

ABSTRACT

Hafidzah, Kinanti Dinda. 2023. *Translation Strategies and Acceptability of Directive Speech Act Subtitle Uttered by Baroness in the movie Cruella*. Thesis. English Literature Study Program. English Department. Faculty of Humanities. Universitas Jenderal Soedirman. Purwokerto. Supervisor 1: Asrofin Nur Kholifah, S.S., M.Hum. Supervisor 2: Nadia Gitya Yulianita, S.Pd., M.Li. External Examiner: Pujo Handoyo, S.S., M.Hum

Keywords: Translation Strategies, Subtitling Strategies, Acceptability, Directive Speech Act, Cruella Movie.

This research aims to analyse the types of directive speech act, translation strategies, as well as the acceptability level of the translation of directive speech act subtitle uttered by Baroness in the movie Cruella. This research is conducted by using the types of directive speech act by Searle (1976), theory of translation strategies by Gottlieb (1992), and theory of translation acceptability proposed by Nababan (2012). The data of this research are 59 directive speech acts uttered by the character Baroness. In order to answer the research question, the researcher uses descriptive qualitative method. The result of questionnaires that are acquired from the raters are also taken into consideration in analysing the data. The result of this research shows 4 different types of directive speech acts that are uttered by Baroness in the movie *Cruella*: question, command, request, and prohibition. The result shows that the most used directive speech act used by Baroness is question and command. Moreover, the result shows five strategies implemented in all the data of directive speech act. The strategies consist of transfer strategy (48%), paraphrase (24%), deletion (22%), condensation (3%), and imitation (3%). The most used strategy in this research is transfer strategy. The translator uses transfer strategy the most because the directive speech acts uttered by Baroness are mostly simple and short utterances. Both source language and target language use commonly used terms which are used on daily basis. Furthermore, the acceptability level of the data is predominantly acceptable in a total of 75% of the data. 75% of the data is considered acceptable because the translator mostly used transfer strategy in translating short and simple directive speech act uttered by Baroness and paraphrase strategy to translate uncommon utterances of directive speech act uttered by Baroness in order to make it easier to understand. Thus, the translation of directive speech act subtitle uttered by Baroness in the movie Cruella is generally acceptable.

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Kata kunci: Strategi Penerjemahan, Strategi *Subtitling*, Keberterimaan, *Directive Speech Act*, Film *Cruella*.

Penelitian ini bertujuan untuk menganalisis jenis *directive speech act*, strategi penerjemahan, serta tingkat keberterimaan terjemahan *directive speech act* pada *subtitle* yang diucapkan oleh Baroness dalam film *Cruella*. Penelitian ini dilakukan dengan menggunakan teori *directive speech act* oleh Searle (1976), teori strategi penerjemahan oleh Gottlieb (1992), dan teori penerimaan terjemahan yang dikemukakan oleh Nababan (2012). Data dari penelitian ini adalah 59 *directive speech act* yang diucapkan oleh tokoh Baroness. Untuk menjawab pertanyaan penelitian, peneliti menggunakan metode kualitatif deskriptif. Hasil kuesioner yang diperoleh dari para rater juga menjadi bahan pertimbangan dalam menganalisis data. Hasil penelitian ini menunjukkan 4 *directive speech acts* yang diucapkan oleh Baroness di film *Cruella: question, command, request, dan prohibition*. Hasil penelitian menunjukkan bahwa tindak tutur direktif yang paling banyak digunakan oleh Baroness *question* dan *command*. Hasil penelitian ini menunjukkan 4 strategi yang diterapkan di semua data tindak tutur direktif. Strategi tersebut terdiri dari strategi *transfer* (51%), *paraphrase* (24%), *deletion* (22%), dan *condensation* (3%). Strategi yang paling banyak digunakan dalam penelitian ini adalah strategi *transfer*. karena *directive speech act* yang diucapkan oleh Baroness sebagian besar merupakan tuturan sederhana. Baik Bahasa Sumber maupun Bahasa Sasaran menggunakan istilah-istilah umum yang digunakan sehari-hari. Selanjutnya, tingkat keberterimaan data sebagian besar dapat diterima dengan total 75% data. 75% data dianggap dapat diterima karena penerjemah banyak menggunakan strategi *transfer* dalam menerjemahkan ucapan pendek dan sederhana dan strategi parafrase untuk menerjemahkan ucapan yang tidak biasa agar lebih mudah dipahami. Dengan demikian, terjemahan subtitle *directive speech act* yang diucapkan oleh Baroness dalam film *Cruella* dapat diterima secara umum.