ANALYSIS OF *THE GRAND BUDAPEST HOTEL*

MOVIE SUBTITLING STRATEGY

FINAL ASSIGNMENT

A Partial Fulfillment of the Requirements for the Applied Foreign Language

Bachelor Degree

by

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APPROVAL SHEET
A FINAL ASSIGNMENT

Analysis of *The Grand Budapest Hotel* Movie Subtitling Strategy

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Semarang, December 1st 2023

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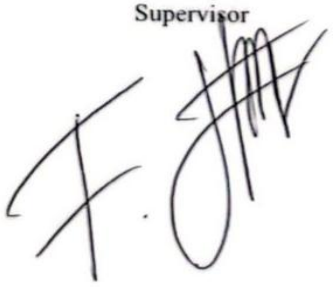

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STATEMENT OF ORIGINALITY

As the sole author of this final assignment, I hereby certify this project as my original work. Other writers' opinions or findings included in this project are fully acknowledged by being cited in accordance with standard referencing practices. I understand the full might of the law if I in any instances infringe upon anyone's copyright or violate any propietary rights.

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In the name of Allah, the Most Beneficent, the Most Merciful. All the praise and thanks be to Allah, with His permission, this Final Assignment has reached its completion:

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This final assignment is far from perfect, but I hope it could be of a good use for any researchers that are interested in this topic.

Semarang, November 29th, 2023

Rayhan Abrar Rizkan

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ABSTRACT

The study of audiovisual translation, also known as subtitles, is ever-growing due to the mass-production of entertainment media such as movies and television shows. These media are consumed by people around the world even when spoken in foreign language. Subtitles are needed in order to convey the message of the media to the audience. This study was focused on analyzing Gottlieb's (1992) subtitling strategy in *The Grand Budapest Hotel* movie. This study aims to analyze the frequency of each strategies and then discuss the impact of using such strategies. The data source was taken from the movie script and the Indonesian subtitles of *The Grand Budapest Hotel* movie. The method used in this study is a modified version of Diaz-Cintas and Remael (2007) Subtitle Analysis Framework. Out of the nine steps, this study used eight, including selection of material, transcription of source dialogues, extraction of subtitles, alignment with source dialogues, linguistic analysis, quality assessment, data analysis and interpretation, and conclusion and recommendation. The result showed that all 10 subtitling strategies were found in the movie which consist of 535 data. Transfer was the most strategy used with 382 data (70.84%), followed by condensation with 56 data (10.46%), paraphrase with 53 data (9.90%), decimation with 14 data (2.61%), deletion and expansion with 8 frequencies each (1.49%), imitation with 6 frequencies (1.12%), dislocation with 5 (0.93%), anscription strategy with 2 frequencies (0.37%), and the rarest strategy, resignation with only 1 data (0.18%).

Keywords: subtitling strategies, The Grand Budapest Hotel, movie