

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the research findings found after analyzing the data, it can be concluded that:

1. There were eight out of ten types of subtitling strategy used in the subtitle of *Beauty and the Beast* on Disney+ Hotstar from English to Indonesian, they are: 1) expansion, 2) paraphrase, 3) transfer, 4) imitation, 5) transcription, 6) condensation, 7) decimation, and 8) deletion. It can be seen that the total of the clauses and phrases from the data were 590 clauses and phrases. The subtitler only used eight subtitling strategies out of ten subtitling strategies based on Gottlieb's theory in the subtitle of the film *Beauty and the Beast* on Disney+ Hotstar from English to Indonesian, they are: Expansion (6%), Paraphrase (9%), Transfer (61%), Imitation (0,7%), Transcription (0,3%), Condensation (7%), Decimation (16%), and Deletion (1%), and Dislocation and Resignation are not used in the subtitle of this film.
2. There were eight out of ten types of subtitling strategy (Expansion, Paraphrase, Transfer, Imitation, Transcription, Condensation, Decimation, and Deletion) were used in the subtitle of *Beauty and the Beast* on Disney+ Hotstar from English to Indonesian, as follows;

1) Expansion in sentence number 52. The sentence is subtitled by using expansion subtitling strategy. The subtitler subtitled the sentence *I said she's gorgeous and I fell* in source language which is subtitled into **kubilang dia jelita dan aku jatuh cinta**. The words **cinta** is added by the subtitler in order to make the reader gain more understanding. Because of that reason it would make this subtitle included into expansion subtitling strategy. 2) Paraphrase in sentence number 49. The sentence *now it's no wonder that her name means "Beauty"* in SL is changed the structure of the sentence to **pantas saja "cantik" adalah arti namanya** in TL. Because paraphrase is used to change the structure of the original to make it easier for the audience to understand. Usually a paraphrase that can be shorter or longer than the original. In this sentence it is clear that the subtitler changes the structure of the sentence to be shorter than the original and the meaning in the SL into TL is interrelated. Because of the reason, it would make this subtitle includes into paraphrase subtitling strategy. 3) Transfer in sentence number 20. Transfer is rewriting with seeing the original form. In this sentence it is clear that the sentence in the source language is subtitled by using transfer subtitling strategy, because the words are subtitled literally, without providing additional explanation, deletion of word or changing the structure of the original text. The original text and Indonesian subtitle refer to the same meaning and consist of similar lexical items. Because of that reason it would make this subtitle included into

transfer subtitling strategy. 4) Imitation in sentence number 191. Imitation is the rewriting of words from the original text (source language) to the target language with the same form. The sentence is subtitled by using imitation subtitling strategy. Imitation is the rewriting of words from the original text (source language) to the target language with the same form. Usually, imitation is used to the words refer to the name of person, place, cuisine, the titles of literary works as yet untranslated, name of company and institutions, addresses and brand. The words *ragout and soufflé* are kinds of cuisine. Because of that reason it would make this subtitle included into imitation subtitling strategy. 5) Transcription in sentence number 278. The words *poppet* in SL is subtitled into **sayang** in TL. Here, the words *poppet* is unusual or third language found in the Source Language. Because of that reason it would make this subtitle included into transcription subtitling strategy. 6) Condensation in sentence number 21. The sentence *and placed a powerful spell on the castle and all who lived there* in SL is subtitled into **lalu menyihir istana tersebut dan semua yang tinggal di situ** in TL. The words *placed a powerful spell* in SL into **menyihir** in TL. The subtitler used his/her creativity to make the reader gain more understanding by shorter the text. If the subtitler subtitled the words *placed a powerful spell* using transfer subtitle become *menempatkan mantra yang kuat*, the result of the subtitle will be difficult to understand and cause ambiguity. Because of the reason, that sentence

is included into condensation subtitling strategy. 7) Decimation in sentence number 56. The sentence *have you got any new places to go* in SL is subtitled into **ada tempat baru?** in TL. The words *to go* in SL is reduction by the subtitler without changing the meaning and message into TL. Because of the reason, it would make this subtitle included into decimation subtitling strategy. 8) Deletion in sentence number 245. Deletion is the total deletion or elimination of parts of the text such as repetition of words that have the same meaning. The sentence *they can sing, they can dance* in SL is subtitled into **mereka bisa menyanyi, menari** in TL. The words *they can* in the second sentence that has the same meaning as the first sentence is deleted by the subtitler. Because of that reason, it would make this subtitle included into deletion subtitling strategy.

3. The expansion, paraphrase, transfer, imitation, transcription, condensation, decimation, and deletion are the subtitling strategies that used in *Beauty and the Beast* on Disney+ Hotstar. 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. So that the text in the Source Language required by adding words, paraphrasing the text, transferring text from the Source Language to the Target Language, shortening the text with simple words by making the text shorter in the Target Language, reducing one or more words in the Source Language, and removing word

repetitions of words that have the same meaning without removing the meaning or message from the original text to target text.

B. Suggestion

Based on the conclusion, the suggestions are follows:

1. It is suggested that the students of English Department especially English Literature students should know how to analyze subtitling strategy in film, series or TV programs.
2. It is suggested that the teacher of the translation subject should explain more related to what strategy can be best used in subtitling every different kind of text before practicing to subtitle the text. The teacher should introduce the information of the cultural background of the text that the student will translate and use good grammar in the subtitle.
3. It is suggested that other researcher who are interested to continue this research, the object of the research should focus on film, series, and TV programs. Not only using Gottlieb's theory but also another expert.