembali*" in the target language

The reason of the translator that translate this utterance by using establish equivalent technique is because the translator want to deliver the messages that can make the viewers more easily to understand the context of the movie.

b. Literal Translation

Literal translation is the process of translation techniques that replace terms from the source language word for word from the Source language to the target language.

Utterance 1

SL : But Dad, I...

TL : Tapi Ayah, aku...

This utterance refers to moana's word when she try to talk to her father about fishing beyond the reef , when she don't get any permission from her father but she try to make some argue with her father by said " But Dad, I."

This utterance also used the literal translation technique because the result of the translation is translate word by word with focusing on grammatical structure between the source language and the target language

Moana's word "But Dad, I..." from the source language are translated word for word become "*Tapi Ayah, aku...*" in the target language. Grammatical 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.

c. Borrowing

Borrowing is the process of using words or phrases from the source language into the target language. The borrowing technique which in the process produces translation without any changes is called pure borrowing and naturalized borrowing is a technique whose process results of the translation that experiencing insignificant changes because the word from the source language has almost the same sound and spelling and the same meaning.

Utterance 1

SL : Pua!

TL : Pua!

The context in this movie's quote is when Moana decided to try to ride her boat into the middle of the sea, but everything happened beyond her expectations because she didn't know the right way to control the boat, making Moana fall into the water because her boat capsized when hit by the waves and made *Pua* a pet pig fell into the water, suddenly she shouted "*Pua*" and then rushed to save *Pua*.

In the above utterances, the source language is translated into 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. The translator retains the word without changing the spelling and pronunciation because it has no equivalent in the Indonesian language.

Utterance 2

SL : **Hey! (Utterance 313)**

TL : *Hei!*

The source language is translated in the target language using naturalized borrowing translation techniques. The word hey in the source language is translated naturally in the target language, since the word from the source language is matched with the spelling of the target language.

d. **Reduction**

Reduction is a translation technique process that focuses the information elements of the source language into the target language.

Utterance 1

SL : **To the place I know where I cannot go. (Utterance 38)**

TL : *ke tempat yang tak bisa kudatangi.*

This utterance translated into the target language by using the translation reduction technique its because the result of the translation reveals the summary of the information that contained in the source language into the target language. simplyfied of the information performed should not change the meaning in the source language.

Moana's words "**to the place I know but I cannot go**" from the source language translated become "*ke tempat yang tak bisa aku datangi*" in the target language. This utterance are translated into target languages with compress and simplyfied information in the target language without changing the message in the source language text.

e. Transposition

Transposition is a translation technique process that changes the grammatical categories of the source language in the target language, such as replacing words into phrases.

Utterance 1

SL : **Every path I make, every road leads back.**

TL : *tiap langkah yang kubuat semua mengarah kembali.*

This utterance refers to the scene when Moana sing a song after she put the head of villager stone in the top of mountain, for that she sang a song because she feels there is something wrong in her hearts that always make she want to go back to the sea. This utterance also translated in the target language by using transposition translation techniques that is because the result of the translation show that its translate because of there are the differences grammatical structur between SL and TL. Moana's utterance "Every path I make, every road leads back" from the source language translated become "*tiap langkah yang kubuat semua mengarah kembali*" in the target language. The utterance are translated by replacing the grammatical category of the source language in the target language. From the result of the translation show that there are changing between SL and TL that replace the phrase into a word. The reason of translator that change the grammatical category in order to summarize the message and it can make the viewer easier to understand the context of the movie.

f. Compensation

Compensation is a translation process where the resulting translation contains the position of the information element or the style of the source language which is replaced to the other side of the target language.

Utterance 1

SL : **How did you earn that one ? What's that for ?**

TL : *bagaimana kau dapatkan tato itu ? itu tato apa ?*

This utterance refers to the scene when Maui tells Moana that he earn so much tattoos automatically when he done something in his life, he tells Moana the story of each tattoo in his body and for that Moana Ask Maui about one of Tatoos from Maui's body that make Moana very curious, for that Moana said "How'd you earn that one? What's that for?"

This utterance show that the translator used the compensation translation technique to translate this utterance, that is because the compensation technique of the source language cannot be found in the same part of the target language because the term of the culture do not have the same equivalent in the target language and are change with another equivalent in the target language.

Moana's said "How'd you earn that one? What's that for? In the source language translated into "*bagaimana kau dapatkan tato itu? itu tato apa ?*" In the target language to make the context of the movie can be easier to translate since the each of language don't have the same equivalent.

If the word how'd you earn that one? What's that for? Literally translated into *bagaimana kau dapatkan satu ini? ini untuk apa ?* By the translator, so the meaning and intent of the movie not refers to the context of the scene on the movie and it can make the viewers confused about the translation result. Therefore the word how'd you earn that one? What's that for? In source language translated into target language become *bagaimana kau dapatkan tato itu? itu tato apa ?* Because of that the viewers can easily understand and accept the messages of the movie.

g. Amplification

Amplification is a translation process that is generally applied to introduce detailed information that is not contained in the source language.

Utterance 1

SL : **So** I am here

TL : *itu sebabnya aku disini.*

This utterance refers to the scene when Moana and Maui turn into a conflict, when the condition make Maui want to give up and go away form restore the heart of tefiti in this condition Maui try to give some advice to moana that they are should not restrore the heart of tefiti and go back to the village to safe their people, but Moana try to charge Maui's confident by said " So I am here ".

The utterance is translated by the translator by using the translation amplification technique its because there are an addition of amplification technique but it should not change the meaning of the text.

The utterance *So I am here* in the source language are translated to *itu sebabnya aku disini* in the target language. The translator adds the word in order to clarify the information without altering the message contained in the word. If the word *So I am here* is translated literally to *jadi aku disini* by the translator, then the meaning and message in the movie is not correct as the translator focus on the context of the movie. Therefore the word *So I am here* in the source language is translated into the target language into *itu sebabnya aku disini* by the translator, so after see the result of the translation the viewer can easily to understand the meaning and messages according to the context of the movie.

h. Particularization

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

Utterance 1

SL : Are you gonna tell dad ?

TL : *Nenek akan beritahu ayah ?*

This utterance refers to the scene when Moana had a conversation with her grandmother about the feeling that she have with the sea, because of Moana have a different point of view with her father about being a head of villager and at that time her gransmother come and talk with Moana and give her some advice about being a good person as a head villager and for that Moana said “Are you gonna tell dad?”.

This utterance is translated into the target language by using a particular translation technique that is because the utterance was translate by focusing at the specific term because the word “you” translated into a more specific word “nenek” that show that translator use particularization translation technique in this utterance.

The reason translator use this techniques is because the word “you” refers to “nenek” from the context of the movie so this technique also use for focusing the result that refers to the specific term that make the intent and the message of the movie easier to understand by the viewers.

i. Generalization

Generalization is a translation technique with a process that changes a term from the source language with terms in the target language that are commonly used and widely known by the public.

Utterance 1

SL : That I can go.

TL : *kalau aku bisa pergi*

This utterance refers to the scene on the movie when Moana sing a song about her feeling that always want to come back to the sea, but she realize that she have a responsibility as a head of villager's daughter, and also it's make she confused about the feeling inside her heart that always make her want to sail the boat to the ocean and for that she said "That I can go".

This utterance is translated in the target language using the technique of generalization translation it is because the result of the translation show that there are specific term in the part of source language because the word "that" translate become "kalau" that fit to the context of the movie but in this case a term from a source language refers to a specific part that does not refers to the same part in the target language.

The reason that the translators focusing on use the 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.

j. Linguistics Compression

Linguistic compression is a translation technique with a process that unifies or collects linguistic elements from the source language text in the target language text.

Utterance 1

SL : **It's okey you are alright.**

TL : *Tenang kau baik saja...*

This utterance refers to the scene on the movie when Moana and Maui on the same boat and Maui teach Moana the right way to sail the boat and in that situation Maui want to run away from moana and going to swim but at that time the ocean pull out Maui back on the boat and because of that Maui get panic and for that Moana said "It's okay you are alright". This utterance is translated in the target language using the translation technique of linguistics compression it is because there are some section that was translated with compress the several term to clarify the meaning and the message in the target language.

The utterance “It’s okay you are alright” from the source language translated become *Tenang kau baik saja* in the target language the reason of the translator translate the utterance with compress and make the utterance for the source language more simplify in the target language it is also make the context of the movie and the result of the translation easier to understand by the viewers.

k. Adaptation

Adaptation is a translation technique with a process that changes the cultural elements that characterize the source language with cultural terms in the target language.

Utterance 1

SL : **I have crossed the horizon to find you...**

TL : *Aku melintasi cakrawala untuk menemukanmu...*

This utterance 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’s utterance horizon in the source language translated to cakrawala in the target language. The word *cakrawala* refers to limiter line between the heaven with the ocean dan usually form of horizontal line. The translator using the word occurs because an equal equivalent to the word horizon in the context is horizon.

If the word horizon translated literally become *ufuk* or *kaki langit* by the translator, then the meaning and intent in the film will not arrive at audiences and audiences become unfamiliar. Therefore the word horizon in the source language translated into the target language becomes *cakrawala* because so the audience can easily understand and accept the intent and idea of the movie.

l. Linguistics Amplification

Linguistics amplification is a a translation technique with a process that adds linguistic elements from the source language into the target language.

Utterance 1

SL : **What’s in there ?**

TL : *Ada apa di dalam sana ?*

This utterance refers to the scene on the movie when Moana and His grandmother have a conversation after Moana arguing with her father, at that time Moana's grandmother give moana some advice to let she to follow her heart and after that Moana's grandmother show something in the cave and for that Moana said "What's in there?"

This utterance is translated in the target language using translation translation linguistics technique it is because the word "What's in there?" translated become "*Ada apa di dalam sana ?*" the result of translation reveals that there is an adding of linguistic element on the target language and for this utterance the adding of linguistics element is focusing on the context of the movie.

The reason of the translator adds linguistic term on the part of the source language is to make the meaning and message from the movie can accept by the viewers because the form of the result of the translation more simple and it was wrap the message of the movie.

m. Substitution

Substitution is a translation technique with a process that changes linguistic elements or terms to become paralinguistic in the form of intonation and gestures or vice versa.

Utterance 1

SL : **Hushus.**

TL : *Pergi!*

This utterance refers to the scene on the movie 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.

The utterance is translated in the target language use substitution translation techniques it is because from the result of the translation the researchers conclude that there are some process of change the linguistic elements to be paralinguistic element (like intonation and signal).

Moana attitude while protecting a little turtle from a raven with make a sound "*Hushus*" 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 reason of the translator for change the sound and movement gestures from moana is to make the viewers easily to understand the context of the movie that contained of the sound ang gesture of Moana.

6. Conclusion

Based on the discussion of research findings in the previous chapter, it can be concluded like the following:

There were 13 translation techniques found by researcher in Moana's utterances in Moana movie subtitle. According to the data analysis conducted by resesarcher, 451 (100%) of Moana's utterances in the Moana Movie subtitles, that has been analyzed using Molina and Albir's translation techniques. 187 (41,59%) Established Equivalence technique + 59 (13,05%) Literal Translation technique + 54 (11,94%) + Borrowing technique + 52 (11,50%) Reduction technique + 34 (7,52%) Transposition technique + 22 (4,86%) Compensation technique + 15 (3,31%) Amplification technique + 9 (1,99%) Particularization technique + 6 (1,32%) Generalization technique + 4 (0,66%) Linguistics Compression technique + 6 (1,32%) Adaptation + 4(0,44%) Linguistics Amplification + 4 (0,44) Substitution techniques.

The ideology used in the Moana movie subtitles is a domestication ideology this is because the resulting translation shows that the translation contains a correct, acceptable, and good translation. Domestication ideology which states that a correct, acceptable, and good translation is in accordance with the tastes and expectations of the reader who wants a translated text that is in accordance with the culture of the target language community. In essence, a translation is expected to not feel like a translation. Translation must be part of the written tradition in the target language. Therefore, the translator determines what is needed so that the translation is not perceived as a foreign work to the reader. Regarding Newmark's V-diagram, usually the method chosen is also a target language-oriented method such as adaptation, idiomatic translation, and communicative translation. This can also be proven by the most common techniques found in movie subtitles, namely the Established Equivalence technique because the translator translates the utterances by using a common equivalent is to easier the audience in understanding the intent of subtitles in the movie which makes the translation of the subtitles have a high level of acceptability and readability.

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