# CHAPTER V

# CONCLUSION AND SUGGESTION

This chapter provides a summary of the analysis. Furthermore, suggestions for further research as well as several issues concerning this analysis are presented. Those include propositions for other researchers that may be conducting a similar study, other research objects to be analyzed, and alternative approaches to be implemented in further research.

## 5.1 Conclusion

This research focuses on subtitling strategies and acceptability aspect of YouTube Cooking Show: *Maangchi*. After a thorough analysis, there are 100 utterances that spoken by *Maangchi* in *Japchae* video by using subtitling strategies that proposed by Gottlieb and acceptability assessment that proposed by Nababan. The researcher concluded the following things:

From all ten strategies, there are six strategies that implemented to all data. There are, *transfer, paraphrase, deletion, imitation, resignation,* and *expansion.* The transfer strategy is the most dominant that implemented to the data because it was a faithful transmission of the whole form and also message from SL into acceptable TL. Furthermore, the translated utterances are transmitted and emanated by the TL accurately.

All the levels of acceptability are found in the data. The acceptable data that are found on 100 utterances are 83 or 83% in total. The use of *transfer strategy* in translated

utterances bring the subtitle in a high acceptability. The numbers of less acceptable data are 16 or 16% in total. The data are considered as less acceptable or belongs to the medium acceptability category.

In conclusion, the subtitling strategies of YouTube Cooking Show: *Maangchi* is rated acceptable due to the translator's method of translation is being appropriate for the context and culture. The majority of all essences and intended messages from the utterances are delivered, hence the acceptable rating.

## 5.2 Suggestion

The following are several suggestions for students, translators, or other researchers that may be interested in analyzing similar research:

The researcher advises for those who are engaged in comparable translation research to employ an alternative strategy for understanding the subtitle. For the purpose of enhancing the researcher's quality, the other subtitling approach theories can also be used. In this case of translation analysis, the researcher only uses subtitling strategies and acceptability to assess the translation of utterances that spoken by *Maangchi* in the video. The steps that is used in the translation process are not explored by the researcher; however, this process can also be examined and described in more in-depth studies.

This research does not venture beyond of the speaker utterances in the video. The hypotheses and conclusions from this research can be used to understand various aspects of the video including any other *Maangchi*'s videos. However, if any other

video or even movie that have localized dialogues can be further analysed to further branch out and develop the subtitling strategies in the video.

Finally, this research evaluates the acceptability aspect by using questionnaires and raters' answer with the addition of an interview if it deemed necessary. Although this approach has been shown adequate, the researcher advises anyone who wants to conduct this similar research to include a focus group discussion (FGD). To obtain sophisticated and thorough information, this FGD can be conducted by the raters or respondents.