

ABSTRACT

Sabilla, Rahma Dyah 2025, Translation Strategies Accuracy and Acceptability of Compliments Speech Act in Visit Singapore YouTube Channel: Maher Zain Episodes. Thesis. Supervisor 1: Dr. Asrofin Nur Kholifah, S.S., M.Hum. Supervisor 2: Ambhita Dhyaningrum, S.S., M.Hum. Examiner: Dyah Raina Purwaningsih, S.S., M.Hum. Ministry of Higher Education, Science, And Technology, Universitas Jenderal Soedirman, Faculty of Humanities, English Language and Literature Department, English Literature Study Program, Purwokerto.

This study examines the types of compliments based on Holmes's theory (2003), audiovisual translation strategies according to Cintas and Remael (2008), and the quality of translation accuracy and acceptability based on Nababan's criteria (2012) in the context of the English audiovisual video Visit Singapore YouTube Channel, Maher Zain Episodes. A qualitative descriptive approach was used to explore the extent to which the translation strategies process influences the audience's understanding of the types of compliments. Data were collected from the utterances and subtitles of the translated audiovisual videos. Then, evaluations were conducted by three raters to explore the effects of translation using specific assessment criteria. The researchers identified 45 compliments categorized into five types: quality (44%), possession (29%), physical appearance (16%), personality (7%), and ability (4%). A total of eight translation strategies were successfully identified, with transposition being the most dominant strategies used (42%), as the translator adjusted the sentence structure to produce a natural and communicative translation. Next are calque (16%), addition and loan (11%), substitution (9%), omission (7%), and, finally, explicitation (4%), indicating that the translator avoided excessive intervention and emphasized style. Analysis of accuracy (84%) and acceptability (93%) indicates that the translation is considered accurate and acceptable, with 16% less accuracy and 7% less acceptability. Almost all translations are considered accurate and acceptable; this figure indicates that the translation has met quality standards in both accuracy and language acceptability. Thus, the translation results are effective in conveying meaning precisely and naturally.

Keywords: *Subtitle translation, audiovisual, compliments, translation strategies, accuracy quality, acceptability quality, Visit Singapore YouTube Channel*

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Penelitian ini mengkaji jenis-jenis pujian berdasarkan teori Holmes (2003), teknik penerjemahan audiovisual menurut Cintas dan Remael (2008), serta kualitas keakuratan dan keberterimaan terjemahan berdasarkan kriteria Nababan (2012) dalam konteks video audiovisual bahasa Inggris Visit Singapore YouTube Channel Maher Zain Episodes. Pendekatan deskriptif kualitatif dimanfaatkan untuk menggali sejauh mana proses teknik penerjemahan berpengaruh terhadap pemahaman audiens terhadap jenis-jenis ujaran pujian. Data diambil dari ujaran dan subtitle video terjemahan audiovisual, lalu evaluasi dilakukan oleh tiga penilai untuk mengeksplorasi efek penerjemahan menggunakan kriteria penilaian tertentu. Peneliti mengidentifikasi 45 data ujaran pujian yang dikategorikan ke dalam lima jenis: kualitas (44%), kepemilikan (29%), penampilan fisik (16%), kepribadian (7%), dan kemampuan (4%). Sebanyak delapan teknik penerjemahan berhasil diidentifikasi, dan transposition menjadi teknik yang paling dominan digunakan (42%), karena penerjemah menyesuaikan struktur kalimat untuk menghasilkan terjemahan yang alami dan komunikatif. Selanjutnya adalah calque (16%), addition dan loan (11%), substitution (9%), omission (7%), dan terakhir, explicitation (4%), menunjukkan bahwa penerjemah menghindari intervensi berlebihan dan menekankan gaya bahasa. Analisis keakuratan (84%) dan keberterimaan (93%) menunjukkan bahwa terjemahan dianggap akurat dan dapat diterima, 16% kurang akurat dan 7% kurang dapat diterima. Hampir seluruh terjemahan dinilai akurat dan dapat diterima, angka ini menunjukkan bahwa terjemahan telah memenuhi standar kualitas, baik dari segi keakuratan ataupun keberterimaan bahasa. Dengan demikian, hasil terjemahan dapat dikatakan efektif dalam menyampaikan makna secara tepat dan alami.

Kata kunci: *Penerjemahan subtitle, audiovisual, pujian, strategi penerjemahan, kualitas keakuratan, kualitas keberterimaan, Visit Singapore YouTube Channel*