

SUBTITLING STRATEGIES IN BIG HERO 6 MOVIE

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ABSTRAK

This thesis analyzed subtitling strategies used in Big Hero 6 movie. This study is aimed at analyzing the types of subtitling strategies found in the subtitle text of Big Hero 6 movie. This thesis was conducted in order to describe the types of subtitling strategies found in the movie. The data of this research are utterances found in the movie containing subtitling strategies. The data were analyzed by using descriptive qualitative method and framework of Gottlieb (1992: 166). Based on the analysis, there are eight of ten types of subtitling strategies found in the movie. The most dominating subtitling strategy is transfer strategy which consists of 69 numbers of data with the total percentage of 37.70%. As transfer strategy is dominant, it means that most of utterances of the source language are translated completely and correctly into the target language. The target viewers or audiences of the movie are mostly children since it is an animation movie which is intended for all ages. Besides, transfer might be the easiest strategy to be easily comprehended for children in understanding the translated text.

Kata Kunci : Keywords: Big Hero 6, Translation, Subtitle, Subtitling Strategies.

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This thesis analyzed subtitling strategies used in Big Hero 6 movie. This study is aimed at analyzing the types of subtitling strategies found in the subtitle text of Big Hero 6 movie. This thesis was conducted in order to describe the types of subtitling strategies found in the movie. The data of this research are utterances found in the movie containing subtitling strategies. The data were analyzed by using descriptive qualitative method and framework of Gottlieb (1992: 166). Based on the analysis, there are eight of ten types of subtitling strategies found in the movie. The most dominating subtitling strategy is transfer strategy which consists of 69 numbers of data with the total percentage of 37.70%. As transfer strategy is dominant, it means that most of utterances of the source language are translated completely and correctly into the target language. The target viewers or audiences of the movie are mostly children since it is an animation movie which is intended for all ages. Besides, transfer might be the easiest strategy to be easily comprehended for children in understanding the translated text.

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