

SUBTITLING STRATEGIES USED IN THE CROODS MOVIE

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ABSTRAK

The Subtitling Strategies in The Croods movie is the title of this research. It is aimed at finding out the subtitling strategies used to translate the utterances in the movie. The unit of analysis of this research is every utterance in the movie which has one subtitling strategy. This research used a descriptive qualitative method to explain the analysis of The Croods movie. This research used a theory about subtitling strategy from Gottlieb (1992:166). The results show that there are as much as 406 utterances found by the researcher. There are 6 of 10 subtitling strategies which are found in The Croods movie. There are 45 utterances (11.08%) for expansion strategy, 125 utterances (30.79%) for paraphrase strategy, 178 utterances (43.84%) for transfer strategy, 18 utterances (4.43%) for imitation strategy, 32 utterances (7.89%) for deletion strategy, and 8 utterances (1.97%) for resignation strategy. The researcher already found the mostly used subtitling strategy, which is transfer strategy. The translator realized that the target viewers or audiences of the movie are mostly children for the movie is an animation movie which is intended for all ages. Besides, transfer is the easiest strategy to be easily comprehended for children in understanding the translated text. This strategy is used to translate correctly and completely the source language text into the target language.

Kata Kunci : Keywords : Subtitling Strategies, The Croods, Translation, Utterances

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