

ABSTRACT

Putri, Meylinda. 2026. Subtitling Strategies and Translation Accuracy of Directive Speech Acts in the Subtitle of the Animation Movie “Turning Red”. Thesis. English Literature Study Program. English Department. Faculty of Humanities. Universitas Jenderal Soedirman. Purwokerto. Supervisor 1: Dr. Raden Pujo Handoyo, S.S., M. Hum. Supervisor 2: Hanifa Pascarina, S.S., M. Hum. External Examiner: Ambhita Dhyaningrum, S.S., M.Hum.

This study analyzes the translation of directive speech acts in the subtitles of the film Turning Red, focusing on subtitling strategies and translation accuracy. This study employed a qualitative descriptive approach with data consisting of 90 directive utterances that were analyzed based on Gottlieb's subtitling strategies and speech act theory. The results indicated that the most dominant strategy used is transfer, followed by imitation, deletion, condensation, paraphrase, decimation, expansion, and dislocation. The dominance of the transfer strategy contributed to the high level of accuracy, with most of data classified as accurate, because this strategy was able to maintain the meaning, illocutionary force, and communicative purpose of the source utterance. However, some data experienced pragmatic shifts due to the removal of expressive elements or contextual adjustments. Overall, the subtitling strategies in this film have an important role in maintaining the pragmatic meaning and communicative effectiveness of directive utterances within the technical limitations of subtitling.

Keywords: Directive Speech Acts, Subtitle Strategies, Turning Red, Accuracy.

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Penelitian ini menganalisis terjemahan tindak tutur direktif dalam teks terjemahan film *Turning Red*, dengan fokus pada strategi terjemahan teks terjemahan dan akurasi terjemahan. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan data berupa 90 ucapan perintah yang dianalisis berdasarkan strategi terjemahan teks terjemahan Gottlieb dan teori tindak tutur direktif. Hasil menunjukkan bahwa strategi yang paling dominan digunakan adalah transfer, diikuti oleh imitasi, delesi, dislokasi, paraphrase, desimasi, ekspansi, dan kondensasi. Dominasi strategi transfer berkontribusi pada tingkat akurasi yang tinggi, dengan sebagian data diklasifikasikan sebagai akurat, karena strategi ini mampu mempertahankan makna, kekuatan ilokusi, dan tujuan komunikatif dari ucapan sumber. Namun, beberapa data mengalami pergeseran pragmatik akibat penghapusan unsur ekspresif atau penyesuaian konteks. Secara keseluruhan, strategi subtitle dalam film ini memiliki peran penting dalam mempertahankan makna pragmatik dan efektivitas komunikatif ucapan direktif dalam batasan teknis subtitle.

Kata Kunci: Tindak Tutur Direktif, Strategi Subtitel, *Turning Red*, Keakuratan.