

ABSTRACT

Brylliant, Alief Nino. *Subtitling Strategies And Acceptability Of Directive Illocutionary Acts Uttered By Alyssa In The End Of The F***ing World Season One.* Thesis. English Literature Study Program. English Language and Literature Department. Faculty of Humanities. Jenderal Soedirman University. Purwokerto. Supervisor 1: Dr. Asrofin Nur Kholifah, S.S., M.Hum., Supervisor 2: Nadia Gitya Yulianita, S.Pd., M.Li., External Examiner: Hanifa Pascarina, S.S., M.Hum., Secretary: Dyah Raina P., S.S., M.Hum.

This research aims to analyze the types of directive illocutionary acts, the translation strategies, and their acceptability in the utterances produced by Alyssa in the Netflix series “The End of the F***ing World” Season 1. This research is conducted using the theory of directive illocutionary act by Searle (1969), the theory of translation strategies by Gottlieb (1992), and the theory of acceptability in translation quality assessment by Nababan et al. (2012). This research uses a qualitative method, utilizing a questionnaire with feedback from raters for the data collection. The result reveals 59 data representing 5 types of directive illocutionary acts. It shows the most prominent type is commanding (33), followed by asking (14), suggesting (9), inviting (2), and prohibiting (1). Furthermore, 8 strategies by Gottlieb are implemented by the translator. The most prominent strategy is transfer (31), followed by condensation (10), paraphrase (9), decimation (4), deletion (2), imitation (1), dislocation (1), and expansion (1). Additionally, the acceptability aspect of the data predominantly shows acceptable with 57 data, and only 2 data are less acceptable. The predominance of transfer, condensation, and paraphrase strategies reflects a careful balancing act between literal fidelity and adaptive fluency, allowing Alyssa's assertive character traits to come through naturally in Indonesian. The overall high acceptability rating confirms the effectiveness of these strategies in producing subtitles that resonate with viewers, reinforcing the importance of selecting appropriate subtitling strategies for character-driven dialogue in audiovisual translation.

Keywords: Translation Strategies, Subtitling Strategies, Acceptability, Directive Illocutionary Act, The End of the F***ing World Series.

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Penelitian ini bertujuan untuk menganalisis jenis-jenis *directive illocutionary acts*, strategi penerjemahan, dan keberterimaannya pada ujaran yang diproduksi oleh Alyssa dalam serial Netflix “The End of the F***ing World” Musim 1. Penelitian ini dilakukan dengan menggunakan teori *directive illocutionary acts* oleh Searle (1969), teori strategi penerjemahan oleh Gottlieb (1992), dan teori keberterimaan dalam penilaian kualitas terjemahan oleh Nababan dkk. (2012). Penelitian ini menggunakan metode kualitatif, dengan menggunakan kuesioner dan umpan balik dari para penilai untuk pengumpulan data. Hasilnya menunjukkan 59 data yang mewakili 5 jenis *directive illocutionary acts*. Hasil penelitian menunjukkan jenis yang paling menonjol adalah *commanding* (33), diikuti dengan *asking* (14), *suggesting* (9), *inviting* (2), dan *prohibiting* (1). Selanjutnya, 8 strategi dari Gottlieb diimplementasikan oleh penerjemah. Strategi yang paling menonjol adalah *transfer* (31), diikuti oleh *condensation* (10), *paraphrase* (9), *decimation* (4), *deletion* (2), *imitation* (1), *dislocation* (1), dan *expansion* (1). Selain itu, aspek keberterimaan data sebagian besar menunjukkan keberterimaan dengan 57 data, dan hanya 2 data yang kurang berterima. Dominasi strategi transfer, kondensasi, dan parafrase mencerminkan tindakan penyeimbangan yang cermat antara keakuratan literal dan kefasihan adaptif, yang memungkinkan sifat-sifat karakter Alyssa yang tegas muncul secara alami dalam bahasa Indonesia. Tingkat penerimaan yang tinggi secara keseluruhan menegaskan keefektifan strategi ini dalam menghasilkan teks terjemahan yang sesuai dengan pemirsa, sehingga memperkuat pentingnya pemilihan strategi teks terjemahan yang tepat untuk dialog yang didasari oleh karakter dalam penerjemahan *audiovisual*.

Keywords: Strategi Penerjemahan, Strategi *Subtitling*, Keberterimaan, *Directive Illocutionary Act*, Serial The End of the F***ing World.