

ABSTRACT

HERMAWAN, KARYSSA CYNTHIA. (2025). **The Subtitling Strategies and Accuracy of the Indonesian Subtitles in Bob Dylan's "Make You Feel My Love" and "Blowin' in the Wind" Official Audios by YouTube Closed Caption.** Yogyakarta: Department of English Letters, Faculty of Letters, Universitas Sanata Dharma.

YouTube has become a primary source for entertainment, education, and cultural exchange due to its large video archives. Many English songs are translated into Indonesian and vice versa in YouTube. With worldwide access through the platform, knowledge of different languages and music genres continues to grow in popularity. One of the platforms that provides translations is YouTube through its auto-translate feature (Closed Caption). On YouTube, various song translations are available, including Indonesian translations of well-known English songs such as Bob Dylan's "Make You Feel My Love" and "Blowin' in the Wind."

This research explores the subtitling strategies and the accuracy of YouTube's auto-translate feature (Closed Caption) in translating the Bob Dylan's official audios "Make You Feel My Love" and "Blowin' in the Wind" from English into Indonesian. The study identifies the subtitling strategies applied in the translations using Gottlieb's theory and evaluates their accuracy based on the assesment framework proposed by Nababan, Nuraeni & Sumardiono.

This research using a qualitative method through a library study. The primary data consist of Bob Dylan's original English lyrics from the official audios of "Make You Feel My Love" and "Blowin' in the Wind", as well as their Indonesian subtitles produced through YouTube's auto-translate (Closed Captions). The identify applied Gottlieb's subtitling strategies theory to evaluate the translation techniques used and Nababan, Nuraeni, & Sumardiono's accuracy assessment instrument to measure the quality of the translations. To support the theoretical framework, additional data was collected from books, journal articles, and related studies.

The findings show that the researchers analyzed 48 lines of lyrics along with their translations. Two main subtitling strategies were identified: transfer (44 instances) and paraphrase (4 instances), with transfer being the most dominant. The transfer strategy produced forty-three accurate translations and one less accurate translation, while paraphrase resulted in two accurate and two less accurate translations. Overall, most subtitles were accurate when the transfer strategy was applied, whereas paraphrase occasionally reduced the figurative and emotional depth of the lyrics. These results suggest that YouTube's auto-translate generally provides reliable and useful subtitles for understanding the literal meaning of the lyrics, but it often fails to capture their poetic nuances and artistic expressions.

Keywords: *accuracy, Bob Dylan, closed captions, subtitling strategies, YouTube.*

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YouTube telah menjadi sumber utama untuk hiburan, pendidikan, dan pertukaran budaya karena memiliki arsip video yang sangat besar. Banyak lagu berbahasa Inggris yang diterjemahkan ke dalam bahasa Indonesia, begitu pula sebaliknya, melalui YouTube. Dengan akses global melalui platform ini, pengetahuan tentang berbagai bahasa dan genre musik terus meningkat popularitasnya. Salah satu fitur yang menyediakan terjemahan adalah *auto-translate (Closed Caption)*. Di YouTube, dapat ditemukan terjemahan lagu, termasuk lagu-lagu populer berbahasa Inggris yang diterjemahkan ke dalam bahasa Indonesia, seperti "*Make You Feel My Love*" dan "*Blowin' in the Wind*" karya Bob Dylan.

Penelitian ini mengeksplorasi strategi *subtitling* dan tingkat keakuratan fitur *auto-translate (Closed Caption)* YouTube dalam menerjemahkan audio resmi Bob Dylan, yaitu "*Make You Feel My Love*" dan "*Blowin' in the Wind*" dari bahasa Inggris ke bahasa Indonesia. Penelitian ini menganalisis strategi *subtitling* yang digunakan berdasarkan teori Gottlieb dan menilai keakuratannya dengan kerangka penilaian yang dikemukakan oleh Nababan, Nuraeni, & Sumardiono.

Penelitian ini menggunakan metode kualitatif melalui studi pustaka. Data utama terdiri atas lirik asli berbahasa Inggris dari video audio resmi "*Make You Feel My Love*" dan "*Blowin' in the Wind*" karya Bob Dylan, beserta subtitle bahasa Indonesia yang dihasilkan melalui fitur *auto-translate* YouTube (*Closed Caption*). Identifikasi dilakukan dengan menerapkan teori strategi *subtitling* Gottlieb untuk mengevaluasi teknik penerjemahan yang digunakan serta instrumen penilaian keakuratan dari Nababan, Nuraeni, & Sumardiono untuk mengukur kualitas terjemahan. Untuk mendukung kerangka teoretis, data tambahan dikumpulkan dari buku, artikel jurnal, dan penelitian terkait.

Hasil penelitian menunjukkan bahwa peneliti menganalisis 48 baris lirik beserta terjemahannya. Dua strategi *subtitling* utama yang teridentifikasi adalah *transfer* (44 data) dan *paraphrase* (4 data), dengan strategi *transfer* sebagai yang paling dominan. Strategi *transfer* menghasilkan empat puluh tiga terjemahan yang akurat dan satu terjemahan kurang akurat, sedangkan strategi *paraphrase* menghasilkan dua terjemahan akurat dan dua terjemahan kurang akurat. Secara keseluruhan, sebagian besar subtitle dinilai akurat ketika strategi *transfer* digunakan, sementara *paraphrase* terkadang mengurangi makna figuratif dan kedalaman emosional lirik. Hasil ini menunjukkan bahwa fitur *auto-translate* YouTube umumnya mampu memberikan subtitle yang andal dan bermanfaat untuk memahami makna literal lirik, tetapi sering kali gagal menyampaikan nuansa puitis dan ekspresi artistiknya.

Kata kunci: *accuracy, Bob Dylan, closed captions, subtitling strategies, YouTube*