

## CHAPTER II

### THEORETICAL FRAMEWORK AND METHOD

#### 2.1 Subtitling Strategies

The main theory used in this study is pronoun shift strategies in audiovisual translation. To analyze how English pronouns are translated into Indonesian subtitles in *Frozen* (2013), the writer uses Jan Pedersen's (2011) framework. Although Pedersen proposes general translation strategies, this study focuses on how these strategies are specifically applied to pronoun translation, which results in pronoun shifts. Pedersen explains that translation in subtitles often requires adjustments due to time and space limitations, as well as differences between the source language (SL) and the target language (TL). In this study, these strategies include retention, specification, direct translation, generalization, substitution, omission, and official equivalent. When applied to pronouns, these strategies show how pronouns are changed, maintained, added, or omitted in the subtitles. Therefore, they function as pronoun shift strategies that explain how meaning is adapted in translation.

To support the analysis, the writer also refers to grammatical theories of pronouns and grammatical relations proposed by Randolph Quirk et al. (1985) in *A Comprehensive Grammar of the English Language*. This theory explains the roles of pronouns, such as subject, object, possessive, and complement. It helps the writer understand how pronouns function in sentences and how translation shifts may affect sentence structure and meaning in the subtitles.

According to Pedersen (2011), there are seven translation strategies used in subtitling. These strategies explain how elements in the source text are transferred into the target text. The strategies are presented below.

### **2.1.1. Retention**

Retention occurs when a source text element is kept in the target text without being translated, or with only minor adjustments to fit the target language system. The original form is maintained because it is considered familiar or understandable for the audience. This strategy is often used for proper names, cultural references, or terms that do not require translation.

### **2.1.2 Specification**

Specification occurs when the translator adds information to make the meaning clearer for the audience. This may involve completing an abbreviation, explaining an acronym, or adding brief descriptive details. The purpose of this strategy is to avoid ambiguity and ensure that the reference is easily understood in the target language context.

### **2.1.3 Direct Translation**

Direct Translation occurs when a source text element is translated literally into the target language with close structural correspondence. This strategy is applied when the structure and meaning in both languages are compatible. However, the translator must ensure that the result sounds natural and does not violate the grammatical rules of the target language.

#### **2.1.4 Generalization**

Generalization occurs when a specific term in the source text is replaced with a more general or neutral term in the target text. This strategy is often used to simplify the message or reduce subtitle length. It helps maintain clarity when a direct equivalent is too specific or culturally unfamiliar.

#### **2.1.5 Substitution**

Substitution occurs when a source text element is replaced with a different expression in the target text. This can involve cultural substitution, where a source-culture element is replaced with a target-culture equivalent, or situational substitution, where the expression is adapted to fit the context. This strategy ensures that the meaning remains relevant and understandable for the audience.

#### **2.1.6 Omission**

Omission occurs when a source text element is completely removed in the target text. This strategy is common in subtitling due to strict time and space limitations. Translators may omit elements that are repetitive, implied by context, or not essential for understanding the main message.

#### **2.1.7 Official Equivalents**

Official Equivalents occur when a standardized or officially recognized translation is used in the target language. These equivalents are usually established for institutional names, titles, geographical terms, or widely known expressions. Using official equivalents ensures consistency and accuracy in translation.

## 2.2 Pronoun Shift

Based on Pedersen's (2011) framework of translation strategies, this study adapts an analysis of three pronoun shift types for subtitling translation procedures and the classification methodology from Sholihah and Prihantoro (2024). These categories look at pronoun shifts between English and Indonesian, emphasizing form changes caused by grammatical changes and cultural contexts.

## 2.3 Pronoun in English

According to Quirk's theory, pronouns are a particular category of words used to replace nouns. However, while English focuses on structure, the Indonesian address system focuses on social context.

Because of these linguistic and cultural differences, pronouns in *Frozen* (2013) may appear in different forms in Indonesian subtitles. This variation can lead to different types of pronoun shifts, which are analyzed in this study. The table below summarizes the structural differences between English and Indonesian pronouns that may cause these shifts in Anna's dialogue. In English, pronouns are distinguished by number (singular and plural), person (first, second, third), case (subject and object), and gender (he, she, it), as shown in the explanation below.

- Subject: *She is happy.*
- Object: *I saw her yesterday.*

Pronouns are also closely related to grammatical relations. In the sentence "*I wish you were here,*" the pronoun *you* function as the subject of the subordinate clause (*you were here*), not as the object of *wish*. Similarly, in "*I wish*

*that you were here,*” the conjunction *that* introduces the subordinate clause, and *you* remain the grammatical subject of that clause. These examples show that identifying grammatical roles is important in analyzing pronoun use. Understanding grammatical relations is important in translation because the translator must preserve not only meaning but also syntactic function. A shift in pronoun form may influence the clarity of subject-object relations in subtitles.

Hartmann and Stork in their book *Dictionary of Language and Linguistics* (1972) observed if pronouns are group of words that are used instead of names phrase or noun. On the other hand, Quirk et al. (1985) gives a more detailed, saying if pronouns stand in for whole noun phrases and make sentence structure easier. For instances:

- a. *Participants make better than they thought they would.*
- b. *Those kids did better than they thought they would.*

They talk about those kids in sentence (b). Quirk et al. note that pronouns not only keep word from repeating itself, but also make structure language flow better. They are an important part of both spoken and written conversation because of this. There are pronouns in English such as you, me, them, it, he, and she. We can use these pronouns in two ways: subjects or object. As a Subject: She played violin yesterday. As an Object: Leyla makes some coffees with him.

**Table 1. English Pronouns Singular and Plural**

Pronouns		Singular	Plural
First	Subject	I	We

		Me	Us		
Second	Subject/ Object	You			
		<b>Masculine</b>	<b>Feminine</b>	<b>Non Pesonal</b>	
Third	Subject	He	She	It	They
	Object	Him	Her		Them

#### 2.4 Pronoun in Indonesian

English and Indonesian have different pronoun systems. Nababan (2003) categorizes pronoun translation from English to Indonesian as a systematic shift, resulting from contradictions in pronoun. Translators must adapt forms to ensure consistency with the source meaning and acceptability in the target culture, considering into factor hierarchy, familiarity, and inclusion.

According to Nababan (2003), one of the hardest parts of translating pronouns from English to Indonesian is telling the difference between inclusive and exclusive. Indonesian distinguishes inclusive and exclusive first-person plural pronouns (*kita* vs. *kami*), a distinction that does not exist in English. In English, “we” can mean either speaker or others. But in Indonesian, “kita” means speaker or listener. For example “We go to market” can be translated as either *Kami pergi ke pasar* or *Kita pergi ke pasar*. These structural differences may result in pronoun shifts in subtitle translation. There are obstacles while translating pronouns from English to Indonesian. For example, the first-person plural present “we” have two meanings, it makes little bit hard to translate. English has one rule

for “we” but Indonesian has two rules: *Kami* (excluding listener) *Kita* (inclusive, means including listener too).

English marks gender in third-person singular pronouns (*he* and *she*), while Indonesian uses *dia*, which does not indicate gender, “he/she” needs to become the empty *dia*. For example, “She is happy” → *Dia senang*. Subject and object pronouns may eliminate words like *anda* (a polite “you”) or *ibu* (respectful), as in “I saw her” → *Aku lihat dia*, and subordinate clauses like “I wish you were here” become *Aku harap kamu ada di sini* (with “you” as the subject but *anda* as the word in subtitles).

In the film with a lot of dialogues, like Anna’s dialogue in *Frozen* (2013), Nababan says if modifications that are not addressed can make things less clear by shifting subject and object roles or social relationships. To find the balance between correct grammar and cultural context. For instance translators must to look at word like “you” as a subordinate subject. These changes ensure that the subtitles sound natural in Indonesian, which does not use English gender markers for characters in Indonesian.

## **2.5 Differences in Pronoun Translation**

Differences between English and Indonesian pronoun systems can lead to translation shifts in subtitles. Since subtitles are limited by space and time (Pedersen, 2011), translators often adjust pronouns to fit grammatical structure, context, and social meaning. These adjustments may influence how characters and relationships are understood by the audience.

### **2.5.1 Difference in Formality**

English does not distinguish formal and informal forms in the second-person pronoun because “you” is used in all situations. In contrast, Indonesian differentiates formality through pronouns such as *kamu* (informal) but in another situation, can be formal and *Anda* (formal). Therefore, translators must consider the relationship between speakers when choosing the appropriate form. This choice can affect how politeness, respect, or intimacy is conveyed in subtitles.

### **2.5.2 Difference in Inclusivity**

English has only one form, “we,” while Indonesian distinguishes between *kita* (inclusive, including the listener) and *kami* (exclusive, excluding the listener). Because English does not clearly show this difference, translators must rely on context to decide which form is suitable. This distinction is important because it changes the meaning of the sentence and may result in translation shifts.

### **2.5.3 Difference in Grammatical Function**

In English, pronouns change form depending on their grammatical role, such as subject (*she*) and object (*her*). In Indonesian, pronouns may appear as free forms (e.g., *dia*) or as clitic forms attached to other words (e.g., *-nya*). These structural differences may cause changes in form during subtitle translation. As a result, a pronoun may change from a full word into a suffix, or from a suffix into a full word.

### **2.5.4 Difference in Gender**

English shows gender in third-person singular pronouns, such as *he* for males and *she* for females. Indonesian does not show gender in the same way, since *dia* can

refer to both men and women. Because of this, translators must depend on context to keep the meaning clear. In some cases, a name may be used instead of a pronoun to avoid confusion, especially when gender is important in the scene.

## **2.6 Research Method**

In this research, the type of research used is descriptive qualitative within the field of translation studies. The primary data were collected from Anna's dialogue in the movie *Frozen* (2013). The writer focuses on English pronouns in Anna's utterances and their Indonesian subtitle translations. The data were collected through observation from the aligned English script and Indonesian subtitle file. In analyzing the data, the writer uses Pedersen's (2011) framework to identify and classify the pronoun shift strategies found in the subtitles.

### **2.6.1 Type of The Research**

The writer used a descriptive qualitative approach to analyze pronoun translation in the Indonesian subtitles of *Frozen* (2013), focusing on Anna's dialogue. This approach aims to describe and interpret linguistic data systematically rather than to test hypotheses or measure variables statistically. The study examines how English pronouns are translated into Indonesian and identifies the types of shifts that occur in the subtitling process, as well as the translation strategies applied. This research applies two perspectives, namely grammatical analysis and translation analysis. The grammatical analysis identifies the function of pronouns in the source language, such as subject, object, and possessive forms.

The translation analysis is based on Pedersen's (2011) pronoun shift strategies, namely retention, specification, direct translation, generalization,

substitution, omission, and official equivalents. These strategies help classify the pronoun shifts and identify which strategy appears most frequently in the subtitles. Frequent use of certain pronoun shift strategies helps maintain clarity, naturalness, and cultural appropriateness. Accurate translation preserves the original meaning of the dialogue and helps viewers follow the story more easily. In this way, the analysis shows how pronoun shift strategies affect audience understanding.

### **2.6.2 Data, Population, Sampling, and Sampling Technique**

The main data for this study are closely related to the research topic and were taken from the animated film *Frozen* (2013), produced by Walt Disney Animation Studios. The writer used both the English movie script and the Indonesian subtitle file to collect the required data. The English script was obtained from an online movie script database, while the Indonesian subtitle file (.srt format) was downloaded and converted into .txt format to make the analysis easier to organize and analyze.

The population of this study consists of all Anna's dialogues in *Frozen* (2013). The writer applied a total sampling technique, meaning that all of Anna's dialogues containing English pronouns were selected and analyzed. Each English sentence (SL) was aligned with its Indonesian subtitle translation (TL) in a two-column format to make comparison more systematic and understandable. However, in the analysis section, the writer only discusses one representative example for each type of pronoun shift to avoid repetition. Although only one example of each type is explained in detail, all occurrences were still counted and included in the frequency analysis.

The analysis is mainly based on Pedersen's (2011) theory, which serves as the primary framework for identifying and classifying pronoun shift strategies in the subtitles.

### **2.6.3 Method of Data Collection**

This study used the observation method to collect the data. The researcher observed and examined the English script and the Indonesian subtitles of *Frozen* (2013) to identify pronouns and their translations. The data were collected by comparing the Source Language (SL) and Target Language (TL) to see how pronouns are translated in the subtitles. First, the English script and the Indonesian subtitles were aligned sentence by sentence. After that, only Anna's dialogue was selected as the focus of the study. The writer then identified all utterances that contain pronouns and excluded sentences without pronouns.

The selected data were organized into two main columns, namely Source Language (English) and Target Language (Indonesian). Each sentence was placed in a separate row to allow clear comparison. This process helped the researcher observe how each English pronoun was translated into Indonesian and identify the pronoun shifts that occur. The writer conducts several steps to gather the data:

1. Collecting the original data, which includes the full English script and the Indonesian subtitle file from *Frozen* (2013). The English script was obtained from the Internet Movie Script Database (IMSDb)<sup>1</sup>, and Indonesian subtitle file was downloaded on July 27, 2025. The subtitle was in .srt format also it has

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<sup>1</sup> <https://www.subtitlecat.com/subs/9/Frozen.2013.720p.BluRay.x264.YIFY.html>

already converted into .txt format using an online subtitle converter to make the analysis more easily to understand.

2. Aligning and organizing the data into two columns, namely Source Language (SL) and Target Language (TL). Each English sentence was matched with its Indonesian subtitle for clear comparison. Only Anna's dialogue was analyzed in this study. Separating the original data from Anna's dialogue before selecting representative examples for further analysis.
3. In this study, only Anna's dialogue that contains pronouns was analyzed. Each sentence was placed in a separate row to allow sentence-by-sentence comparison between the English (SL) and Indonesian (TL) versions. This step helped the writer observe how each English pronoun was translated and identify any pronoun shift strategy that occurred.

## **2.6.4 Method of Analyzing Data**

### **2.6.4.1 Method of Analyzing Data for the First Research Question**

To answer the first research question, the writer analyzed the translation of pronouns in Anna's dialogue in the Indonesian subtitles of *Frozen* (2013). The analysis focuses on identifying the pronoun shift strategies used in the subtitles based on Pedersen (2011) as outlined below.

1. Each example of Anna's dialogue from the aligned SL–TL data was examined carefully. The writer identified the pronouns in the English dialogue and compared them with their Indonesian translations.
2. After identifying the pronouns, the writer classified each translation into pronoun shift strategies based on Pedersen (2011), namely Direct Translation,

Specification, Generalization, Substitution, Omission, Official Equivalent, and Retention. Direct Translation refers to cases where the pronoun in the source language is translated into its natural Indonesian equivalent. Retention refers to make sure that a cultural term from the source language is used exactly the same way in the target language. Specification occurs when the translator makes the meaning more specific in Indonesian. Generalization refers to the use of a more general expression in the target language. Substitution happens when a pronoun is replaced with a proper name, noun phrase, or kinship term. Omission occurs when the pronoun in the source language is not translated into the subtitle. Official Equivalent refers to the use of a grammatically required or standardized form in Indonesian.

3. During the analysis, it was found that all strategy appears in Anna's dialogue. Therefore, all pronouns must be adapted into Indonesian.
4. After classification, the data were organized into a table showing the Source Language (SL), Target Language (TL), and the pronoun shift strategy used.

#### **2.6.4.2 Method of Analyzing Data for the Second Research Question**

To answer the second research question, the writer calculated the frequency and percentage of each pronoun shift strategy found in the data. The purpose is to identify the most dominant strategy used in translating pronouns in Anna's dialogue. The steps are explained below.

1. After all pronouns were classified based on the subtitling translation strategies proposed by Jan Pedersen (2011), the writer counted how many times each strategy appeared in the data. The strategies include Direct

Translation, Specification, Generalization, Substitution, Omission, Official Equivalent, and Retention. However, based on the analysis of Anna's dialogue, Direct Translation, Specification, Generalization, Retention, Substitution, Omission, and Official Equivalent were found in the data.

2. The writer calculated the percentage of each strategy using the formula  $Percentage = (Frequency\ of\ a\ Strategy \div Total\ Data) \times 100\%$ . This calculation was conducted to show the distribution of pronoun shift strategies in the subtitles and to make it easier to compare which strategy is used most frequently.
3. After calculating the percentages, the writer compared the results to determine which pronoun shift strategy appears most frequently. This step helps identify the dominant pronoun shift strategy used in translating Anna's dialogue.
5. After identifying the most dominant strategy, the writer briefly considered the difference between the English and Indonesian language. English pronouns are relatively simple and do not change based on formality, while Indonesian pronouns reflect levels of politeness and social distance. These differences influence the translator's choice of strategy.