TRANSLATION TECHNIQUES ON PO'S UTTERANCES IN KUNG FU PANDA 3 SUBTITLES
(Pragmatic Approach)

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Abstrak

Penelitian ini membahas tentang teknik terjemahan yang diterapkan dalam Tuturan Po Pada Sub-Judul Kung Fu Panda 3 dengan pendekatan pragmatik. Tujuan dari penelitian ini adalah: (1) mengidentifikasi teknik terjemahan yang paling banyak digunakan, (2) mengevaluasi hasil ideologi. Penelitian ini menggunakan metode deskriptif kualitatif. Data dalam penelitian ini adalah Sub-Judul Kung Fu Panda 3 dan hanya fokus pada tuturan Po. Po adalah tokoh utama dalam film ini. Ada 151 tuturan Po yang digunakan sebagai data. Sub-judul tuturan Po dianalisis dengan teknik terjemahan oleh Molina & Albir (2002). Dan, metode penilaian kualitas hasil terjemahan oleh Nababan dll (2012) dan difokuskan pada keakuratannya. Hasil penelitian ini menunjukkan ada 11 teknik yang diterapkan dalam Sub-Judul Kung Fu Panda 3 Pada Tuturan Po. Yaitu, kesepadanan lazim 327 kali (52,88%), harfiah 50 kali (12,58%), variasi 73 kali (12,25%), peminjaman murni 45 kali (7,55%), reduksi 20 kali (4,87%), penambahan 25 kali (4,19%), modulasi 16 kali (2,68%), eksplisitasi 15 kali (2,52%), peminjaman alamiah 9 kali (1,68%), kreasi diskursif dan transposisi dua kali (0,33%).

Kata kunci: Teknik Terjemahan, Tuturan, Kung Fu Panda 3

I. INTRODUCTION

Kung Fu Panda 3 is an interesting object to be analyzed. Since the movie had been translated into some languages such us; Mandarin, English, Arabic, Bulgarian, Dutch, Italian, Spanish, Croatian, Turkish, Vietnam, Hungarian, and Bahasa Indonesia and etc (https://www.subsmovies.com). In this case, the study has chosen Indonesian version as the main focus of the study, because it was conducted in Indonesian. Hence, it would be necessary to conduct the study in the case of translation techniques to enrich more knowledge in the translation theories.

Bahasa Indonesia used in the data of study was translated by Ibrakhim (2016) where in his translation, it can be found many translation techniques used as like Established

Equivalent, Variation, Literal, Natural Borrowing, Pure Borrowing, and Reduction. In the movie, the translation is the form of subtitle. Bogucki (2013:36) states that subtitles is a part of the screen and may obscure important visual clues, thus contaminating the visual channel. It can be simplified that subtitle is the text down in the movie. Therefore, it is very important to analyze kinds of translation techniques related to the utterances used by the main character in the movie.

The dialogue presented by the movie characters is in the form of utterances. According to Akmajian et all (2010: 396) utterance is simply act of uttering sounds, syllables, words, phrases, and sentences from a language. There are five kinds of utterances according to Yule (1996:52-54) they are Declaratives, Representatives, Expressives, Directives and Commisives. Here, the examples of utterances found in *Kung Fu Panda 3* movie:

1. **009/KFP3/00:06:04**

    SL: *"Your final...? wait, I didn't even know you were sick"*

    TL: *"Kelas Terakhir? Aku tak tahu Guru sakit"*
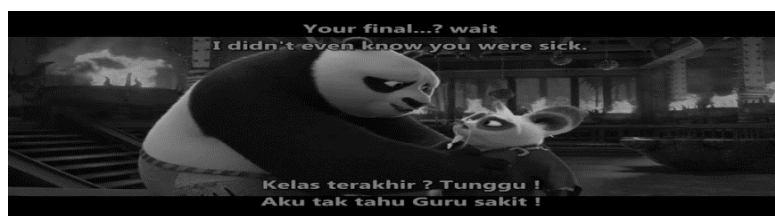
This is the conversation between Po and Master Shifu. Po was surprised by Master Shifu because he did not want to teach Po anymore. This conversation refers to Expressives utterances. It shows that Po regrets because he did not know even Master Shifu was sick. This translated version is accurate because between Po and Master Shifu understand each other.

2. **013/KFP3/00:07:39**

    SL: *"Poison, technique"*

    TL: *"Racun, Teknik"*

In this case, Po talking to Tigress. In this situation Po got Tigrees to use stance a poison, technique to passed training area in front of him. This conversation refers to Directives utterances. It can be seen that Po suggested Tigress use stance a poison, technique in order he did not get injured. This translated is less accurate because Tigress did not understand what did Po say. And finally, Tigress used another technique to passed the area in front of him and he got injured.

This research is about the translation quality and the translation techniques of the utterances used by the main character in *Kung Fu Panda 3* movie subtitles. Newmark (1988:5) states that "Translation is rendering the meaning of a text into another language in the way that the author intended the text". Thus, translation is the interpretation from Source Language (SL) to Target Language (TL) to get the equivalent in the target language.

There are some previous studies that relevance to this study. The first study was conducted by Irta Fitriana (2014), the students of Sebelas Maret University. She wrote a study entitled "*Analisis Teknik dan Kualitas Terjemahan Tindak Tutur Ekspresif Dalam Novel Stealing Home (Hati yang Terenggut) karya Sherryl Woods*. The second study was proposed by Deviana Oktavia Rachmawati (2016), the students of Sebelas Maret University. She examined a research entitled "*Translation Analysis of Interrogative Utterances in Twilight Saga: New Moon Film Subtitle".* Both of those researcher were analyzed about the techniques of translation with a romance genre but it is different in the scope limitation and object of the study. Here, the researcher found two research gaps that are to enlarge the scope of limitation and the object of the study. In the study, it focused on all kinds of utterances of the main character in the movie with the genre, comedy.

From the statement above, the writer interested to investigate the translation techniques proposed by Molina and Albir (2002: 509), and the translation quality proposed by Nababan (2012: 44). This research focused on the kinds of utterances used by the main character in the *Kung Fu Panda 3* movie. The kinds of utterances are declaratives, representatives, directives, expressives, and commissives. Besides, the quality of assessment only focused on the accuracy of the translation. Therefore, this study will analyze all types of utterances used in *Kung Fu Panda 3* movie.

II.   RESEARCH METHOD

This study applies descriptive qualitative method. Qualitative research defines as the inquirer seeks to examine an issue related to oression of individuals and the stories are collected of individual oppression using a narrative approach. Individuals are interviewed at some length to determine how they have personally experienced oppression, Creswell (2014:48). Source of data of time research is *Kung Fu Panda 3* movie. The data are Po's utterances which have taken from *Kung Fu Panda* movie in form of sentences. Po is the main character of this movie.

III.   FINDING AND DISCUSSION

There are 151 utterances taken as the data for this research. It was found eleven translation techniques to translate the movie subtitle. Here is the translation techniques applied:

Table The Total Frequency Used of Translation Techniques

No.	Technique	Amount	Percentage
1.	Established Equivalent	327	52,88%
2.	Variation	73	12,25%
3.	Literal	50	10,58%
4.	Pure Borrowing	45	7,55%
5.	Addition	25	4,19%
6.	Naturalized Borrowing	9	1,68%
7.	Explicitation	15	2,52%
8.	Discursive Creation	2	0,33%
9.	Transposition	2	0,33%
10.	Modulation	16	2,68%
11.	Reduction	29	4,87%
	Total	596	100%

1. Established Equivalent

Established equivalent is to use a term or expression it has been recognized (by dictionaries of language in use) as an equivalent in the TL. There are 327 (52,88%) established equivalent techniques applied in translating the utterances, Here are the examples of data:

a. Directive Utterances

001/KFP3/00:04:51

Context: This conversation occurred between Po and his father (Mr. Ping). Po asked some foods to Mr. Ping for him and his friends in his father's restaurant.

SL*: "We'll have two Justice Platters"*
TL: *"Aku mau pesan dua porsi besar keadilan"*
Datum 001 shows directive utterances. It means that those are kinds of speech acts that speakers use to get someone else to do something (Yule, 1996:54). This translation utterance was translated using established equivalent techniques. It can be seen from the words *'will'*, *'two'* was translated into *'mau'* and *'dua'*.

b. Representative utterance

015/KFP3/00:08:27

Context: This conversation occured, when Po lied if he did not hear ducks conversation that passed beside him.

SL: *"I didn't hear anything"*
TL:*"Aku tak dengar apapun"*
   Datum 039 is representative utterances. It means that those are kinds of speech act that state the speakers believes to be case or not (Yule, 1996:53). As seen in the example above, this translation utterance was translated using established equivalent technique. It can be seen from the words *'didn't, 'hear'*, *'tak'*, *'anything*' was translated into *'tak', 'dengar', 'apapun'*.

c. Expressive utterance

009/KFP3/00:06:04

Context: In this case, Po was shocked because Master Shifu said that day would be his final class. Po was sad because he did not even know that Master Shifu was sick.

SL*: "Your final...? wait! I didn't   know even you were sick!"*
TL: *"Kelas terakhir...? Tunggu! Aku tak tahu Guru sakit!"*
Datum 009 shows expressive utterances. It means that those are kinds of speech act that state what the speaker feels (Yule, 1996:53). This translation utterance was translated using established equivalent. It can be seen from the words *'final' 'wait', 'didn't', 'know','sick'* was translated into *'terakhir', tunggu', 'tak', 'tahu' 'sakit'*.

d. Commisive utterance

079/KFP3/00:40:45

Context: Po believed that he could make the flower bloom"

SL: *"Alright flower, i'm gonna make you bloom"*
TL: *"Baiklah bunga, akan kubuat mekar"*
Datum 079 shows commisive utterances. It means that those are kinds of speech act that speakers use to commit themselves some future action (Yule, 1996:54). This translation utterance was translated using established equivalent techniques. It was applied in the words *'alright', 'flower', 'gonna', 'make', 'bloom'* was translated into *'baiklah', 'bunga', 'akan', 'buat' 'mekar'*.

Literal

Literal translation is to translate a word or an expression word for word but still needs to be shifted in TL. Here are the examples of data:

a. Directive utterance

001/ KFP3/00:04:51

Context: This conversation occured between Po and and his father (Mr. Ping). Po asked some foods to Mr. Ping for him and his friends in his father's restaurant.

SL: *"We'll have two Justice Platters,Please"*
TL: *"Aku mau pesan dua porsi besar keadilan"*
Datum 001 is categorized directive utterances. This translation utterance was translated using literal techniques. It can be seen from the phrase *'justice platters'* was translated into *'dua porsi keadilan'*.

b. Representative utterance

046/KFP3/00:19:53

Context: Po told his father about Master Ram's crossbrow.

SL: *"Master Ram's crossbrow the infinite gates smasher"*
TL: *"Busur Guru Ram senjata Penghancur Gerbang"*
Datum 046 is representative utterances. This translation utterance was translated using literal techniques. It can be seen from the phrase *'the infinite gates smasher* was translated into *'senjata penghancur gerbang*.

c. Expressive utterance

007/ KFP3/00:05:58

Context: Po was happy because Master Shifu showed him the great dramatic entrance.

SL: *"Whoa, nice dramatic entrance"*
TL: *"Whoa, kedatangan dramatis nan keren"*
Datum 005 shows expressive utterances. This translation utterance was translated using literal techniques. It can be seen from the phrase *'nice dramatic entrance'* was translated into *'kedatangan dramatis nan keren'*.

2. Variation

Variation is to change linguistic or paralinguistic elements (or in a particular gestures) that affect aspect of linguistic variation: changes of textual tone, style, social dialect, geographical dialect, etc, for example to introduce or change dialectal indicators for characters when translating for the theater, changes in tone when adapting novels for children, etc. Here are the examples:

a. Directive utterance

003/KFP3/00:04:55

Context: This conversation occured, when Po offered extra sauce to Tigress.

SL: *"Did you want extra sauce with that?"*
TL: *"Apa kau mau tambahan saus"*
Datum 003 is directive utterances. This translation utterance was translated using variation techniques. It can be seen from the word *'you'* was translated into *'kau'*.

b. Representative utterance

036/KFP3/00:17:24

Context: Po was confused to call the name of his biological father.

SL: *"I don't know what i'm supposed to call you"*
TL: *"Um, aku tak tahu, harus memanggilmu apa"*
Datum 036 is representative utterances. This translation utterance was translated using variation techniques was applied in the word *'I', 'you'* was translated into *'aku'*, and *'mu'*

c. Expressive utterance

033/KFP3/00:16:51

Context: This conversation occured between Po and Li Shan said good bye to each other. But suddenly they were shocked, because they were father and son and finally they found their happines to realize that.

SL: *"I can't believe you're alive"*
TL: *"Aku tak percaya kau masih hidup"*
Datum 033 shows expressive utterances. This translation utterance was translated using variation techniques. It can be seen from the words *'I', 'You'* was translated into '*Aku'*, *'Kau'*.

d. Commisive utterance

028/KFP3/00:15:18

Context: Po should defend his tittle as the winner of eating dumpling.

SL: *"I have to defend my title"*
TL: *"Aku harus mempertahankan gelarku"*

Datum 065 is commisive utterances. This translation utterance was translated using variation techniques that applied in the words *'I', 'my'* was translated into *Aku', 'ku'.*

3. Pure Borrowing

Pure Borrowing is a translation technique that completely takes the terms or words directly from the source language without any changes into target language. There are 45 (7, 55%) data are used pure borrowing techniques. Here are the examples:

a. Directive utterance

002/KFP3/00:04:55

Context: The context of situation while Po was talking to Mr. Ping. Po asked the spicy noodle soup for Tigress.

SL: *"Oh, the spicy noodle soup for <u>Tigress</u>"*
TL: *"Oh, dan mie kuah pedas untuk <u>Tigress</u>"*
Datum 002 is directive utterances. This translation utterance used pure borrowing techniques that applied in the word *'Tigress'* was translated into *'Tigress'.*

b. Representative utterance

022/KFP3/00:13:55

Context: Po talked to himself by taking a bath with his dolls.

SL: *"<u>Oh</u> no he's the Dragon teacher, yeah he's so handsome"*
TL: *"<u>Oh</u> tidak, itu Guru Naga, ya dia sangat tampan"*
Datum 022 is representative utterances. This translation utterance used pure borrowing techniques that applied in the word *'oh'* was translated into *'oh'.*

c. Expressive utterance

010/KFP3/00:06:25

Context: Po was surprised because Master Shifu asked him to take his position turn as a teacher of Kung Fu.

SL: *"Me? Teach? I mean why not <u>Tigress?</u> She's always telling everyone what to do"*

TL: *"Aku? Jadi Guru? Mengapa bukan <u>Tigress?</u> Dia yang tahu yang harus dilakukan"*

Datum 010 is expressive utterances. This translation utterance used pure borrowing techniques that applied in the word *'Tigress'* was translated into *'Tigress'.*

d. Commisive utterance

098/KFP3/00:05:16

Context: Po would stay in Panda villages and fight the monster with his strenght.

SL: *"I'm gonna stay and fight that <u>monster</u>"*
TL: *"Aku tetap disini dan melawan <u>monster</u> itu"*

Datum 098 is commisive utterances. This translation utterance used pure borrowing techniques that applied in the word *'Monster'* was translated into *'Monster'*.

5. **Reduction**

Reduction is to suppress a ST information item in the TT. It is in opposition to amplification. There are 26 (4, 87%) data using reduction techniques. Here are the examples:

a. **Directive utterance**

001/KFP3/00:04:51

Context: This conversation occured between Po and and his father (Mr. Ping). Po asked some foods to Mr. Ping for him and his friends in his father's restaurant.

SL: *"We'll have two Justice Platters, <u>Please</u>"*
TL: *"Aku mau pesan dua porsi besar keadilan"*
Datum 001 shows directive utterances. This translation utterance was translated using reduction techniques. It can be seen from the words *'please'* was deleted by the translator in target language.

b. **Representative utterance**

036/ KFP3/00:17:24

Context: This conversation occurred, when Po was confused to call the name of his biological father.

SL: *"I don't know what <u>I'm</u> supposed to call you"*
TL: *"Um, aku tak tahu, harus memanggilmu apa"*
Datum 036 shows representative utterances. This translation utterance was translated using reduction techniques. It can be seen from the words *'I'm'*, this word was deleted by the translator.

c. **Expressive utterance**

014/KFP3/00:07:59

Context: Po asked his friend, did they learn something when Po was taught Kung Fu.

SL: *"Did you <u>at least learn</u> little something?"*
TL: *"Apa kalian mempelajari sesuatu?"*
Datum 014 is expressive utterances. This translation utterance also used reduction techniques that applied in the words *'at least'* and *'little'*.

6. **Modulation**

Modulation is to change the point of view, focus or cognitive category in relation to the ST; it can be lexical or structural. Here are the examples:

a. **Directive utterance**

035/ KFP3/00:17:21

Context: Po wanted to meet his friends with his own father.

SL: *"Oh, dad come say hi to..."*
TL**:** *"Oh, Ayah perkenalkan, dia.."*
Datum 035 is directive utterances. This translation utterance also applied modulation techniques in the phrase *'come say hi to'* was translated into *'perkenalkan'*.

b.   **Representative utterance**

021/ KFP3/00:11:17

Context: This conversation occured when Po wanted to be a teacher of Kung Fu.

SL: *"There is no way I'm ever gonna be like you"*
TL: *"Jadi Guru? Tak mungkin aku bisa jadi sepertimu?"*
Datum 021 shows representative utterances. This translation utterance also applied modulation techniques in the phrase *'There is no way'* was translated into *'Tak mungkin'*.

c.   **Expressive utterance**

010/ KFP3/00:06:25

Context: Po was surprised because Master Shifu asked him to take his position turn as a teacher of Kung Fu.

SL: *"Me? Teach" why not Tigress? She's always telling everyone what to do"*
TL: *"Aku? Jadi Guru? Mengapa bukan Tigress? Dia yang tahu yang harus dilakukan"*
Datum 010 shows expressive utterances. Modulation techniques have been applied in the phrase of *'always telling everyone what to do'* was translated into *'yang tahu yang harus dilakukan'*.

7.   Addition

Addition is to introduce details that are not formulated in the ST: information and explicative paraphrasing. There are 25 (4, 19%) data using addition techniques. Here are the examples:

a.   **Directive utterance**

002/KFP3/002:04:55

Context: Po asked his father spicy noodle soup for Tigress

SL: *"Oh, the spicy noodle soup for Tigress"*
TL**:** *"Oh, dan mie kuah pedas untuk Tigress"*
Datum 002 is directive utterances. As can be seen in the example above this translation utterance also applied addition techniques in the word *'dan'*.

b. Representative utterance

   026/ KFP3/00:14:36

Context: Po told his father (Mr.Ping) that he had a problem.

SL: *"Ok yes, something's wrong"*
TL: *"Baik, ya, <u>aku</u> dapat masalah"*
Datum 026 shows representative utterances. This translation utterance also used an

addition technique that was added in the word *'aku'*.

c. Expressive utterance

   008/ KFP3/00:06:00

Context: This conversation occurred, when Po asked Master Shifu, why he showed them

the great dramatic entrance.

SL: *"What's the occasion?"*
TL**:** *"Ada acara apa <u>ini</u>?"*
Datum 008 is categorized expressive utterances. This translation utterance was applied

addition techniques in the words *'ini'*. In this case the word *'ini'* was added by the

translator to add the information from SL to TL.

8. Explicitation

   Explicitation is to introduce a ST element or information or stylistic effect in

another place in the TT because it cannot be reflected in the same place as in the ST.

There are 15 (2, 52%) data using explicitation techniques. Here are the examples:

a. Directive utterance

   057/KFP3/00:23:15

Context: Po asked his father to see Dragon Warrior.

SL: *"now <u>you</u> can see what being the Dragon Warrior is all about"*
TL**:** *"sekarang <u>Ayah</u> bisa melihat kemampuan ksatria naga"*
Datum 041 shows directive utterances. This translation utterance applied explicitation

techniques in the word *'you'* was translated into *'ayah'*.

b. Representative utterance

   018/ KFP3/00:09:29

Context: This conversation occured between Po and Master Shifu. Master Shifu asked Po

who is really Po.

SL: *"What do <u>you</u>...? of course I do I'm the Dragon Warrior"*
TL**:** *"Apa yang <u>Guru</u>...? Tentu aku tahu Akulah Ksatria Naga!"*
Datum 018 shows representative utterances. This translation utterance also applied

explicitation techniques in the word *'You'* was translated into *'Guru'*.

c. **Expressive utterance**

040/KFP3/00:18:52

Context: Po was happy because he would show many things to his father.

SL: *"you gotta you have no idea There's so much to show you"*
TL: *"Ayah tak tahu ada banyak hal yang mau kutunjukkan"*
Datum 040 shows expressive utterances. This translation utterance applied explicitation

techniques in the word *'you'* was translated into *'ayah'*.

9. Naturalized Borrowing

Naturalized Borrowing is a translation technique that takes directly the terms or

the words from the source language by naturalizing the spelling into target language.

There are 9 (1, 68%) data using naturalized borrowing techniques, Here are the examples:

a. **Directive utterance**

013/ KFP3/00:07:39

Context: Po commanded Tigress to used Poison technique to passed the arena training in

front of him.

SL: *"Poison, Technique"*
TL**:** *"Racun, Teknik"*
Datum 013 is categorized directive utterances. This translation utterance technique

applied naturalized borrowing techniques in the word *'Technique'* was translated into

'Teknik'.

b. **Representative utterance**

043/KFP3/00:19:23

Context: Po told his father, home artifacts is the most important in China.

SL: *"Home of the most priceless kung fu artifacts in all of China"*
TL: *"Rumah artefak kung fu yang sangat berharga dari seluruh China"*
Datum 043 Datum 013 is categorized representative utterances. This translation utterance

applied naturalized borrowing techniques in the word *'artifact'* was translated into

'artifak'.

c. **Expressive utterance**

093/KFP3/00:53:22

Context: Po was angry and asked his father to teach him about master chi.

SL: *"You need to teach me the secret chi technique now"*
TL: *"Ayah harus mengajariku rahasia teknik chi sekarang"*

Datum 056 Datum 013 is categorized expressive utterances. This translation utterance applied naturalized borrowing techniques in the word *'technique'* was translated into *'teknik'*.

10. Discursive Creation

Discursive Creation is to establish a temporary equivalence that is totally unpredictable out of context. There are two (0, 33%) data using discursive creation that have been applied. Here is the example:

a. Directive utterance

001/KFP3/00:04:51

Context: This conversation occured between Po and and his father (Mr. Ping). Po asked some foods to Mr. Ping for him and his friends in his father's restaurant.

SL: *"We'll have two Justice Platters, Please"*
TL: *"Aku mau pesan dua porsi besar keadilan"*

Datum 001 shows directive utterances. This translation utterance was translated using discursive creation techniques. It can be seen from the word *'we'* was translated into *'aku'*.

11. Transposition

Transposition is to change a grammatical category. There are two (0, 33%) using transposition techniques. Here is the example:

b. Directive utterance

071/KFP3/00:34:20

Context: Po was so happy, turn out him also had a cousin in secret Panda village.

SL: *"I have cousins"*
TL**:** *"Aku punya sepupu"*

Datum 071 shows representative utterances. This translation utterance applied transposition techniques in the word *'Cousins'* which translated into *'sepupu'*.

c. Expressive utterance

096/KFP3/00:54:22

Context: Po was angry with his father, because of him Po left his friends unprotected.

SL: *"I left my friends unprotected"*
TL: *"Kutinggalkan temanku tanpa penjagaan"*

Datum 096 is expressive utterances. This translation utterance applied transposition techniques. It can be seen from the word *'friends'* was translated into *'temanku'*.

2. Translation Accuracy

From 151 data, There are 117 (89, 60%) data were translated accurate and There are 34 (10, 40%) data were less accurate. Here are the examples of accurate and less accurate data:

1. Accurate

a. Established Equivalent

009/KFP3/00:06:04

SL: *"Your <u>final...? wait</u> I <u>didn't know</u> even you were <u>sick</u>?"*
TL: *"Kelas <u>Terakhir</u>..? <u>Tunggu</u>! Aku tak <u>tahu</u> Guru <u>sakit</u>?"*

As can be seen from the example above, it can be said established equivalent was applied so much on Po's translation utterance. The use of established equivalent was applied in the rank of words. The words in data 009/KFP3/00:06:04 *'final', 'wait', 'didn't', 'know', 'sick'* was translated into *'tunggu', 'tak'*, i *'tahu', 'terakhir'*, was translated into *'sakit'*

b. Variation

033/KFP3/00:16:51

SL: *"<u>I</u> can't believe <u>you're</u> alive"*
TL: *"<u>Aku</u> tak percaya <u>kau</u> masih hidup"*

As can be seen from data above, it can be seen that variation techniques make this translation is accurate and was applied in the form of words. Therefore, the words in datum 033/KFP3/00:16:51 *'I', 'you'* was translated into *'aku', 'kau'*

c. Pure Borrowing

035/KFP3/00:17:21

SL: *"<u>Oh</u> dad, come say hi to..."*
TL: *"<u>Oh</u>, Ayah perkenalkan dia....."*

From the example data above, pure borrowing was applied in utterances translation and it only focused translate the proper name. Proper name here is not change because the translator intended to maintain the name as in source language. Therefore, reduction techniques applied in the form of word and phrase. The word in datum 035/KFP3/00:17:21*'oh'* was translated into *'oh'*. Pure borrowing techniques make this translation utterance is accurate. Hence, the translator wanted to keep the originality of the story in the movie, so that all the proper name in the movie was borrowed in the target language.

d. Explicitation

040/KFP3/00:18:52

SL: *"<u>you</u>..gotta you have no idea There's so much to show you"*

TL: *"Ayah tak tahu ada banyak yang mau kutunjukkan"*
In the example data above, explicitation techniques applied in Po's utterances and only focused in translating the words in datum 040/KFP3/00:18:52 *'you'* was translated into *'ayah'*. Therefore, explicitation techniques make this translation utterance is accurate.

e. Naturalized Borrowing

013/KFP3/00:07:39
SL: *"Poison, Technique"*
TL: *"Racun, Teknik"*
The examples above, the use of naturalized borrowing techniques to naturalize the words from source language to target language. It is applied in datum 013/KFP3/00:07:39 *'technique'* was translated into *'teknik'*. The use of naturalized borrowing make this translation is accurate because There is no exact word to replace those words.

f. Addition

020/KFP3/00:10:40
SL: *"What's chi?*
TL: *"Apa chi itu?*
Those are the example of addition techniques. Addition techniques applied in the rank of words, to add the information without changing the message from source language to target language. Therefore, make this translation is accurate. Addition techniques applied in datum 020/KFP3/00:10:40 in the word *'itu'*.

2. Less Accurate

a. Literal

005/KFP3/00:05:22

SL: *"you guys never underestimate the power of a dramatic entrance"*
TL: *"Jangan pernah meremehkan kekuatan kedatangan dramatis"*
From the example of data above, literal techniques made this translation utterance was less accurate. It can be seen the use of literal techniques on sentence and phrase. The phrase in datum 005/KFP3/00:05:22 *'dramatic entrance'* was translated into *'kedatangan dramatis'* and it should be translated into *'pertunjukkan dramatis'*. Literal techniques made the result of translation utterance was less accurate because the message from source language is not delivered well into target language.

b. Reduction

005/KFP3/00:05:22

SL: *"You guys never underestimate the power of a dramatic entrance"*
TL: *"Jangan pernah meremehkan kekuatan kedatangan dramatis"*

In the example data above, reduction always applied in the rank of word and phrase. The applying reduction techniques in datum 005/KFP3/00:05:22 *'you guys'* were deleted by the translator and it should be translated into *'kalian'* as the subject of the target language. The impact of reduction techniques is the translation utterance becomes less accurate because the message is not fully transferred into target language.

c. Modulation

010/KFP3/00:06:25

SL: *"Me? Teach? I mean why not Tigress? She's always telling everyone what to do"*
TL: *"Aku? Jadi guru? Mengapa bukan Tigress? Dia yang tahu yang harus dilakukan?*

Modulation was less applied in this subtitle, because it only focused in translating phrase in this utterance. The modulation techniques applied in the phrase in datum 010/KFP3/00:06:25 *'always telling everyone what to do'* was translated into *'yang tahu yang harus dilakukan'* and it should be translated into *'yang selalu memberi tahu kita apa yang harus dilakukan'*.

d. Discursive Creation

011/KFP3/00:07:17

SL: *"Ok, Ok let's switch it up Monkey, immovable mountain stance"*
TL: *"Baik, mari ganti Monyet, Kuda-Kuda Gunung tak tergoyahkan"*

In the example above, discursive creation applied in the form of words. In this translation utterance, discursive creation makes the result of translation utterance is less accurate. The word in datum 011/KFP3/00:07:17 in the word *'monkey'* was translated into *'monyet'*. The word *'monyet'* it should be translated into *'monkey'* because *'monkey'* is the name of characters in this movie.

e. Transposition

096/KFP3/00:54:22

SL: *"I left my friends unprotected"*
TL: *"Kutinggalkan temanku tanpa penjagaan"*

As can be seen from the example above, transposition technique also less applied in Po's utterances, because it only focused in translating words from plural into singular. The

words in datum 096/KFP3/00:54:22 in the word *'friends'* was translated into *'teman'.* Therefore, it makes the result of this translation utterance is less accurate because the word *'teman'* it should be translated into *'teman-teman'.*

As can be seen from the findings above, there are four types of utterances are applied in *Kung Fu Panda 3 Subtitles*. They were directive, representative, expressive, and commisive. Hence, directive utterances were applied dominantly because the main character as the superior in this movie.

There are 11 techniques applied, they were established equivalent, literal, variation, reduction, pure borrowing, naturalized borrowing, addition, explicitation, modulation, discursive creation and transposition. The result of study shows that the most dominant techniques applied is literal which focused on expressive utterances. The differences between the previous and the writer is the dominant techniques applied and type of utterances. The writer's finding shows that the most dominant technique is established equivalent which focused on all of the main character utterances.

Established equivalent were applied most and it showed high accuracy in translating this utterance while it has already accurate in target language. Established equivalent was applied in the rank of words. Therefore, literal always applied in the rank of phrase and sentence, the use of literal make the translation utterance is less accurate because the message from source language is not delivered well into target language. So, variation applied so much in the rank of words as like *'I', 'you', 'me'* it was translated into *'aku','kau', 'ku',* and make this translation was accurate. Pure borrowing was applied in translation utterance, because it only focused to translate the proper name. Proper name here does not change in target language because the translator intended to maintane the name as in source language. Therefore, reduction techniques applied in the form of word and phrase. Reduction used to delete unnecessary word or phrase in source language to target language.

Modulation techniques less applied, because modulation techniques only translated phrase and sentence. Modulation used to change the point of view from source language to target language. Thus, Addition techniques applied in the rank of words. To add the information without changing the message from SL into TL and make the result of translation utterance is accurate. Explicitation techniques less applied in Po's utterances, because it only focused on translating the words as like *'you'* was translated into *'ayah'* or *'guru'* and showed high accuracy. Hence, naturalized borrowing only focused to translate words. The naturalized borrowing technique uses to naturalize the source language into

target language. Discursive creation applied in the form of words. It makes the translation utterance less accurate because the translator made creation to translate the SL into TL. The last is transposition technique also less applied in Po's utterances, because it only focused in translating words from plural into singular. It made the result of translation was less accurate because it changes the grammatical category.

The frequency of translation techniques applied in *Kung Fu Panda 3 Subtitles On Po's Utterances*. Based on the data, there are 11 techniques applied in this movie subtitles with the frequency 596 times. They were established equivalent 327 times (52,88%), literal 50 times (10,58%), variation 73 times (12,25%), pure borrowing 45 times (7,55%), reduction 20 times (4,87%), addition 25 times (4,19%), modulation 16 times (2,68%), explicitation 15 times (2,52%), naturalized borrowing 10 times (1,68%), discursive creation and transposition twice (0,33%). From 151 data, the accuracy of translation techniques in *Kung Fu Panda 3 Subtitles* is totally accurate with the total score 27,78%. There are 117 (89,60%) data translated accurately and 34 (10,40%) data is less accurate. The translation utterance was accurate because the whole of the source language text is fully conveyed into the target language without any distortion. The translation utterance is less accurate because the message of the source language is translated accurately but there are still some parts not accurately

IV. CONCLUSION

Several findings and discussion of analysis have been provided in the previous chapter. From the research result, it can be concluded that there are eleven translation techniques applied in translating *Kung Fu Panda 3* Subtitles On Po's utterances. They are established equivalent 327 times (52,88%), literal 50 times (10,58%), variation 73 times (12,25%), pure borrowing 45 times (7,55%), reduction 20 times (4,87%), addition 25 times (4,19%), modulation 16 times (2,68%), explicitation 15 times (2,52%), naturalized borrowing 9 times (1,68%), discursive creation and transposition only twice (0,33%). The dominant technique applied is established equivalent. It was applied in translating the words in source language to get the equivalence in the target language. Therefore, the littlest techniques applied are discursive creation and transposition. The analysis of translation quality of this subtitles movie brought to accurate translation with the total score 27,78 %. The accuracy number shows that 117 data (89, 60%) were accurate translation and 34 (10,

40%) data were less accurate translation. The translation utterances were translated accurately because the whole of the source language text is fully conveyed into the target language without any distortion. The translation utterance was less accurate because the message of the source language was translated accurately but there are still some parts not accurately translated into target language.

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