ABSTRACT

Nurlathifah 204102356: *Strategies of Subtitle Translation on Action Comedy Film Kungfu panda"*

The paper entitled "Strategies of Subtitle Translation on Action Comedy Film "Kungfu Panda"" discusses two main major concerns. First, analyzing the strategies used in translating subtitle action comedy film "Kungfu Panda". Second, analyzing the common problems faced in translating subtitle. The research uses the qualitative research design concerning on descriptive method. The data were collected from the dialogues taken from the original VCD of "Kungfu Panda" and its Indonesian subtitle. The data were analyzed based on two theories. The first one is the theory of subtitling strategies to discover the subtitling strategies, and the second one is theory of criteria of a good translation to find out the quality of Kungfu Panda's subtitle translation. The collected data were compared to their translated version to figure out the applied translation strategies based on Gottlieb's theory. Finally, the analysis continuous to test the quality of translation by using Larson's theory.

The collected data show about 687 dialogues. The total number of used strategy is 886 times. It is bigger than the number of the dialogues which only reach 687 times. This fact indicates that there are some dialogues which are handled by more than one strategy. The result of the analysis is that the translator uses eight strategies: expansion (89 items or 10,05%), paraphrase (141 items or 15,91%), transfer (326 items or 36,79%), imitation (116 items or 13,09%), condensation (63 items or 7,12%), decimation (14 items or 1,58%), deletion (133 items or 15,01%), and resignation (4 items or 0,45%). The problems faced in translating the subtitle were inaccurate, unclear, and unnatural

Transfer strategy is mostly used to maintain the accurateness and semantic values of the source language in order to lead the viewers easier to understand the subtitle. Reduction strategy: condensation, deletion, and decimation is also mostly used to make the subtitle more effective and simpler without losing the essential meaning of the dialogue. In other case, decimation strategy may cause the loss of meaning if one of the important words is omitted. While the ambiguous may be lost if the ambiguity is explained in the text precedes in the subtitle. However, the subtitle still can be retained as long as the dialogue still fits the context of the target language. In the other hand, each strategy has its own difficulties or problems. In many cases they are seem inaccurate, unclear, and unnatural in translating the source language. Subtitling strategies look like general procedures without any detailed concept.