CHARACTERIZATION ANALYSIS OF MAIN CHARACTER IN FROZEN MOVIE AND ITS SUBTITLING STRATEGY

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Abstrak
Karena banyak orang, terutama di Indonesia, menonton film dengan menggunakan subtitle, maka mengetahui kualitas subtitle itu sendiri adalah hal yang penting. Saat ini banyak anak-anak yang menonton film Frozen sehingga untuk mengetahui karakter atau penokohan dalam film tersebut menjadi hal yang penting karena hal itu berguna bagi orangtua untuk membimbing atau menemani anaknya saat menonton film tersebut. Dalam penelitian ini, penulis menggunakan penelitian kualitatif deskriptif karena dalam penelitian ini penulis akan mendeskripsikan temuan. Penelitian kualitatif adalah penelitian yang menggunakan data deskriptif dalam bentuk tulisan maupun ucapan dari hasil pengamatan orang dan perilaku. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dokumentasi. Ada lima tokoh utama dalam film ini, yaitu Anna, Elsa, Prince Hans, Kristoff, and Olaf. Empat di antara mereka adalah tokoh protagonis, dan satu di antaranya adalah tokoh antagonis. Anna adalah seorang gadis yang kesejukan dan berani. Elsa adalah seorang gadis yang kuat dan introver. Kristoff adalah seorang pria yang peduli dan baik. Olaf adalah makhluk yang lucu, naif, dan juga baik. Ada tiga strategi penerjemahan yang digunakan dalam data ini dalam penelitian ini, yaitu transfer (36%), deletion (28%), addition (12%), paraphrase (8%), decimation (8%), dislocation (4%), and imitation (4%).

Kata kunci: strategi penerjemahan, tokoh, penokohan

Abstract
Because many people, especially in Indonesia, watch movie by using subtitle, it is important to understand the quality of the subtitle itself. Since many children like to watch Frozen movie, it is also important to understand the characterization so that it can be useful or parents in guiding or accompanying their children to watch this movie. In this research, the writer uses the descriptive qualitative research because it describes the the finding. The qualitative research is a research which yields the descriptive data in the form of written or oral words from observing people and behavior. The method of collecting the data in this research is documentation. There are five main characters in this movie. They are Anna, Elsa, Prince Hans, Kristoff and Olaf. Four of them are protagonist character. One of them is antagonist character. Anna is a lonely and brave girl. Elsa is a strong and introvert girl. Kristof is a care and kind person. Olaf is cute, naif, and also kind creature. There are seven translation strategies used in the data of this research. They are transfer (36%), deletion (28%), addition (12%), paraphrase (8%), decimation (8%), dislocation (4%), and imitation (4%).

Keyword: subtitling strategy, character, characterization

1. INTRODUCTION
The translation of subtitling is something different with the original dialogue. Subtitling can be found in audiovisual media. It can be seen in news or movie. There are many west movies released in Indonesia. Most of them use English because It is recognized as international language. Many people in Indonesia do not know English in movie, so they use subtitle in order to understand what the characters or speakers talk about.
It is clear that to translate means is not only to replace the source language into the target language but also to transfer the main ideas from the source language to the target language. Here the translator look for the effective words which are not only from dictionary but the words must be searched from other sources to make the readers understand. Nowadays, there are many translation works in various forms which can be found easily, such as novel, educational book, comic, and movie.

There are four story structure in a films. They are Plot, character, setting, and theme. Plot is events in a story that tell how character achieves their goals and overcome problems. The sequence of events involving characters in conflict situation. The character wants to achieve a certain goal and tries to overcome obstacles to reach the goal or solve the problem. Character are people or animal in the story maybe major or minor. Authors develop characters by the way they look, what they do, what they say to others, or what they say to themselves. The person or animals in a story fully developed characters have characteristic of real people. Setting is a location, also weather, time, time period, etc. it may or may not be important to plot the character development. Some stories could take place anywhere, and the setting may not require much description. Theme is a lesson we can learn from a story or the meaning of the story. Or in the the other hand, theme means the underlying meaning of the story includes general truth about society or human nature. It is usually deals with character’s emotion and values.

Frozen is animated movie telling about affection among family, friendship, and bravery. It is told that in the Kingdom of Arendelle, Princess Elsa has the power of freezing and creating ice and snow, and her younger sister Anna loves to play with her. When Elsa accidentally hits Anna on the head with her gift and almost kills her, their parents bring them to trolls that save Anna's life and make her forget the ability of her sister. Elsa returns to the castle and maintain herself recluse in her room with fear of hurting Anna with her increasing power. Their parents die when their ship sinks in the ocean and three years later, the coronation of Elsa forces her to open the gates of her castle to celebrate with the people. Anna meets Prince Hans in the party and she immediately falls in love with him and decides to marry him. But Elsa does not accept the marriage and loses control of her powers freezing Arendelle. Elsa flees to the mountain and Anna teams up with the peasant Kristoff and his reindeer Sven and with the snowman Olaf to seek out Elsa. They find Elsa in her icy castle and she accidentally hits Anna in the heart; now only true love can save her sister from death.

Frozen is an interesting movie. It has a unique theme, plot and character. It takes up ‘love’ to be the core story. Unlike the other films that highlight on the true love of a lady and
a man, *Frozen* movie more highlighting the true love between family, here the true love between Elsa and Anna as sisters. It highlights that the curse can be destroyed by the love of family, not by the man.

The, the character of this movie is unique. For example, the character of Anna. She is a cute girl and she really care about her sister. It is proved in the following data

> Anna: “She is my sister. She would never hurt me” (SL)
> Anna: Dia adalah kakakku. Dia tak akan pernah menyakitiku. (TL)

Based on the utterance above, it shows that Anna always believe on her sister. She believes that her sister Elsa would never hurt her, because she sure that her sister actually love her so much. The translation strategy used in the data above is Level Shift (LS). It is identified when the words *hurt me* in SL translated into “menyakitiku”. It means that there is a change from phrase to word.

Because many people, especially in Indonesia, watch movie by using subtitle, it is important to understand the quality of the subtitle itself. Since many children like to watch *Frozen* movie, it is also important to understand the theme or the main idea of the story, so that it can be useful or parents in guiding or accompanying their children to watch this movie. Because of the reason above, the writer is interested in doing the research entitled “Characterization Analysis of Main Character in Frozen Movie And Its Translation Strategy”.

2. METHOD

In this research, the writer uses the descriptive qualitative research because it describes the finding. The qualitative research is a research which yields the descriptive data in the form of written or oral words from observing people and behavior. In the other words, a descriptive qualitative research is a type of research which does not include any calculation or enumeration. Therefore, the data concerned appear in words rather than in numbers.

The methods of collecting data used by the writer is documentation. Documentation is applied by subtitling strategies (transfer, expansion, paraphrase, condensation, decimation, imitation, transcription, dislocation, deletion, and resignation) in the subtitling of *Frozen* movie by Pein Akatsuki. In analyzing the data, the writer uses the theory of Baker for the translation strategy, and the theory of Mario Klarer for the structural elements in *Frozen* Movie.
3. FINDING AND DISCUSSION

3.1 Data Analysis

In *Frozen* movie, there are 5 main characters. They are Anna, Elsa, Prince Hans, Kristoff, and Olaf. In this chapter, the writer explains about the characterization of those five main characters and the translation strategy used in this movie. The characterization and the translation strategy are explained as bellow.

3.1.1 Characterization of the main Character in the movie

a. Anna

1) Lonely

One of Anna’s characterization is lonely. As a princess in Arendelle, Anna always feel lonely because she never communicates with other people outside the palace. Her parents always close the gate and never let people enter the palace and never let their child to go outside. So that, Anna becomes lonely. As seen in the data bellow:

00:15:04-00:15:20 (Anna)

SL: “For the first time in forever, I could be noticed by someone, and I know it is totally crazy to dream I’d find romance.”

TL: “Untuk pertama kalinya setelah sekian lama, aku bisa diperhatikan oleh seseorang. Dan aku tahu itu benar-benar gila. Bermimpi aku menemukan cinta.”

The context of the data above is, Anna as one of a princess in Arendelle is never communicate with another people outside the palace. Even she has an older sister, Elsa, she never communicate with her because Elsa always ask her to go when Anna want to play with Elsa since they are a child until they become a young princess. Until one day, their parents are passed away, and at that time Elsa still does not want to communicate with Anna. Then one day, at Elsa’s coronation day, the gate will be opened and that is the first time for her can communicate with others outside the palace. She really excited about it.

Based on the utterance above, it shows that Anna is Lonely. In the source language, she said “*For the first time in forever, I could be noticed by someone*”. She said that she could be noticed by someone for the first time. It means that so far she never noticed by anyone and she was lonely. Because of that, she really excited when for the first time the gate will be opened. She thinks that she will never be lonely again.

In the target language, Indonesian, Anna is also a lonely girl. by saying “setelah sekian lama, aku bisa diperhatikan oleh seseorang”. It means that Anna is
lonely all the time so far. “sekian lama” means that all the time so far she never got anyone noticed her.

2) Brave

Beside lonely, Anna is brave. She want to looking for her sister, Elsa, who leaves Arendelle to the snowing mountain. She bravely goes to the snowing mountain by herself without anyone beside her. It means that she is brave. As seen in the data bellow:

00:30:12 – 00:30:14 (Anna)
SL: “So I’m the one that needs to go after her.”
TL: “Jadi akulah yang harus mengejarnya.”

The data above showed that Anna is brave. She said “So I’m the one that needs to go after her”. By saying that utterance, she means that she is the only one who needs to go after her sister, not others. Anna does not afraid to go after her sister to the north mountain alone. It means that Anna is brave.

In the subtitle, Indonesian, she is also a brave girl. She said “Jadi akulah yang harus mengejarnya”. She bravely said it, without feel afraid. “akulah yang harus mengejarnya” means that she is the one who to be responsible to looking for Elsa in the snowing mountain. For a girl, being alone in the snowing mountain to looking for someone is really brave.

3) Too easy to believe

Anna is really easy to believe someone. At the time, it was the first time she met prince Hans. She does not even really know who prince Hans really is. But, when she decided to go after her sister onto the snowing mountain, she gives the authority to prince Hans to take Arendelle. As seen in the data bellow:

00:30:24 – 00:30:28 (Anna)
SL: “No, I need you here to take care of Arendelle.”

The data above showed that Anna is believe someone easily. By saying “I need you here to take care of Arendelle”, it means that Anna gives the authority to Prince Hans, someone she just met, in Arendelle. But actually the case is, it was the first time Anna met prince Hans. They just known each other in that day. She does not even know how Prince Hans really is, but Anna gives the authority to him to take care of the kingdom. It means that Anna is too easy to believe on someone.
In the subtitle, Anna said “Aku butuh kau di sini menjaga Arendelle”. The target language, Indonesian, also shows that Anna is really too easy to believe. She easily believe Prince Hans to dominate the kingdom at the time. They just met at the day, but the she said “aku butuh kau ... menjaga Arendelle”. It indicate Anna really believe easily to prince Hans, so that, she give the authority to prince Hans in that kingdom.

4) Believe on

In this movie, Anna is always believe on her sister. Although Elsa froze Arendelle, she still believe on her sister that her sister does not mean to do that. When she want to go to the snowing mountain to looking for her sister, she always believes that her sister will never hurt her. As seen in the data bellow:

\[ 00:30:39 – 00:30:43 \ (Anna) \]
SL: “She is my sister. She would never hurt me.”
TL: “Dia adalah kakakku. Dia tak akan pernah melukaku.”

The context of the data above, when Prince Hans tries one more time to offer himself, because he afraid that Elsa with hurts Anna, Anna refuses it because she really believe that her sister will never hurt her.

Based on the utterance above, it shows that Anna always believe on her sister. By saying “she would never urt me”, it means that she believes her sister, Elsa, would never hurt her, because she sure that her sister actually love her so much. She believe on her sister so much, and she really sure about it.

In the subtitle, Indonesian, she said “dia tak akan pernah melukaiku”. It means that she believes that Elsa will not hurt her. By saying “tidak akan pernah” it means she really believes Elsa will not hurt her forever. She strongly believe on her sister.

b. Elsa

1) Strong

In this movie, Elsa is a strong creature. She has got a superpower of ice. Everything she touch are crystallized. She can create snow by herself. And she does not even know that her power is really strong, so, she can make arendelle to be snowing. And she can make a pallace by her power. As seen in the datum bellow:

\[ DT \ (00:33:44 – 00:00:33:49) \ (Elsa) \]
SL: “My power flurries through the air into the ground”
TL: “Kekuatanku menderu di udara sampai ke tanah.”
Based on the utterance above, by saying “My power flurries through the air into the ground”, it means that her super power is really strong. Elsa said that she is a strong creature because her power can flurries to the air and to the ground.. In that scene, after she makes Arendelle become snowing, she goes to the mountain then she builds a big ice pallace by her power only in one time.

In the subtitle, Indonesian, it also shows that Elsa is a strong woman who has got a superpower. In the subtitle “kekuatanku menderu diudara sampai ke tanah” means that her superpower is really strong. “kekuatanku menderu” means that the superpower shows its strongness.

2) Introvert

Although Elsa is a strong creature, she can’t have a good relationship with other people because she is an introvert. She becomes an introvert since she makes Anna sick when they were a child because her power. As seen in the data bellow:

**DT (00:08:50 – 00:08:53) (Elsa)**
**SL:** :Go away Anna!“
**TL:** “Pergilah, Anna!”

The context of the data above, At the time, Anna and Elsa played in the hall and accidently Anna shoted by Elsa’s power on the head. Elsa is really afraid, she cries and then called her parents. Their parents bring them to the trolls. Then the Trolls cure Anna and change those bas memories into other memory in winter. At the time, the trolls said that the superpower can be bigger and more dangerous. After that, their parents, seperate Anna and Elsa into different bedroom, close all gates, limit Elsa’s communication, and never let anyone know about it, including Anna. And after that, she does not want to meet other people again. And when Anna ask Elsa to play with her, she allways refuse, and just stay alone in her room.

In the utterance above, Elsa always ask Anna to go away from her. Because she really afraids that she can make her sister sick again. By saying “go away, Anna”, it means that Elsa refuses Anna to enclose her. Because of that, she always alone and never communicate to other people except her parents.

in the subtitle, Indonesian, it also shows that Elsa is an introvert. “pergilah Anna” means that Elsa refuse to gather with Anna, her only one sister. It makes her become an introvert because she never communicate with other people including Anna.
The utterance above, the utterance “Don’t let them in, don’t let them see” shows that Elsa is an introvert. By saying “don’t let them in” means that she does not want anyone come to her life. By saying “don’t let them see”, it means that she does not want anyone know her super power. She never lets anyone approach her and know about her power. Because of that, she never communicate with other people because she really afraid if people know her power they will ask her to go, and she really afraid if she makes another people being hurt.

In the subtitle, it also shows that Elsa is an introvert. By saying “jangan biarkan mereka masuk” means that Elsa does not want anyone to come to her life. By saying “jangan biarkan mereka lihat” means that Elsa does not want anyone know her superpower. If she does not want anyone to come and know about her life, it means that she does not want to communicate with others. Then, it makes her become an introvert.

c. Prince Hans

1) Liar

Prince Hans in this movie is a liar. He lies to Anna and all of Arendelle people. He lies to Anna that he really loves her. But, in fact, he only wants to dominate Arendelle. He also lies to people in Arendelle. As seen in the data bellow:

DT (00:15:45 – 00:15:49)
SL: “Don’t let them in, don’t let them see.”
TL: “Jangan biarkan mereka masuk, jangan biarkan mereka lihat.”

The subtitle also showed that he is a liar. The subtitle also mention 3 lies of prince Hans. The first lie, “Putri Anna telah mangkat”. He lies to people in Arendelle that Anna is die because of Elsa. Based on the utterance, the first lie “Princess Anna is dead”. He lies to people in Arendelle that princess Anna is dead when actually she is alive and in danger. The second lie, “she was killed by queen Elsa”. Actually the one who want to kill Anna is himself, prince Hans. He also lies to people in Arendelle that he married with Anna by saying “we got to say our marriage vows before she died in my arms”. In fact, he does not even married with Anna.

The subtitle also showed that he is a liar. The subtitle also mention 3 lies of prince Hans. The first lie, “Putri Anna telah mangkat”. He lies to people in Arendelle
that princess Anna is dead when actually she is alive and in danger. The second lie, “Dia dibunuh oleh ratu elsa”. Actually the one who want to kill Anna is himself, prince Hans. He also lies to people in Arendelle that he married with Anna by saying “kami telah mengucap sumpah pernikaan kami sebelum dia mangkat dalam pelukanku”. In fact, he does not even married with Anna.

2) Foxy

Prince Hans is foxy. He tries to be a king with a foxy manner. He lies that he love Anna only for dominate Arendelle and become a king in that kingdom. As seen in the data bellow:

**DT (1:16:11 – 1:16: 26) (Prince Hans)**

**SL**: “as Heir, Elsa was preferable, of course. But no one was getting anywhere with her. But you... youwere so desperate for love, you were wiling to marry me just like that. I figured after we married, I would have to stage a little accident for Elsa”

**TL**: “sebagai pewaris, tetu aku memilih Elsa. Tapi itu mustahil jika bersamanya. Tapi kau... kau begitu menginginkan cinta. Kau bersedia menikah denganku begitu saja,aku berpikir, setelah kita menikah, aku harus merekayasa kecelakaan untuk Elsa.”

The utterance above shows that Prince Hans is foxy. To make his self become a king, he lies to Anna and said want to marry her because he can not approached Elsa. The utterance “I figured after we married, I would have to stage a little accident for Elsa” indicates that he is foxy. After he marry to Anna, he wants to kill Elsa and make it seems like an accident. So that, he can be a king and dominate Arendelle.

The subtitle also indicates that Prince Hans is foxy. The utterance “setelah kita menikah, aku harus merekayasa kecelakaan untuk Elsa” shows that prince Hans will plan to create a fake accident to Elsa. He is so foxy.

3) Greedy

Prince Hans is greedy because he wants to be a king and dominate a kingdom. Although he has his own kingdom, he feels that it is not enough for him, so that, he wants to dominate other kingdom. As seen in the datum bellow:

**DT (1:16:01 – 1:16:09)**

**SL**: “as thirteen in line in my own kingdom, I didn’t stand a chance. I knew I would have to marry into the throne somewhere.”

**TL**: “Sebagai pewaris tahta ke 13 di kerajaanku, aku tak akan pernah bisa menjadi raja, aku tahu, aku harus menikah demi tahta di suatu tempat.”

The utterance above shows that Prince Hans really greedy because although he has his own kingdom, he still wants to dominate other kingdom, here is Arendelle. It
is identified by the utterance “I would have to marry into the throne somewhere” means that he confesses that he only want the kingdom, not the love. Because he is the thirteen child in his family. It is almost impossible for him to be a king and he can’t accept it. It indicates that Prince Hans is a Greedy man.

The subtile also shows that Prince Hans is greedy. Based on the subtitle, “aku harus menikah demi tahta di suatu tempat” means that he only want the throne. He has his own kingdom, but he still need a throne. So, it indicates that he is greedy.

d. Kristoff

1) Care

In this movie, Kristof is someone who cares to Anna. He always help Anna when she looking for her sister in the north mountain, in the winter. As seen in the data bellow:

**DT (00:43:56 – 00:44:04) (Kristoff)**

SL: “In fact, this whole thing has ruined me for helping anyone ever again. But she’ll die on her own. I can’t live with that.”


The utterance above shows that Kristoff is a care person. By saying “In fact, this whole thing has ruined me for helping anyone ever again. But she’ll die on her own. I can’t live with that,” it means that he can’t let Anna being alone in looking for her sister, Elsa, in the snowing mountain. Although Anna make his waggon broken, Kristoff still accompanyng Anna. Because he afraid something bad happen to Anna. It shows that he cares to other people.

In the subtitle, Indonesian, it also shows that Kristoff is a care person. The subtitle “dia bisa saja mati. Aku tak bisa hidup dengan semua itu” means that Kristoff cannot let Anna go alone. “aku tak bisa hidup tanpa itu” means that he can not live if something happen to Anna. He cares about Anna.

2) Kind

Kristoff is a kind person. He always do something good to other. not only human, but also to an animal, sven, his beloved friend. As seen in the data bellow:

**DT (00:38:52 – 00:38:58) (Sven)**

SL: “Yeah, people will beat you & curse you & cheat you. Every one of em’s bad, except you.

TL: “Manusia akan memukulmu, mengutuk dan berbuat curang padamu. Mereka semua jahat, kecuali dirimu.”
The context of the data above is, at the time Kristoff is in a room with Sven, his best buddies. And then Sven have a short talk with Sven.

The utterance above shows that Kristoff is a really kind person. Based on the utterance “Yeah, people will beat you & curse you & cheat you. Every one of em’s bad, except you”, Sven means that everyone will beat him and curse him. By saying “Except you”, it means that Kristoff is someone who does not do all that things. It means that Kristoff is a kind person.

The subtitle, Indonesian, also shows that Kristoff is a kind person. In the subtitle “Manusia akan memukulmu, mengutuk dan berbuat curang padamu. Mereka semua jahat, kecuali dirimu”. By saying “mereka semua jahat, kecuali dirimu”. Means that Sven is kind. He will never do all those things to other.

e. Olaf

1) Cute

Olaf is a cute creature made by Elsa. Olaf is an alive snowman. Olaf always says a funny things. As seen in the data bellow:

**DT (00:46:16 – 00:46:23) (Olaf)**

SL: “*Are you kidding me? I’m wonderful. I’ve always wanted a nose. So cute.*”


That is Olaf’s voice. Olaf is an alive snowman created by Elsa. That is the first time for Olaf meeting Anna and Kristoff. He is talkative. He talk about anything to Kristoff and Anna although they just met at the time. The time Olaf does not have a nose. He wants it so much. Then, Anna gives him a carrot to be his nose. And he really loves it.

The utterance above shows that olaf is cute. At the time, he really wants a nose, and Anna give im a carrot. He really happy of that. And it makes him feels cute. By saying “so cute” and touching his nose excitedly, it makes him to be cute.

2) Naif

As a new creature made by Elsa, Olaf is still naif he does not even know how the world work. As seen in the data bellow:

**DT (00:47:21 – 00:47:31)**

SL: “*Summer? Oh, I don’t know why but I’ve always loved the idea of summer, and sun and all things hot.*”

TL: “Musim panas? Oh, entah kenapa, tapi aku selalu suka kata musim panas, dan matahari dan semua benda yang panas.”
The context of the data above is, that was the first time Olaf met Anna and Kristoff. At the time, Olaf is really excited to meet them. Because Olaf is talkative, he talk anything about him. When Anna and Kristoff said that they want to meet Elsa to bring the summer back, Olaf becomes more excited. He said that he really love summer, and he want to face summer. He does not even know that a snow can be melted because of summer.

The utterance above shows that Olaf is really naif. He does not even know how the world works. He really wants to see summer. He said “Oh, I don’t know why but I’ve always loved the idea of summer, and sun and all things hot “, means that he really want to face summer and something hot. He does not even know that he will be melt because of summer or something hot. And he always dreams about summer. That indicates that Olaf is naif.

The subtitle, Indonesian, also indicates that Olaf is naif. From the subtitle “aku selalu suka kata musim panas, dan mataari dan semua benda yang panas”, it means that Olaf does not know that he will be melted because of something hot. He never face something hot before.

3) Kind

Olaf is a kind creature. He always helps Anna when Anna is in trouble. He always stay besides Anna. As seen in the data bellow:

**DT (1:20:46 – 1:20:50) (Olaf)**

SL: “I’m not leaving here until we find some other act of true love to save you”

TL: “Aku tak akan pergi sampai kita menemukan wujud cinta sejati untuk menyelamatkanmu.”

The context of the data above is, when Prince Hans leave Anna in bad condition, in a room, Olaf still accompanying Anna although he has to stands near the fire.

The utterance above shows that Olaf is kind. Because he always accompanying Anna in any condition. No matter that his self will be melt. As stated in the utterance above, “I’m not leaving here until we find some other act of true love to save you”, it indicates that Olaf is really kind because although he will be melt, he will accompanying Anna.

The subtitle is also shows that Olaf is kind. In the subtitle, Olaf said “Aku tak akan pergi sampai kita menemukan wujud cinta sejati untuk menyelamatkanmu”,

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means that Olaf is really kind because although he will be melt, he will accompanying Anna.

3.1.2 The subtitling strategy used by means the characterization in the Frozen movie

The subtitling strategy used by mean the characterization in this movie will be described as bellow.

a. Transfer

01/SS/SL-TL/Transfer
SL: Born of cold and winter air
TL: Terbentuk dari dingin dan udara musim dingin

On the data above, there is no addition and deletion. The subtitler translate all the dialog completely. “Born of cold and winter air” in sourc language (SL) were translated into “Terbentuk dari dingin dan udara musim dingin” in target language (TL). The subtitler translated all single words completely.

02/SS/SL-TL/Transfer
SL: And mountain rain combining
TL: serta campuran hujan gunung

On the data above, there is no addition and deletion. The subtitler translate all the dialog completely. “And mountain rain combining” in sourc language (SL) were translated into “serta campuran hujan dan gunung” in target language (TL). The subtitler translated all single words completely.

b. Deletion

02/SS/SL-TL/Deletion
SL: This icy force both foul and fair
TL: Kekuatan es ini berguna atau tidak

On the data above, it can be seen that the words “both foul and fair” were translated into “berguna atau tidak”. It means that the word “both” is not translated into the target language. it means that there is a deletion in the subtitling.

05/SS/SL-TL/Deletion
SL: “Cut through the heart, cold and clear”
TL: “Memotong dengan hati secara tepat”

On the data above, it can be seen that the words “Cut through the heart, cold and clear” were translated into “Memotong dengan hati secara tepat”. It means that the word “cold” in the source language is not translated into the target language. it means that there is a deletion in the subtitling.
06/SS/SL-TL/Deletion
SL: “Strike for love and strike for fear”
TL: “Memotong demi cinta dan memotong rasa takut”

On the data above, it can be seen that the words “Strike for love and strike for fear” were translated into “Memotong demi cinta dan memotong rasa takut”. It means that the word “for” in the source language is not translated into the target language. It means that there is a deletion in the subtitling.

07/SS/SL-TL/Deletion
SL: “See the beauty sharp and sheer”
TL: “Lihatlah indahnya ketajaman”

On the data above, it can be seen that the words “See the beauty sharp and shear” were translated into “Lihatlah indahnya ketajaman”. It means that the word “and shear” in the source language is not translated into the target language. It means that there is a deletion in the subtitling.

c. Paraphrase
04/SS/SL-TL/Paraphrase
SL: “Has a frozen heart worth mining”
TL: “Berhati beku bernilai untuk digali”

From the data above, it can be seen that the words “Has a frozen heart worth mining” were translated into “Berhati beku bernilai untuk digali” it means that the subtitler paraphrase the target language from the word “Has a frozen heart” into “berhati beku”.

d. Imitation
21/SS/SL-TL/Imitation
SL: “Elsa”
TL: “Elsa”

From the data above, it can be seen that there is an imitation from the source language into target language. the word “Elsa” in the source language were also translated into “Elsa” target language. Elsa is a name. So that, the subtitler imitate that word into target language.

e. Decimation
23/SS/SL-TL/Decimation
SL: “Anna, go back to sleep.”
TL: “Anna, tidurlah kembali.”
From the data above, it can be seen that the words “Anna, go back to sleep.” Were translated into “Anna, tidurlah kembali”. The subtitler does not translate word by word into the target language. Because the speed of the utterance above is high, so the subtitler makes the subtitle shorter.

25/SS/SL-TL/Decimation

SL: “Came on, came on, came on, came on”
TL: “Ayolah, ayo”

From the data above, it can be seen that the words “Came on, came on, came on, came on” Were translated into “Ayolah, ayo”. The subtitler does not translate word by word into the target language. Because the speed of the utterance above is high, so the subtitler makes the subtitle shorter.

f. Dislocation

24/SS/SL-TL/Dislocation

SL: “Do you want to build a snowman?”
TL: “Maukah kau membuat manusia salju?”

The datum above shows that the words “Do you want to build a snowman” were translated into “Maukah kau membuat manusia salju”. That is the dislocation. Because this is a song, so the subtitler thinks that the effect of the song is more important.

4. CONCLUSION

After analyzing the data in this research, the writer draws the conclusions. First, there are five main characters in this movie. They are Anna, Elsa, Prince Hans, Kristoff and Olaf. Four of them are protagonist character, and one of them is antagonist character. Anna is a lonely and brave girl. Elsa is a strong and introverted girl. Kristoff is a caring and kind person. By saying “she can die, I can’t live with that. Olaf is cute, naive by saying “I always dream about summer”, and also kind creature. Prince Hans is a liar, foxy, and greedy person because he only want to dominate Arendelle.

Second, There are seven translation strategies used in the data of this research. They are transfer (36%), deletion (28%), addition (12%), paraphrase (8%), decimation (8%), dislocation (4%), and imitation (4%).

Finally, it can be concluded that there are three translation strategies used by mean of the characterization in the frozen movie, namely deletion, transfer, and addition. The translation strategies are used to make the subtitle to be more understandable and make the characterization become clearer. Because, by using the understandable subtitle, the user can get the idea easily about the characterization of characters in the movie.
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