

**GOTTLIEB'S SUBTITLING STRATEGIES IN THE
INDONESIAN SUBTITLE OF *KPOP DEMON HUNTERS*
MOVIE
THESIS**



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ABSTRACT

Zakiah, S, W. (2025). *Gottlieb's Subtitling Strategies in the Indonesian Subtitle of KPop Demon Hunters Movie*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Tristy Kartika Fi'aunillah, M.A., (II) Moh Khoirul Anam, M.Li.

The study aims to analyze the subtitling strategies in the movie *KPop Demon Hunters*, which portrays various elements of Korean culture and Korean Wave or *Hallyu* terminology. There are two main problems to be solved in this study, namely: (1) what types of subtitling strategies are used in translating the dialogues in the movie *KPop Demon Hunters* from English into Indonesian, and (2) what subtitling strategy used in translating popular terms related to the Korean and Korean Wave or *Hallyu* terminology in the movie.

This study used a qualitative approach in relation to the use of clear and systematic descriptions of the subtitling phenomena being studied. A descriptive study in textual analysis was applied in this study to analyze the English and Indonesian subtitles of *KPop Demon Hunters* movie. The data were collected by first transcribing the Indonesian subtitle in the platform and comparing the Source Text (ST) from the downloaded script and the Target Text (TT) from Netflix subtitles. The transcription was then analyzed by identifying the types of subtitling strategies used according to Gottlieb's theory (1992), which includes ten strategies: expansion, paraphrase, transfer, imitation, transcription, condensation, decimation, deletion, dislocation, and resignation.

This study reveals that eight of the ten subtitling strategies proposed by Gottlieb were found in the movie *KPop Demon Hunters*. The most frequently used strategies are transfer and condensation, while the least frequently used strategy is resignation. Meanwhile, dislocation and transcription were not found in the data. The frequent use of the transfer strategy indicates that the translator tends to translate the subtitles literally while maintaining the original meaning of the dialogue. The use of transfer and imitation strategies appears mainly in the translation of Korean Wave or *Hallyu* terminology, such as *hoobae*, *maknae*, visual, and *ramyeon*, showing the translator's effort to preserve cultural authenticity. Overall, the findings indicate that the subtitler not only aims for linguistic accuracy but also attempts to maintain cultural elements significant to K-pop and Korean identity.

Keywords: subtitling strategies, Gottlieb's theory, KPop Demon Hunters, Korean wave, translation

ABSTRAK

Zakiah, S. W. (2025). *Strategi Penerjemahan oleh Gottlieb dalam Indonesia takarir di Film KPop Demon Hunters*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Tristy Kartika Fi'aunillah, M.A., (II) Moh Khoirul Anam, M.Li.

Penelitian ini bertujuan untuk menganalisis strategi penerjemahan dalam Indonesia takarir dalam film *KPop Demon Hunters* yang menunjukkan teknik-teknik penerjemahan yang diterapkan dalam mentransfer istilah budaya Korea dan dialog terkait Korean wave atau *Hallyu*. Ada dua masalah yang akan dijawab dalam penelitian ini, yaitu: (1) strategi penerjemahan takarir apa saja yang digunakan dalam terjemahan Bahasa Indonesia film *Kpop Demon Hunters* berdasarkan teori Gottlieb; (2) strategi apa yang digunakan dalam menerjemahkan istilah elemen Bahasa Korea dan gelombang Korea atau terminologi *Hallyu* dalam film tersebut.

Penelitian ini menggunakan pendekatan kualitatif terkait penggunaan deskripsi yang jelas dan sistematis terhadap fenomena subtitle yang diteliti. Analisis deskriptif teks diterapkan dalam penelitian ini untuk menganalisis subtitle bahasa Inggris dan Indonesia dari film *KPop Demon Hunters*. Data dikumpulkan dengan cara mentranskrip film dan membandingkan Teks Sumber (ST) dari skrip yang diunduh dengan Teks Tujuan (TT) dari subtitle Netflix. Transkripsi kemudian dianalisis dengan mengidentifikasi jenis strategi subtitle yang digunakan berdasarkan teori Gottlieb (1992), yang mencakup sepuluh strategi: perpindahan, parafrase, peringkasan, peniruan, perluasan, penghapusan, pengabaian, penyingkatan besar – besaran, perpindahan struktur dan transkripsi .

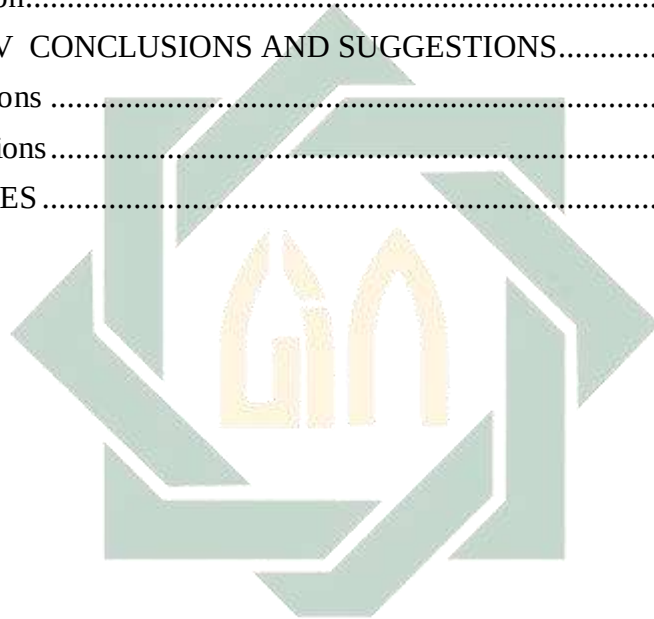
Studi ini menunjukkan bahwa delapan dari sepuluh strategi subtitle yang diusulkan oleh Gottlieb ditemukan dalam film *KPop Demon Hunters*. Strategi yang paling sering digunakan adalah perpindahan dan peringkasan, sementara strategi yang paling jarang digunakan adalah pengabaian. Sementara itu, perpindahan struktur dan transkripsi tidak ditemukan dalam data. Penggunaan strategi transfer yang sering menunjukkan bahwa penerjemah cenderung menerjemahkan subtitle secara harfiah sambil mempertahankan makna asli dialog. Penggunaan strategi imitasi terutama terlihat dalam terjemahan istilah dalam Bahasa Korea dan *Hallyu*, seperti *hoobae*, *maknae*, *visual*, dan *ramyeon*, menunjukkan upaya penerjemah untuk menjaga keaslian budaya K-pop. Secara keseluruhan, temuan ini menunjukkan bahwa penerjemah subtitle tidak hanya bertujuan untuk akurasi linguistik tetapi juga berusaha mempertahankan unsur-unsur budaya yang penting bagi K-pop dan identitas Korea.

Kata Kunci: strategi penerjemahan takarir, teori Gottlieb, KPop Demon Hunters, gelombang Korea, terjemahan

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