

ABSTRACT

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This study aimed at identifying the types of the subtitling strategies, the use of the Subtitling Strategies in the subtitle of the film *Beauty and the Beast* from English to Indonesian and the reasons for the use of subtitling strategies used in the subtitle of the film. This study was conducted by applying descriptive qualitative method. The sources of data were taken from the film. The research instrument was researcher herself by using a tool such as a laptop. The technique for analyzing the data is descriptive qualitative research. The results of this research showed that there were eight out of ten types of subtitling strategies namely expansion with the total number 34 dialogue (6%), Paraphrase (9%), Transfer (61%), Imitation (0,7%), Transcription (0,3%), Condensation (7%), Decimation (16%), and Deletion (1%). The total number of dialogue from the data were 590 of phrases and clauses. The reasons for the use of subtitling strategies in the subtitle of *Beauty and the Beast* on Disney+ Hotstar were because the most important thing of film is that the language can be acceptable and understandable for audience.

Keywords: Subtitle, Subtitling Strategies, Film.