

Translation Analysis of Morphological Process and Translation Techniques on Subtitle the Barbie Life in the Dreamhouse Series

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Abstract

The aim of this research is to describe and identify the translation techniques, and morphological processes used, by translators in subtitle conversations of characters in web-series that translators use in subtitle conversations of main characters in films. This research focuses on translation and is qualitative in nature. Statements that have morphological elements and are the results of conversations with informants are the type of data used in this research. Utilizing the Morphology process by Yule (1996), data analysis is carried out simultaneously with the data collection process. The researcher concluded that translation techniques by Molina & Albir (2002) were used in the process of transforming the Source Language into the Target Language; In total, there are five morphological processes and 16 of the 18 translation techniques are used. Among the translation techniques, Linguistic Amplification is 16.46%, Literal Translation is 11.39%, for Borrowing (Pure and Naturalization), followed by Equivalence Determination, Generalization, and Variation with the same amount, namely 10.13%, Substitution 6.33%, Amplification followed by Linguistic Compression, and Particularization 5.06%, Compensation and Transposition also have the same results with 2.53%, Adaptation followed by Description, Discursive Creation, and Modulation with 1.27%. Affixation, there is a Suffix of 35.71%, and a Prefix of 7.14%. Non-Affixation includes Compounding 28.57%, Borrowing 14.29%, Acronyms 7.14%, and Clipping 7.14% all of which are morphological processes. Translation techniques and the Morphology process are appropriate strategies to be used as the first choice in analyzing the results of this research because they can produce significant contributions in a practical context. Based on the research findings, several practical implications can be identified, including the results of this research can help develop an understanding of the phenomenon under study. for a translator or related parties, providing guidance and recommendations to a translator in developing policy strategies or best practices in relevant fields. The researcher also concluded that translation techniques and morphological processes can be interrelated with the meaning conveyed.

Keywords: *Morphology, Movie, Subtitle, Translation, Techniques*

1. Introduction

The general definition of translation is the process of translating meaning or form from the source text into the target language. Translation is an essential component of language acquisition. Numerous studies and researches have demonstrated that translating texts helps students expand their vocabulary and comprehend text. According to Kern's (1994), Cook's (1992), and (Kasmer, 1999), language learners frequently translate the source text to the target language text to comprehend its content; Consequently, the translation serves as a cognitive strategy for comprehending the second language.

In a literal sense, interpretation is described as "the most common way of delivering composed language that was created in one language (the source language) into another (the target language), or the objective language variant that results from this cycle" in the Longman Dictionary reference of Language Educating and Applied Linguistic (Richards, 2010). Understanding is a cycle to unravel or convey one source language into another objective language. Moreover, Hatim (2004) expressed that there are somewhere around two definitions for interpretation: translation is as a cycle and a thing. The first spotlights on the interpreter's part in making an interpretation of source text into target text. Interestingly, the item text emphasizes interpretation as an item. Catford (1978) Had reached the resolution that interpretation is "the substitution of literary importance in one language (SL) by interpretation identical printed significance in another dialect (TL)." He had arrived at this conclusion many years prior. The translation process, which transforms source text into an equivalent target text, can be described as both a process and a product, according to the perspectives.

In a translating the source language text into the objective language, there are a few methodology or strategies utilized by the student, for example, interpreting word by word, deciphering in a real sense, taking on, and interpreting openly. Types, strategies, procedures, and translation are all terms that can be used to describe the processes that are used to translate the source text into the target language. since those terms are viewed as a covering, Markee (2015) states that interpretation methodology or strategies are utilized for sentences; On the other hand, methods of translation involve the entire text. The goal of the translating process is to find the ratio of the source text to the target text.

The researcher discussed the four most significant aspects of my research. Subtitling reviews, morphological processes, translation techniques, and the most recent studies on subtitling are all discussed in the first section, which provides an overview of the research's background. The second part looks at the research literature that has been written about it. The next step is to ascertain the data search technique employed. The data discovered and analysed are presented in the fourth section, along with an explanation of the research's theoretical and practical contributions. The conclusion, which will cover all the researcher's research, is the second section.

The purpose of translation itself is the exchange of information between countries. "Things that often-become obstacles in translation are language customs (usage) and language styles, which are part of the culture of," according to Hoed (2006), "in the process of translating in two different languages and with different cultural backgrounds." According to Jager (1986), who is cited in Moentaha (2008), translation is the transformation of text from one language to another without altering the original text's content. As a result, if a language (TL) wants to translate text into another language (TL), the message in the source language must be preserved and not lost in the target language. The field of film translation is very well-known right now, and cinephiles generally enjoy the results. Dubbing and subtitles are two types of translation activities in film translation.

Research that examines translation can use a variety of data related to translation. Maybe from what the researcher have read and seen, many researchers use film as data material for analysis, but the researcher use different data, even though both are in the form of videos, namely website series that can be used or are most often used. used so that it is easy to find and research. Web Series takes the form

of moving images and has sound as a medium of entertainment and communication. Web series have a shorter duration, a maximum of less than 2 hours, a maximum of around 15-20 minutes or sometimes more than 50 minutes or less than 1 hour. Usually, we can easily find it in the applications available to watch studio shows or series with episodes via the website. The most frequently found is the life drama genre. According to Srimayasandy & Pathia (2023), this research was conducted by Asri (2020), web series, like films, are a strong communication medium for conveying messages quickly. Someone can get a picture of life through stories in films. Audio visual media, including films, web series and other audio-visual media, are communication media that aim to convey messages about realities that are growing and developing in society. Communication products like this produce products in the form of communication messages; These products are distributed to a wide audience continuously and at fixed distances and times.

The researchers also used morphological processes in this study. Because adding morphemes to a word can change its class, it is important to know how words are made up of morphemes. For instance, the word may consist of the root, which may be followed by the suffix *-ity*. The morpheme *-ity* suggests that the word belongs to the category of adjectives. Morphological processes can occur in the noun, verb, adjective, and adverb parts of speech. It would give a name that expresses the possibility that something could happen or be true. The researcher was interested in choosing this topic due to the significance of comprehending the morphological processes that take place during name formation (Rebeca Boteler P;16, P:21). The purpose of this study is to examine the various morphological processes that nouns go through and the categories of words that can be transformed into nouns by these processes. The theory of how new words are formed as a derivation in morphology, put forward by Katamba (1993) and Bauer (1983), is applied.

Morphology, according to Samsuri (1988), is the main area of phonetics that shows word construction and development. The morpheme, which is characterized as the littlest significant unit in a language that cannot be isolated and analyzed, essentially leads to the word. A free morpheme is a morpheme that can function as a word by itself without the assistance of any other morphemes. This morpheme, in contrast to a bound morpheme, cannot remain solitary as a word and is regularly covered by prefixes and postfixes. The development of a word has essential capabilities that permit the lexeme, which is the word reference word with dynamic importance, to exist in new class words. This allows the word with significant significance to frame another word with a different idea. At the point when a lexeme goes through a course of word development, these capabilities will respond. There are a couple of sorts of word improvement process, an extremity is one of them.

The implementation of morphological processes, techniques for translation, and subtitling of Indonesian-English translations of the web series *Barbie Life in the Dreamhouse - Another Day at the Beach* are the focus of this study. Because the message from the source language (SL) is accurately transferred into the language of the target language (TL), the method of translation must be precise.

The relationship between the morphological process and the translation technique that the researcher used in this study is that there are some words that are difficult for the audience to understand, such as the many examples of the use of slang, abbreviated proverbs, or unique names. objects with meanings that are rarely found in most people. Therefore, the researcher combines the two techniques because they can help complement by providing explanations that are difficult for Indonesian audiences to understand. The reason for the importance of the morphological process for subtitles is that researchers provide several answers, that is, there are several words that enter affixes and suffixes that can relate to subtitles, for example, both can give meaning by helping each other. other. This morphological process can help the translation process to be carried out before providing subtitles.

The morphological process that the researcher chose to use in making the video analysis is due to the presence of words and sentences that are difficult for Indonesian viewers to understand, for example:

Excerpt 1:

Barbie: I got PB&J on whole wheat!

= in the word PB&J it can be interpreted as peanut, butter & jelly

The word that is entered into the acronym process because the process that occurs is or can be called an acronym because the word obtained must be pronounced letter by letter which in the end is called an abbreviation. The process of shortening the word is put into slang which is often spoken by US people, especially teenagers there. PB&J is a peanut butter and jelly sandwich or commonly called a sandwich whose composition includes one or more layers of peanut butter and one or more layers of jelly or jam on bread.

The researcher used morphological processes because the researcher has conducted several previous studies so that previous research can assist the researcher in answering and analyzing data that has been taken by researchers. The reason the researcher chose this episode as data material is because the researcher saw and analyzed it first by watching the episode. The researcher found several words and sentences that were not understood by the public, such as the slang commonly used by teenagers in the United States. It will be difficult for outsiders from the United States. Therefore, researchers will try to solve the problem by analyzing as well as possible, so that it is understood by wide circles such as outside the United States, for example Indonesia.

Based on the problem definition, the research questions, or statements of the problem "Translation Analysis of Morphological Process and Translation Techniques on Barbie: Life in the Dreamhouse Another Day at the Beach Subtitle" are as follows:

1. What morphological processes are applied in *Translation Analysis of Morphological Process and Translation Techniques on Barbie: Life in the Dreamhouse Another Day at the Beach Subtitle*?
2. What are the translation techniques applied in *Translation Analysis of Morphological Process and Translation Techniques on Barbie: Life in the Dreamhouse Another Day at the Beach Subtitle*?

2. Literature Review

A theoretical framework, a review of related studies, and a review of related literature make up this chapter. By presenting theories related to this research, the related literature review explains the concept of this research. Several studies that are pertinent to the current study are reviewed in the linked studies review. To assist researchers in compiling the data that have been found to become research data and results, the theoretical framework explains the theories associated with this research.

The researcher used some of the literature from previous journals for this study. This research is also motivated using literature. There is also a difference between my research and previous research, in that prior research primarily covered translation techniques as a process. The researcher used it as well, but the researcher added one more step to it so that the researcher can complete the data in two steps. The morphological process is the second process.

1.1 Morphological Process

The process by which a speaker of a language combines two or more morphemes to create a word is known as the morphological process. As a result, morphemes play an important role as the words smallest components. The process of combining two morphemes to create a new word is known as the morphological process.

According to Yule (1996), there are two primary types of morphological processes: affixation and non-affixation.

Affixation

1. **Prefix:** Prefixes are also used to refer to affixes that come before words.
Example: re + action = reaction
2. **Suffix:** Suffixes are another name for the affixes that follow words, which can be found at the word's conclusion.
Example: eat + -ing = eating

Non-Affixation

1. **Borrowing**
That language does not have a term, so borrowing words from other languages and using them in English is one of the most common sources of new words.
Example: Salad (Ancient Roman and Greek): This type of food consists of a mixture of vegetables and ready-to-eat ingredients.
2. **Compounding**
Combining two words to produce a new meaning. It can be written with just one word. Example: Chairman = chair + man = the person in charge of the meeting, who summarizes arguments, ensures that everyone complies with the rules, and leads the board or committee.
3. **Acronym**
The acronym process and the formation of new words with the word's first letter are used to create new words.
Example: SOP: Standard Operating Procedure
4. **Clipping**
To gather the last part of a word after cutting or clipping the first part.
Example: Advertisement = Advert or Ad

As a result, we can conclude that there are two primary categories of morphological processes: The first is affixation, which the researcher interprets as consisting of two types—internal changes and zero modifications—while the second is non-affixation, which the researcher interprets as consisting of four types. Analysing word formation and finding new words for the data the received can all be aided by using any one of these processes.

1.2 Translation

According to Newmark (1988) defines translation as "the presentation of the meaning of a text in another language in the manner in which the author intended" and defines it as "the activity of converting a source language (SL) into a target language (TL). Therefore, the primary goal of translation is to convey the author's ideas to the intended audience in their native tongue. It is the translator's responsibility to provide an understandable and precise translation that accurately conveys the concepts in the source language in the target language.

On the other hand, Munday (2016) sees that the current meaning of translation includes the following three aspects: 1) the topic or general phenomenon, 2) the finished product, which is the existing text, and 3) the translation process. Osman (2017) defined translation as "a mental process in which the meaning of linguistic discourse is transferred from one language to another." "Translation" is the process of converting linguistic units from one language to the equivalent of another. Additionally, translation, as defined by Catford (1978), is the process of converting text written in one language (SL) into its equivalent written in another language (TL). Translation is the process of translating written text from one language into another language as closely as possible. That is, a translator must locate phrases, sentences, and words from the target language to accurately replace the source language.

Translation Technique

The terms "technique" and "translation method" are accidentally used interchangeably. The terms are vastly distinct. "A distinction must be made between the translation technique, which describes the result and influences the smaller parts of the translation," as stated by Molina (2002), and "the method of

translation, which is part of the global, choice process and influences the whole translation," as stated by Molina (2002). "Translation method" also refers to "a particular manner in which the translation process is carried out in relation to the translator's goals, namely global options that affect the entire text." Molina (2002) To put it simply, the phrase "method of translation" refers to both the methods of translation and the entire translation process. On the other hand, the process by which a translator translates each section of a text is referred to as "translation techniques."

According to Molina (2002) and Nida (2002), who propose eighteen methods for translating the source language into the target language, these techniques include translation. The methods of translation are as follows: The terms "adaptation," "amplification," "borrowing," "calque," "compensation," "description," "discourse creation," "establishing equivalent," "generalization," "linguistic amplification," "linguistic compression," "literal translation," "modulation," "*particularization*," "reduction," "substitution," "transposition," and variations" are all examples of adaptation.

3. Research Methods

The researcher took the data from a web-series entitled "Barbie: Life in the Dreamhouse Another Day at the Beach" because the web-series can provide me with data in the form of words and sentences that contain several word fragments that readers may find difficult to understand from that researchers will try to analyze it to provide answers or can be effectively figured out by the reader. The data that took for analysis will be analyzed by two processes, namely the morphological process and the translation technique. The researcher finds it very helpful to gain a better understanding of complex concepts, community social interactions, or traditional characteristics. The qualitative method, according to Nugroho (2020), can provide detailed information because this method can reveal information that is not visible or hidden. The qualitative method utilized in this examination is on the grounds that every one of the types of information are as words and sentences from the discourse taken so they are not in that frame of mind of numbers. The data taken for the analysis are analyzed by two processes, namely the morphological process and the translation technique.

3.1 Research Design

The qualitative method utilized in this examination is on the grounds that every one of the types of information are as words and sentences from the discoursed taken so they are not in that frame of mind of numbers. Data were taken from written sources containing conversations and subtitles related to this research topic. Research data is collected in several steps. First, watch the video web-series. After that, record some dialogues by adjusting the morphological processes and translation techniques that we will apply. The data analysis technique used in this study is a qualitative method. Several steps were taken when the data was analysed. First, the morphological process by grouping based on type and function. Second, data is identified and classified based on its type and function. After all the above steps are done correctly, then analyse by determining according to translation techniques.

3.3 Instruments

Documentation makes it simple for specialists to investigate and arrange interpretations. The successive exploratory technique includes a first period of gathering and dissecting subjective information, trailed by a second period of gathering and breaking down quantitative information that expands on the consequences of the main subjective stage (Creswell, 2014). Huberman (1994) proposed the qualitative analysis used in this study, which included data reduction, data presentation, and drawing conclusions.

3.4 Data Analysis

The research method is known as the system taken to decide information and present information examination in logical composition. The examination strategy in my exploration is arranged into three, specifically; information sources, information assortment strategies and procedures, and the

latter is information investigation techniques and methods. The research method used by researchers in this study is qualitative research. The research data was taken from 13 appropriate dialogues in the web-series “Barbie Life in The Dreamhouse: Another Day at the Beach.” Other data related to other study centres accessed from the internet. The reason for choosing data as a data source, the author wants to know the morphological processes and translation techniques that occur in the web-series.

4. Results

In the section, the researchers collected data obtained from reading, taking notes contained in the transcript of the web-series Barbie Life in The Dreamhouse, and also watching the subtitled video via YouTube (<https://www.youtube.com/watch?v=8O1t-xDyYX0>) which contains affixes, borrowing, combining words and sentences. Data collection was identified through a morphological process according to Yule (1996) and translation techniques classified by Molina (2002). Based on the morphological process and translation techniques as well as the affixation of words and sentences, borrowing, merging obtained by analysis that the average number of morphological processes and translation techniques of words and sentences found are equivalents that already have explanations that are easy for readers to understand.

Following are the results of the categorization of data which contains the morphological process and translation techniques for words and affixes, borrowing, combining words contained in the Barbie Life in The Dreamhouse web-series.

Table:1: Morphological Process Classification

Morphological Process					
Affixation	Freq.	Percentage	Non-Affixation	Freq.	Percentage
Suffix	5	35.71%	Compounding	4	28.57%
Prefix	1	7.14%	Borrowing	2	14.29%
-		-	Acronym	1	7.14%
-		-	Clipping	1	7.14%

Table:2: Translation Techniques Classification

Translation Technique	Freq.	Percentage
Linguistic amplification	13	16.46%
Literal translation	9	11.39%
Borrowing (Pure & Naturalized)	8	10.13%
Establishing equivalent	8	10.13%
Generalization	8	10.13%
Variations	8	10.13%
Substitution	5	6.33%
Amplification	4	5.06%
Linguistic compression	4	5.06%
Particularization	4	5.06%
Compensation	2	2.53%
Transposition	2	2.53%
Adaptation	1	1.27%
Description	1	1.27%
Discursive creation	1	1.27%
Modulation	1	1.27%
Calque	0	0%
Reduction	0	0%

There are 16 translation techniques used in video web-series “Barbie: Life in the Dreamhouse Another Day at the Beach.” In this research, the researcher obtained some data which the researcher analyzes according to two processes that the researcher apply to the results of this research, namely the first the researcher analyzes using a morphological process, the second analyze using translation techniques.

4.2 Morphological Process Analysis

For the first, the researcher used **morphological processes** to analyze my data. In this morphological process I use two processes, namely affixation with prefixes and suffixes, for non-affixation with borrowing, compounding, acronyms, clipping.

Prefix

Midge: I know! Killer moat, right? I dug it as a **precaution**, in case the tide comes in.

In the morphological process in a sentence that is more precise in the word 'precaution', the process that occurs is or can be called affixation because,

Precaution = Pre-Caution

The word above is based on caution' and 'pre' itself means 'before'. The word above is included in one part of the affixation, namely the prefix.

Suffix

Summer: Woohoo! Hope you like extreme **sports**, Midge!

In the morphological process in a sentence that is more appropriate for the word 'sports', the process that occurs is or can be called affixation because there is the use of the plural -s at the end of the word.

Sports = sport + -s

The word above is based on the word 'sport' and then the addition of the plural '-s' itself means 'the term in question can be many examples'. The word above is included in one part of the affixation, namely the suffix.

Summer: Like extreme volleyball! and extreme **surfing**!

In the morphological process in sentences that are more in line with the word 'surfing', the process that occurs is or can be called affixation because there is the use of the -ing verb at the end of the word.

Surfing = surf + -ing

The word above is based on the word 'surf' and then the addition of the '-ing' verb itself means 'verbs ending in -ing are the present participle or gerund. These two forms look identical with the difference in their function in the sentence'. Present participle is one of the elements of all continuous verb forms (past, present, future, conditional, etc.). The auxiliary verb will show the tense used, while the present participle will remain unchanged. The word above is included in one part of the affixation, namely the suffix.

Midge: You said we were gonna do macramé. You can help me finish my sun **shelter**!

In the morphological process in sentences that are more in line with the word 'shelter', the process that occurs is or can be called affixation because there is the use of -er at the end of the word.

Shelter = shelt + -er

The word above is based on the word 'shelt' and then the addition of the verb '-er' itself means 'can occur either at the end of an adjective or at the end of a verb. The "-er" ending is meant if the adjective

has one or two syllables (one/two syllables) in addition to the irregular adjective. The word above is included in one part of the affixation, namely the suffix.

Barbie: But I brought a delish spread! You can either have grilled goodies, or a clam-bake!

In the morphological process in sentences that are more in line with the word 'grilled', the process that occurs is or can be called affixation because there is the use of the -ed verb at the end of the word.

Grilled = grill + -ed

The word above is based on the word 'grill' and then the addition of the verb '-ed' itself means 'A verb that ends with a consonant but before the consonant starts with a vowel, then the consonant is doubled and then the ending -ed is added'. The function of using -ed verbs can be used in words (adjective, noun, past participle, past tense). The words above are included in one part of the affixation, namely the suffix.

Summer: Just what I thought! There is no way anyone could possibly... Oh! NOT LOVE THIS!!!

In the morphological process in sentences that are more in line with the word 'possible', the process that occurs is or can be called affixation because there is the use of the -ly verb at the end of the word.

Possibly = possible + -ly

The above is based on the word 'maybe' and then the addition of the verb '-ly' itself means 'because it is an easy way to turn an adjective into an adverb. The '-ly' ending is also the best way to describe how, or how often, something is done. The use of the '-ly' verb ending does not only occur in adverbs and adjectives but also in nouns. The words above are included in one part of the affixation, namely the suffix.

Borrowing

Midge: Would a stick in the mud have brought Sudoku, level five?

The morphological process in the sentence above in the word 'Sudoku', the process that occurs is or can be called borrowing because the word obtained borrows from the original word, and the word has no translation.

The word 'Sudoku' above borrows from the original word which means the word 'Sudoku' itself is a game that was first created in 1783 by Leonhard Euler, a mathematician from Switzerland. Sudoku, originally called Number Place, is a logic-based, combinatorial number placement puzzle. In classic sudoku, the goal is to fill a 9x9 grid with numbers so that each column, each row, and each of the nine 3x3 sub-grids that make up the grid (also called squares, blocks, or regions) contains all the numbers 1 through 9. The words above are included in the morphological borrowing process.

Summer: Okay! I'll try macramé! But I'm warning you, I won't like it!

The morphological process in the sentence above in the word 'macrame', the process that occurs is or can be called borrowing because the word obtained borrows from the original word, and the word has no translation in another language. Macrame was first introduced by the countries of Turkey and the Balkans (Eastern Europe) and beyond. The word 'Macramé' above borrows from the original word which means the word 'Macramé' itself. One of the techniques for processing cloth from fiber is to make weaving knots. Crafts made from fabrics or natural fibres are produced as decorative items or interior supports. Macramé is widely found in Turkey, which means it comes from the word 'makrama' which means tassels or also "nigrama" which means completion or completion of work with laps and face coverings. The words above are included in the morphological borrowing process.

Compounding

Midge: Or, a rip-roaring crossword puzzle?

Crossword = cross + word

The morphological process in the sentence above is the word 'crossword', the process that occurs is or can be called compounding because the word obtained is a combination of two words into one word or meaning, so that it becomes a new word. Judging from the explanation above, these new words appear by combining two words into one word. This process is called compounding.

The process of combining these words is:

crossword = cross + word

The initial word 'cross' means a crossing, while the second word 'word' means a word, so when combined it becomes a crossword puzzle. Crossword Puzzle is a type of word game with a rectangular template, which contains black and white squares horizontally and downwards (vertically).

Barbie: Check it out, guys! Seashells! How about we all go beachcombing?

Seashells = Sea + shells

The morphological process in the sentence above is the word 'Seashells', the process that occurs is or can be called compounding because the word obtained is a combination of two words into one word or meaning, so that it becomes a new word. Judging from the explanation above, these new words appear by combining two words into one word. This process is called compounding.

The process of combining these words is:

Seashells = Sea + shells

The initial word 'Sea' means ocean, while the second word 'shells' means a word, so when combined it becomes sea shells or just shells. Seashells are aquatic animals that have shells. There are some that live in the sea, for example the green mussel (*Perna viridis*) or known as the green mussel, is a soft animal (mollusk) that lives in the sea, has two shells and is green in colour. The shells are used as ornaments and other trinkets.

Beachcombing = beach + combing

The morphological process in the sentence above is the word 'Beachcombing', the process that occurs is or can be called compounding because the word obtained is a combination of two words into one so that it becomes a new word. Judging from the explanation above, these new words appear by combining two words into one word. This process is called compounding.

The process of combining these words is:

Beachcombing = beach + combing

The initial word 'beach' means the beach, while the second word 'combing' means walking along or around a place, so when combined it becomes combing or walking along the beach. Combing the beach which means walking along the road on the beach.

Midge: Too exotic for me. Do you have anything a little more gentle on the taste buds?

Anything = any + thing

The morphological process in the sentence above is the word 'anything', the process that occurs is or can be called compounding because the word obtained is a combination of two words into one so that it becomes a new word. Judging from the explanation above, these new words appear by combining two words into one word. This process is called compounding.

The process of combining these words is:

Anything = any + thing

The initial word 'any' means a quantifier to express countable nouns and uncountable nouns, while the second word 'thing' in the word above means to state an object, so that when combined it becomes whatever refers to something that is expressed or in front of us.

Summer: Just what I thought! There is no way anyone could possibly... Oh! NOT LOVE THIS!!!

Anyone = any + one

The morphological process in the sentence above is the word 'anyone', the process that occurs is or can be called compounding because the word obtained is a combination of two words into one so that it becomes a new word. Judging from the explanation above, these new words appear by combining two words into one word. This process is called compounding.

The process of combining these words is:

Anyone = any + one

The initial word 'any' means a quantifier to express countable nouns and uncountable nouns, while the second word 'one' in the word above means someone is not a number, so when combined it becomes someone who. Anyone is an indefinite pronoun meaning "anyone". These words are used to describe people.

Acronym

Barbie: I've got a PB&J on whole wheat!

PB&J = Peanut, Butter & Jelly

The morphological process in the sentence above is the word 'PB&J', the process that occurs is or can be called an acronym because the word obtained must be pronounced letter by letter which in the end is called an abbreviation. The process of shortening the word is entered into slang which is often spoken by US people, especially teenagers there. PB&J is a peanut butter and jelly sandwich or commonly called a sandwich whose composition includes one or more layers of peanut butter and one or more layers of jelly or jam on bread.

Clipping

Barbie (on couch): Okay. They're pretty much opposites. Summer likes to throw caution to the wind, and Midge likes to embroider "caution" on decorative pillows. But today, they're gonna have fun together!

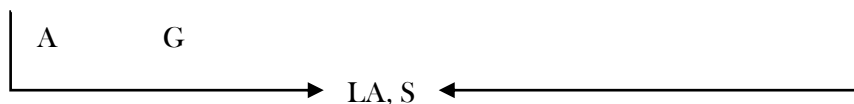
Decorative = décor

The morphological process in the sentence above is the word 'decorative', the process that occurs is clipping which means the process of forming words by cutting off part of the word itself. Clipping is also interpreted as the process of forming words that come from words that have more than one syllable that gets the process of cutting words at the beginning or at the end. The word 'decorative' comes from the word 'decor' which means to decorate or beautify an object, room, stage, building or other object as desired.

4.3 Translation Techniques Analysis

In this second part, the researcher uses **translation techniques** to analyze my data. In this translation technique used 16 translation techniques from the initial number of 18 translation techniques.

SL: Midge: I know! Killer moat, right? I dug it as a precaution, in case the tide comes in.

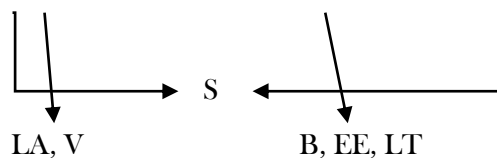


TL: Midge: Benar kan, terlihat seperti sebuah lubang kematian. Aku menggali nya untuk berjaga-jaga

Translation Technique: Amplification, generalization, Linguistic Amplification, Substitution.

For the first technique that fits the sentence above is Amplification because in the target language (Indonesia) there is the addition of the word 'Benar kan'. Second, there is Generalization because, the general word from the source language to the target language is the word 'Killer moats' which should mean killer ditches but the translator replaces it with the word 'lubang kematian'. The third is Linguistic Amplification because the pronunciation carried out by the characters has added linguistic elements. Fourth, the substitution is due to the replacement of the grammatical categories of the source language in the target language, and because of grammatical differences between the source language and the target language.

SL: Summer: Woohoo! Hope you like extreme sports, Midge!

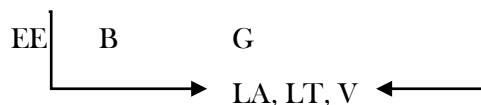


TL: Summer: Aku harap kamu menyukai olahraga ekstrim, Midge.

Translation Technique: Naturalized borrowing, Establish equivalence, Linguistic amplification, Literal translation, Substitution, Variation.

For the first technique that fits the sentence above is natural borrowing because there is an absorption word that is true in the source language, there is no translation so the translator uses it in the target language. Example of the word 'Woohoo!'. Second, the creation of equivalence due to the use of the common equivalent of the source language into the target language. An example of the word 'Hope' which should mean 'semoga' is changed by the translator to 'harap.' The third is linguistic amplification because the pronunciation by the characters has added a linguistic element. Example of the word 'woohoo!'. Fourth, literal translation because the translation carried out by the translator is very appropriate and sequential without any word rotation in the source language sentence to the target language. Fifth, substitution due to changes in linguistic elements to become paralinguistic (such as intonation and gestures) or vice versa. Examples of sentences from the beginning to the end of the sentence itself are pronounced by the characters themselves using intonation. 'Woohoo! Hope you like extreme sports, Midge!'. The Sixth Variation, due to the textual tone in the characters when pronouncing sentences, that is, with an excited and inviting mood.

SL: Summer: Like extreme volleyball! and extreme surfing!



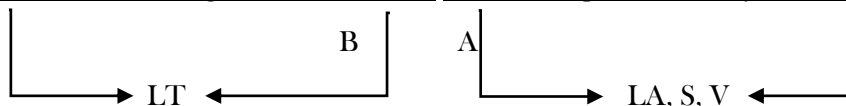
TL: Summer: Seperti permainan voli yang ekstrim dan berselancar yang ekstrim.

Translation Technique: Naturalized borrowing, Established Equivalence, Linguistics Amplification, Literal translation, Generalization, Variation.

For the first technique that matches the sentence above is Naturalized borrowing because there are borrowed words that do not change the source language. Example of the word 'extreme'. Second, establish equivalence is formed due to the use of the common equivalent of the source language into the target language. For example, the word 'Like' which should mean 'suka' is changed by the translator to 'seperti.' The third is linguistic amplification because the character's pronunciation has added a linguistic

element to the sentence above with the character's exclamation. Fourth, literal translation because the translation carried out by the translator is very appropriate and sequential without any word rotation in the source language sentence to the target language. Fifth, Generalization due to the translation of a term from the source language with terms that are common and well known to the wider community. For example, the word 'volleyball' becomes 'permainan voli.' The sixth variation, due to the textual tone of the characters when pronouncing sentences, that is, with an excited mood and an inviting tone.

SL: Midge: You said we were gonna do macramé. You can help me finish my sun shelter!

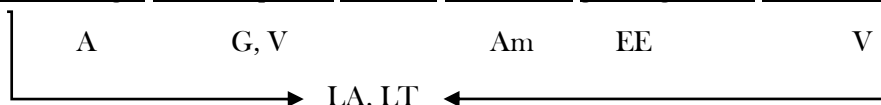


TL: Midge: Aku pikir kita akan membuat macramé. Atau kalian dapat membantu ku menyelesaikan shelter ku.

Translation Technique: Amplification, Pure borrowing, Linguistics Amplification, Linguistics Compression, Literal Translation, Substitution, Variation.

For the first technique that matches the sentence above is Amplification because there are additional words in the target language. Example of the word 'atau.' Second, Pure borrowing because there is an agreement on the word, namely the word 'macramé' which is indeed taken in Turkish. The third is linguistic amplification because the character's pronunciation has added a linguistic element to the sentence above with the character's exclamation. Fourth, literal translation because the translation carried out by the translator is very appropriate and sequential without any word rotation in the source language sentence to the target language. Fifth, substitution due to changes in linguistic elements to become paralinguistic (such as intonation and gestures) or vice versa. Examples of sentences that the characters say from the beginning to the end of the sentence itself are said by the characters themselves using intonation. The sixth variation, due to the tone of the textual character when pronouncing sentences, that is, with a lively mood and an inviting tone.

SL: Barbie: But I brought a delish spread! You can either have grilled goodies, or a clam-bake!

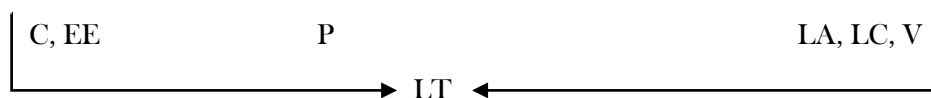


TL: Barbie: Tapi aku membawa roti yang lezat. Ada juga makanan yang dipanggang, atau kerang bakar.

Translation Technique: Adaptation, Amplification, Established Equivalence, Generalization, Linguistics Amplification, Literal Translation, Variation.

For the first technique that first the sentence above is Adaptation because there are cultural elements or elements that have an equivalent in TL, example sentence 'But I bring a delish spread!' according to the target language, namely 'But I brought delicious bread'. The second is amplification because there are additional words in the target language. Example of the word 'ada juga'. Third, establishing equivalence because of the existence of a general term that is appropriate to the target language, namely the word 'makanan yang dipanggang'. The fourth is linguistic amplification because the character's pronunciation has added a linguistic element to the sentence above with the character's exclamation. Fifth, literal translation because the translation carried out by the translator is very appropriate and sequential without any word rotation in the source language sentence to the target language. Sixth Generalization due to the translation of a term from the source language with terms that are common and well known to the wider community. For example, the word 'delish spread' becomes 'roti yang lezat.' Seventh, variation, because of the tone of the textual character when pronouncing sentences, namely with a lively atmosphere and an inviting tone.

SL: Summer: Just what I thought! There's no way anyone could possibly... Oh! NOT LOVE THIS!!!



TL: Summer: Tepat seperti apa yang aku pikirkan, tidak mungkin aku akan... Aku suka ini!

Translation Technique: Compensation, Established Equivalence, Linguistics Amplification, Linguistics Compression, Literal Translation, Modulation, Particularization, Substitution, Variation.

For the first technique that first the sentence above is compensation because there is a change in the position of information elements or stylistic effects in the source language in other parts of the target language because they cannot be realized in the same part in the target language. The second is to establish equivalence because there is a general term that is appropriate to the target language, namely the sentence 'Just what I thought!' to 'Tepat seperti apa yang aku pikirkan.' The third is linguistic amplification because the character's pronunciation has added a linguistic element to the sentence above with the character's exclamation. Fourth, literal translation because the translation carried out by the translator is very appropriate and sequential without any word rotation in the source language sentence to the target language. The fifth linguistic compression on the word 'Oh! NOT LIKE THIS!!!' to 'Aku suka ini!' The fifth modulation is due to changing the focus, point of view or cognitive aspects in SL, both lexically and structurally. The example sentences are not much different from the analysis that has been carried out on linguistic compression, it is just that the difference is in the intent and purpose of forming the translation of the word. Seventh Particularization, because there are terms that are more concrete and specific. For example, the sentence 'There's no way anyone could possibly' becomes 'tidak mungkin aku akan'. Eighth, Variation due to the tone of the textual character when reciting sentences, namely with a lively atmosphere and an inviting tone. The nine substitutions, due to the change of linguistic elements to become paralinguistic (such as intonation and gestures) or vice versa. Example sentences 'Oh! NOT LIKE THIS!!!'

SL: Midge: Would a stick in the mud have brought Sudoku, level five?

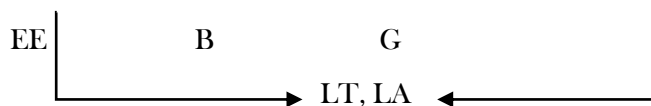


TL: Midge: Ada apa dengan lumpur sih? Aku membawa permainan sudoku sudah sampai level

Translation Technique: Amplification, Pure borrowing, Compensation, Discursive Creation, Established Equivalence, Linguistics Amplification, Variation.

For the first technique that first the sentence above is amplification because there are additional words in the target language, for example the words 'Ada apa dengan' and 'sudah sampai.' The second is pure borrowing, for example the word 'Sudoku' is in the original language where there is no translation in other languages. Third, compensation, example sentences according to the source language and target language. The fourth is linguistic amplification because the character's pronunciation has added a linguistic element to the sentence above with the character's exclamation. Fifth, discursive creation, examples of sentences are the same as compensation translation techniques, the difference is that discursive creation techniques direct the use of temporary equivalents far from the original context. The six establish equivalences, for example the sentence 'Would a stick in the mud' become 'Ada apa dengan lumpur sih?' because it makes it easier to adjust the usual equivalent for the audience to understand. Seventh, variation, due to the tone of the textual character when pronouncing sentences, namely with a lively atmosphere and an inviting tone.

SL: Summer: Okay! I'll try macramé! But I'm warning you, I won't like it!



TL: Summer: Baiklah aku akan mencoba membuat macramé. Tapi ku ingatkan padamu bahwa aku tidak akan menyukainya.

Translation Technique: Literal translation, Pure borrowing, Established Equivalence, Generalization, Linguistics Amplification.

For the first technique that first the sentence above is literal translation because the translation carried out by the translator is very appropriate and sequential without any word rotation in the source language sentence to the target language. The second is pure borrowing with the example of the word 'macramé' which is indeed taken in Turkish. Third, establish equivalence because there is a general term that is appropriate to the target language, namely the word 'Okay!' becomes 'Baiklah.' The fourth is linguistic amplification because the character's pronunciation has added a linguistic element to the sentence above with the character's exclamation. Fifth, Generalization due to the translation of a term from the source language with terms that are common and well known to the wider community. For example, the word 'But I'm warning you,' becomes 'Tapi ku ingatkan padamu.'

SL: Midge: Or, a rip-roaring crossword puzzle?

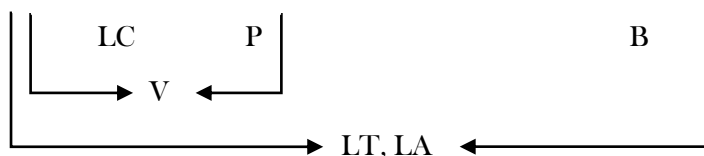


TL: Midge: Atau bermain teka-teki silang

Translation Technique: Naturalized borrowing, Generalization, Linguistics Amplification, *Linguistics Compression*, Substitution.

For the first technique that first the sentence above is naturalized borrowing, for example the word 'crossword puzzle' becomes 'teka-teki silang' because the borrowing of the word is true if it is interpreted into another language according to its intent or meaning. Second, generalization, for example the word 'or' becomes 'atau'. Third, linguistic amplification due to the character's pronunciation has added a linguistic element to the sentence above with the character's exclamation. The fourth is linguistic compression, for example the word 'a rip-roaring' disappears when the translator translates it into the target language. Fifth, substitution due to the use of intonation in characters with an inviting tone.

SL: Barbie: Check it out, guys! Seashells! How about we all go beachcombing?



TL: Barbie: Lihat ini deh kulit kerang! Bagaimana kalau kita menyisir pantai.

Translation Technique: Literal translation, Naturalized borrowing, Generalization, Linguistics Amplification, Linguistics Compression, Variation.

For the first technique that first the sentence above is a literal translation because the translation carried out by the translator is very appropriate and sequential without any word rotation in the source language sentence to the target language. The second is a naturalized borrowing, for example the word

‘menyisir pantai’ which corresponds to the source language ‘beachcombing.’ The third is linguistic amplification because the character's pronunciation has added a linguistic element to the sentence above with the character's exclamation. Fourth, linguistic compression on the word ‘Check it out, guys! Seashells!’ when translated into the target language there is omission of the word ‘guys’ which should be ‘friends’. Fifth Particularization, because there are more concrete and specific terms. For example, the word ‘Seashells’ becomes ‘kulit kerang’. Sixth, variations due to the tone of the textual character when pronouncing sentences, namely with a lively atmosphere and an inviting tone.

SL: Midge: Too exotic for me. Do you have anything a little more gentle on the taste buds?

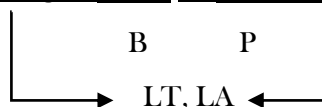


TL: Midge: Terlalu eksotis untukku. Apakah kamu punya rasa yang sederhana untukku?

Translation Technique: Literal translation, Variation, Transposition, Linguistics Amplification, Particularization, Established Equivalence.

For the first technique that first the sentence above is a literal translation because the translation carried out by the translator is very appropriate and sequential without any word rotation in the source language sentence to the target language. The second is the variation due to the tone of the textual character when pronouncing sentences, namely with a lively atmosphere and a questioning tone. The third is linguistic amplification because the character's pronunciation has added a linguistic element to the sentence above with the character's exclamation. Fourth, transposition, for example the sentence 'a little more gentle on the taste buds' becomes 'punya rasa yang sederhana untukku' changing the words a little in the sentence. The fifth particularization, the example of the word 'gentler' becomes 'sederhana.' Sixth, establish equivalence, examples of sentences are the same as transposition translation techniques.

SL: Barbie: I've got a PB&J on whole wheat!

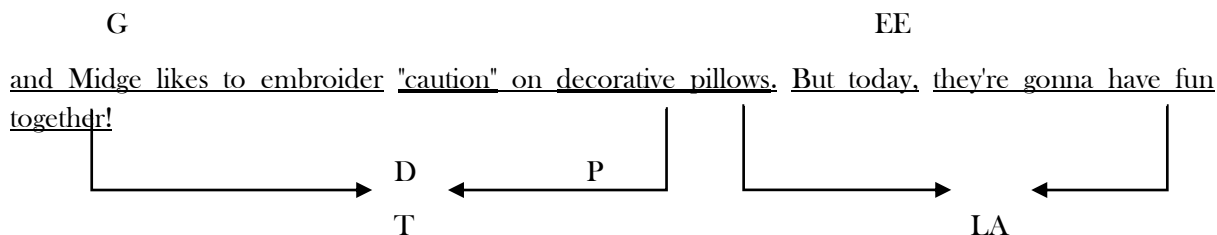


TL: Barbie: Aku punya PB dan J dengan rasa gandum.

Translation Technique: Literal translation, Pure borrowing, Established Equivalence, Linguistics Amplification, Particularization.

For the first technique that first the sentence above is a literal translation because the translation carried out by the translator is very appropriate and sequential without any word rotation in the source language sentence to the target language. The second is pure borrowing, for example the word 'PB&J' which does not exist in other languages. The third is linguistic amplification because the character's pronunciation has added a linguistic element to the sentence above with the character's exclamation. Fourth, the particularization of the example of the word 'whole wheat' becomes 'rasa gandum'. The fifth establish equivalence that equality has the same example as particularization, it's just that the difference is that the use of 'whole wheat' becomes an equivalent that is commonly targeted by language, namely 'rasa gandum' because it is impossible to use the word 'gandum utuh' to confuse the audience.

SL: Barbie (on couch): Okay. They're pretty much opposites. Summer likes to throw caution to the wind.



TL: Barbie: Baiklah, kurasa mereka memang sedikit berlebihan. Summer menyukai hal-hal yang beresiko, dan Midge suka merubah hal yang menantang menjadi hiasan bantal (menjauhi resiko). Tapi hari ini mereka akan bersenang-senang bersama.

Translation Technique: Description, Established Equivalence, Generalization, Linguistics Amplification, Particularization, Transposition.

For the first technique that first the description, for example the word 'caution' in the target language there is an explanation of the word being 'merubah hal yang menantang menjadi hiasan bantal (menjauhi resiko).' Both Established Equivalence, for example the word 'throw caution to the wind' becomes 'hal-hal yang beresiko'. The third generalization, for example the word 'Okay' becomes 'Baiklah'. Fourth Linguistic Amplification, because the character's pronunciation has added a linguistic element to the sentence above with the character's exclamation. Fifth, Particularization, for example the word 'decorative pillows' becomes 'hiasan bantal'. Sixth, Transposition, for example the sentence 'Midge likes to embroider "caution" on decorative pillows' becomes 'Midge suka merubah hal yang menantang menjadi hiasan bantal (menjauhi resiko).'

5. Discussion

As can be seen in the table that the researcher created, this research describes the use of process morphology and translation techniques in the English subtitles of the web-series "Barbie: Life in the Dreamhouse Another Day at the Beach". The most frequently used morphological process in web-series is suffix affixation, while prefixes, acronyms and clipping appear least frequently. The translation technique that appears most frequently is linguistic amplification, while the techniques of adaptation, description, discourse creation, and modulation are least frequently used. The details of the use of morphological processes are explained as follows: the first process, called affixation of suffixes, is used 5 times, while prefixes, acronyms and clipping both appear only once. The details of the use of translation techniques are explained as follows: the linguistic technique of amplification appears 13 times, while the techniques of adaptation, description, discourse creation and modulation both appear only once.

Morphological processes can occur in the noun, verb, adjective, and adverb parts of speech. It would give a name that expresses the possibility that something could happen or be true. The author was interested in choosing this topic due to the significance of comprehending the morphological processes that take place during name formation Boteler (P;16, P:21). Research directed by Ruth (2022) on the morphological process utilized in the Mobile Application Name, found in his examination that the interaction utilized has 4 sections, in compounding process, the blending process, derivation process, and multiple process. She stated that one of the eight categories in the process of word formation appeared to be the dual process.

The terms "technique" and "translation method" are accidentally used interchangeably. The terms are vastly distinct. "A distinction must be made between the translation technique, which describes the result and influences the smaller parts of the translation," as stated by Molina (2002), and "the method of translation, which is part of the global, choice process and influences the whole translation," as stated by

Molina (2002). Research conducted by Afandi & Authar (2021) on the translation techniques used in the subtitles of the film *Saat Cinta Bertasbih 1* found in their research that the dominant techniques were adaptation, transposition, borrowing, generalization, and compensation. They stated that the grammar of SL and TL would be modified using this technique in the form of phrases, clauses, and sentences. There are only 5 translation techniques that they use for common terms or expressions in the TL, whereas in my research this time the researcher used 16 translation techniques. Because many words and sentences use as many translation techniques as mentioned.

The researcher did not find too many relevant studies, but the two concepts or techniques used could be compatible but also different from the researcher's research. The thing that differentiates them is that the previous studies that the researcher found rarely used two concepts like the researcher's, namely the morphological process and translation techniques. Researchers by using these two techniques can complete the analysis that researchers make. If previous research tended to use one technique, then in this study the researchers analyzed the data results using both techniques. Research in the form of morphological processes carried out by Wibowo & Handayani (2023) analyzed using morphological processes, namely in the form of derivational words, inflectional words, and compound words. The use of this technique felt incomplete for the researcher because the researcher felt there was a lack of analysis of the three techniques for the *Barbie Life in the Dreamhouse* web series, so the researcher used a more complete morphological process of Affixation and Non-Affixation.

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In the translation techniques, what differentiates the researcher research from previous research is that previous research used quite lengthy analyzes as explained by Afandi & Authar (2021). In this research, researchers used different methods but the translation techniques were the same. by using underlining then categorizing based on words and sentences then there is a description of the meaning of the underlined sentences or words spoken by the characters in the web series *Barbie Life in the Dreamhouse*.

6. Conclusion

After analysing some of the translation data used in the subtitles on the *Barbie* web-series that the researcher watched. The writer concludes that the process used in analysing the data above uses two processes, namely Morphological Processes and Translation Techniques. Researchers found that the morphology that is widely used is 14. Morphology The process used is for affixations there are suffixes and prefixes, then for non-affixations there are compounding, borrowing, acronyms and Clipping. The translation techniques used are 16 of 18 translation techniques, namely adaptation, amplification, borrowing, calque, compensation, description, discourse creation, establishing equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variations.

The percentage results in the Morphological Process used in data analysis from researchers are for Affixation, there is a Suffix with 35.71%, and a Prefix with 7.14%. Non-Affixations include

Compounding with 28.57%, Borrowing with 14.29%, Acronyms with 7.14%, and Clipping with 7.14%. And also the percentage results for Translation Process Techniques are only 16 out of 18 techniques, namely, Linguistic Amplification with 16.46%, Literal Translation with 11.39%, for Borrowing (Pure and Naturalized), followed by Establishing Equivalent, Generalization, and Variation with total the same, with 10.13%, Substitution with 6.33%, Amplification followed by Linguistic Compression, and Particularization with 5.06%, Compensation, and Transposition also have the same results with 2.53%, Adaptation followed by Description, Discursive creation, and Modulation with 1.27%. The translation techniques that were not used by the researcher were Calque and Reduction because they were not found in the sentences in the video so the results were 0%.

Translation techniques and the Morphology process are appropriate strategies to be used as the first choice in analyzing the results of this research because they can produce significant contributions in a practical context. Based on the research findings, several practical implications can be identified, including the results of this research can help develop an understanding of the phenomenon under study. for a translator or translation practitioner, decision maker or related party, providing guidance and recommendations to a translator in developing policy strategies or best practices in the relevant field. Previous research used different techniques and some only used one technique. This did not make the translator creative because analyzing with one technique alone was not satisfactory enough to get good results. This is true, but if seen from the perspective of the target language as a film viewer, direct translation will make the meaning, information, and expression more transparent and easier to understand than the morphological process. Some of the meanings in the sentences expressed also influence the translation obtained using translation techniques. For this reason, the researchers concluded that the use of appropriate morphological processes and translation techniques can influence aspects of the quality of the translation and the sentences expressed. Translation and word formation using these two techniques will be more varied with the concept of these two techniques being linguistics combined with the concept of translation which will give rise to new innovations, which of course adapt to translation and linguistic conditions.

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