

## CHAPTER 4

### CONCLUSION

Having conducted the analysis of subtitling strategies and translation techniques applied to Indonesian subtitle of the character's utterances in English-based animation movie *Zootopia*, it is found that one subtitle can probably apply more than one strategy. Consequently the number of strategy used is more than the number of subtitle analyzed.

Only 8 out of 10 subtitling strategies found in the data. They are paraphrase, transfer, deletion, imitation, condensation, transcription, expansion and decimation. Based on the findings, the writer concludes that transfer is the most dominant subtitling strategy applied in Indonesian subtitle of characters utterances English-based animation movie *Zootopia*. It is applied 31 times or about 34,44%. It is used because all the words of the source language were translated literally into target language. There is no addition, deletion or change of the word in the target language. The subtitler also applied paraphrase subtitling strategy for 18 times or about 20,00%. by changing one part of speech to another without changing the meaning of the utterance. The change was made in order to make the subtitle understood by the audience.

Deletion is the next subtitling strategy which is applied 14 times or about 15,55%. It is used to delete some words, which have less semantic meaning in the target language. Condensation subtitling strategy is applied 13 times or about

14,44%. This strategy might be used for the efficiency of the utterances. Imitation subtitling strategy is applied 10 times or about 11,11%. The subtitler used imitation subtitling strategy when there was a name of person, place or important terms in the source language. The translator did not translate them into the target language.

The next strategy applied by the subtitler is expansion subtitling strategy which occurred 1 time or about 1,11%. The subtitler used this subtitling strategy because the source language requires an additional explanation in the target language. The last subtitling strategy found in the representative data is decimation. It is also applied 1 time or about 1,11%. It is applied to shorten the subtitle because the content of the word or phrase which was deleted is already portrayed on the screen.

The same case goes to translation techniques that were found in the representative data. There are only 6 out of 7 translation techniques found from the data. They are literal translation, modulation, transposition, calque, borrowing and equivalence. Based on the findings, the writer concludes that literal translation is the most dominant translation techniques applied in Indonesian subtitle of characters utterances English-based animation movie *Zootopia*. It is applied 43 times or about 53,75%. It is applied to the datum which can be translated word-for-word. This translation technique is also used if there is no addition deletion or change of the word or phrase in the target language. Modulation technique is applied 17 times or about 21,25%. This strategy is applied when there is a change in lexical element or thought of the source language in the target language.

The subtitler also applied transposition translation technique 15 times or about 20,00%. by changing the word order to get the appropriate meaning in the target

language. Calque technique is applied 3 times or about 3,75%. The subtitler used calque technique to introduce a new mode of expression in the target language rather than directly borrow it from the source language.

The next translation technique applied by the subtitler is borrowing technique which occurred 1 time or about 1,25%. The subtitler applied this translation technique because there is no specific term of the source language in the target language. The last translation technique found in the representative data is equivalence. It is also applied 1 time or about 1,25%. It is applied to maintain the stylistic impact of the source language in the target language.

To sum up, the analysis has found out that the subtitling strategies used are paraphrase, transfer, deletion, imitation, condensation, transcription, expansion and decimation. To produce the Indonesian subtitle, the subtitler use one or more strategies. The use of one strategy is found 70 times meanwhile the use of more than one strategy is found 10 times. In addition to subtitling strategies, the subtitler also used translation techniques namely literal translation, modulation, transposition, calque, borrowing and equivalence.

