ABSTRACT
Richatuzzahra. THE ANALYSIS OF SUBTITLING STRATEGIES IN MOON KNIGHT EPISODE: 6 TV SERIES. An Undergraduate Thesis, English Literature Department, Faculty of Letters and Cultures, Gunadarma University, Jakarta 2023.

Abstract

The objective of this research is to identify the subtitling strategies used in the Moon Knight episode: 6 TV series and to find out the most commonly used subtitling strategy in the Moon Knight episode: 6 TV series. This researcher used the qualitative-descriptive method. Based on the data findings, the researcher found 10 out of 10 strategies, namely transfer, imitation, transcription, expansion, paraphrase, dislocation, condensation, deletion, decimation, and resignation. There are 139 data of transfer strategy, 72 data of imitation strategy, condensation strategy with the total 41 data, dislocation strategy with the total 33 data, paraphrase strategy with the total 29 data, expansion strategy with the total 12 data, transcription strategy with the total 9 data, decimation strategy with the total 5 data, deletion strategy with the total 3 data, and the last resignation strategy with the total of 1 data. The most used strategy in the Moon Knight episode: 6 TV series found by the researcher is the transfer strategy, with a total 139 data. The least used strategy is resignation strategy, with a total 1 data. It means, utterance from the source language is can be translated accurately but in another occasion translator used resignation strategy because translator doesn’t have any solution to the translation process which causes a loss of meaning, beside that in audio-visual there are no part can provide an explanation of the meaning of the source language. And translating the subtitle or text just makes an ambiguous or incorrect translation in the TV series.

Key words: subtitling, Gottlieb, translation, strategies.