

ABSTRACT

CALVALENCIA. (2025). **A Study of Strategies and Accuracy in the English Subtitle of Rini And Her Father's Dialogues in *Pengabdi Setan*** Yogyakarta: Department of English Letters, Faculty of Letters, Universitas Sanata Dharma.

Translation has experienced great progress over the years, transitioning from basic text-based translation to more technologically advanced, multimedia forms. Subtitling in films and television is one of the most widespread and well-known forms today, bridging language boundaries as it provides viewers with on-screen translations of spoken dialogue. Subtitling enables worldwide audiences to view media in several languages while preserving the original audiovisual features. However, subtitles can become difficult to comprehend and potentially misleading when they lack accuracy. The situation is particularly apparent on unofficial or unauthorized streaming services, which frequently provide inaccurate or misleading subtitles caused by a lack of control over quality or professional translators.

This present thesis examines the English translation of Rini and her father's dialogue in a horror movie directed by Joko Anwar entitled "*Pengabdi Setan*". This study aims to identify the subtitling strategies applying Gottlieb's subtitling strategies and to measure the accuracy level of the translation applying Angelelli's source text meaning (STM) scoring rubric.

This research applied the qualitative method to analyze the data to identify the subtitling strategies and reveal the accuracy of the translation. Moreover, the data used in this present thesis are primary data, consisting of the original dialogue of the movie in Bahasa Indonesia and the translated subtitle in English, and for the secondary data consisting of credible sources. Furthermore, this present thesis also applies the explicatory research method to analyze and elaborate the analysis results on the strategies and accuracy, as well as the library research method to display other supporting theories.

The findings show four out of ten subtitling strategies in the English subtitles, consisting of transfer with 5 dialogues, paraphrase with 7 dialogues, transcription and condensation with only one dialogue. Using Angelelli's source text meaning rubric, five dialogues scored 5, eight scored 4, and one scored 1, with no scores of 2 or 3. Paraphrase is the most frequently used strategy, as it effectively adapts idiomatic expressions, cultural references, and complex Indonesian structures into natural English. The predominance of score 4 (57%) indicates that the subtitles are generally accurate and successful in conveying both major and minor meanings, enabling non-Indonesian-speaking audiences to understand and enjoy the film.

Keywords: *Gottlieb, subtitling, translation accuracy, unofficial streaming platform*

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Penerjemahan telah berkembang pesat dari penerjemahan berbasis teks sederhana menuju bentuk multimedia yang lebih canggih. Takarir dalam film dan televisi menjadi salah satu bentuk penerjemahan yang paling umum karena mampu menjembatani perbedaan bahasa dengan menampilkan terjemahan dialog secara tertulis. Namun, takarir dapat menjadi sulit dipahami dan menyesatkan apabila tidak akurat, terutama pada layanan siaran langsung tidak resmi yang sering kali kurang pengawasan kualitas dan penerjemah profesional.

Skripsi ini mengkaji terjemahan bahasa Inggris dari dialog antara Rini dan ayahnya dalam film horor *Pengabdi Setan* karya Joko Anwar. Penelitian ini bertujuan untuk mengidentifikasi strategi *subtitling* berdasarkan strategi Gottlieb serta mengukur tingkat keakuratan terjemahan menggunakan rubrik *source text meaning* (STM) dari Angelelli.

Penelitian ini menggunakan metode kualitatif dengan data primer berupa dialog asli film dalam Bahasa Indonesia dan takarir bahasa Inggrisnya, serta data sekunder dari sumber-sumber tepercaya. Selain itu, metode eksplanatori dan studi pustaka digunakan untuk mengelaborasi hasil analisis serta mendukung kerangka teoretis penelitian.

Hasil penelitian menunjukkan bahwa terdapat empat dari sepuluh strategi *subtitling* yang digunakan dalam takarir bahasa Inggris, yaitu *transfer* dengan 5 dialog, *paraphrase* dengan 7 dialog, serta *transcription* dan *condensation* yang masing-masing hanya muncul dalam 1 dialog. Berdasarkan rubrik *source text meaning* Angelelli, lima dialog memperoleh skor 5, delapan dialog memperoleh skor 4, dan satu dialog memperoleh skor 1, tanpa adanya skor 2 maupun 3. Strategi *paraphrase* merupakan strategi yang paling sering digunakan karena mampu mengadaptasi ungkapan idiomatis, referensi budaya, dan struktur bahasa Indonesia yang kompleks ke dalam bahasa Inggris yang alami. Dominasi skor 4 sebesar 57% menunjukkan bahwa takarir secara umum akurat dan berhasil menyampaikan makna utama maupun makna minor, sehingga memungkinkan penonton non-penutur bahasa Indonesia untuk memahami dan menikmati film tersebut.

Kata kunci: *Gottlieb, subtitling, translation accuracy, unofficial streaming platform*