

ABSTRACT

Ricky Firmansyah. **Types of Taboo Words and Their Subtitling Strategies in The American Dad: For Whom The Sleigh Bell Tolls.** *Skripsi*. English department. Faculty of Letters and Cultures. Gunadarma University. Jakarta. 2023.

Taboo words are restricted and avoided by society. Uttering taboo words is considered inappropriate in most conversations. Taboo expressions in entertainment media are maintained differently in Indonesia. This study aims to find types out of taboo classification and subtitling strategies used to translate the taboo expressions in the film *American Dad: For Whom The Sleigh Bell Tolls*. This research uses Gottlieb's (1997) subtitling strategies theory and types of taboo classification by Jay (1992). This study uses a descriptive qualitative method to analyze the occurrence of taboo expressions and strategies in the film. The source of data is the script for the film *American Dad: For Whom The Sleigh Bell Tolls*. The data is the dialogue used by the characters in the film. The results of this study show that taboo types found involve insults and slurs (15), epithets (11), vulgarity (6), slang (1) and scatology (1). The subtitling strategies found involve paraphrase (14), transfer (9), deletion (6), expansion (2), condensation (1) and decimation (1).

Keywords: *Taboo Words, Subtitling Strategies, Film*