

**AN ANALYSIS OF ACCEPTABILITY AND
STRATEGIES OF HUMOR TRANSLATION IN
THE “FREE GUY” MOVIE**



FINAL ASSIGNMENT

A Partial Fulfillment of the Requirements for the Applied Foreign Language
Bachelor Degree

By

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A FINAL ASSIGNMENT

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STATEMENT OF ORIGINALITY

This is to certify that thesis definitely my original work. I am completely responsible for the content of this thesis. Other writers; opinion or finding included in this project are quoted or cited in accordance with ethnical standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

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In the name of Allah SWT, the Entirely Gracious, the Especially Merciful. All praise is due to Allah, Lord of the worlds. He has allowed me to accomplish the entire works, including this research study.

This research was conducted to discover the phenomenon that occurs when foreign language films soar in demand, and subtitles are one way of mediating delivery into the target language (TL). However, the problems that translators always encounter when translating humorous dialogue in movies play an important role. The success of a translation made me interested in conducting research entitled “An Analysis of acceptabilty and Strategies Humor Translation in The Free Guy Movie.”

I want to express my gratitude to Fitri Alfarisy, S.Pd., M.Hum. for all of the support, guidance, and kindness in the process of writing the thesis. I am writing to express my sincere gratitude to all of the Applied Foreign Language Bachelor Program lecturers who have assisted and mentored me throughout my studies and to the faculty and Applied Language Bachelor Program staff, and librarians who have helped and provided me with all of the necessary materials, also to my parents, for their continuous encouragement n accomplishing this report.

I hope this final assignment can be a good reference for readers. I realize that there is a lot of weaknesses in this research report, so any criticism, ideas, and suggestions are highly appreciated.

Semarang, May 28th 2024



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ABSTRACT

The increase in movie industry in the global era has increased significantly, especially in foreign movies. The role of a translated product makes it a solution for the movie industry to support the existence of translated products as a way for their target market share to receive more support from movie appreciators globally. Therefore, translators must consider the quality of the movie translation, especially the humor of the audio-visual text, which is prone to not conveying information and humor properly. *Free Guy* is a comedy genre movie that is successful and has spread to markets throughout the world. This research method uses a qualitative approach that focuses on translating the humor of the *Free Guy* movie as a material object in the research. The results of the research contained 33 humor data which analyzed the acceptability of translation using the theory of Nababan (2012), identified strategies with the theory of Gottlieb (2004), and identified types of humor with the theory of Raphaelson West (1989) which were applied by translators from the source language (SL) to in the target language (TL). The conclusion of this research explains that the acceptability of English to Indonesian translation in the *Free Guy* movie can be accepted into the source language (SL) with a highest percentage of 84.85% (28 data), the strategy and type that frequently used by translators in *Free Guy* is universal humor 69.70% (23 data) uses a transfer strategy with a percentage of 57.58% (19 data).

Keywords: acceptability, translation strategy, humor

ABSTRAK

Peningkatan dalam industri movie pada era global naik secara signifikan khususnya pada movie asing, peran sebuah produk terjemahan menjadikan solusi untuk industri movie mendukung adanya produk terjemahan sebagai cara agar target pangsa pasar mereka mendapat dukungan lebih oleh para apresiator movie secara global. Maka dari itu penerjemah harus mempertimbangkan kualitas terjemahan movie, khususnya teks humor pada audio visual yang rawan tidak tersampaikan informasi dan humornya dengan baik. Free Guy merupakan movie bergenre komedi yang sukses dan melakukan penyebaran pasar ke seluruh dunia. Metode penelitian ini menggunakan pendekatan kualitatif dimana fokus terhadap penerjemahan humor Free Guy movie sebagai objek material di dalam penelitian. Hasil dari penelitian terdapat 33 data humor yang menganalisis keberterimaan penerjemahan dengan teori dari Nababan (2012), mengidentifikasi strategi dengan teori Gottlieb (2004), dan identifikasi tipe humor dengan teori Raphaelson West (1989) yang diterapkan oleh penerjemah dari bahasa sumber (Bsu) ke dalam bahasa sasaran (Bsa). Kesimpulan dari penelitian ini menjelaskan bahwa keberterimaan dalam terjemahan bahasa Inggris ke bahasa Indonesia di dalam Free Guy movie dapat diterima ke dalam bahasa sumber (Bsu) dengan presentase tertinggi 84.85% (28 data), kemudian strategi yang paling sering digunakan oleh translator dalam Free Guy yaitu universal humor humor 69.70% (23 data) menggunakan strategi transfer dengan presentase 57.58% (19 data).

Kata kunci: keberterimaan, strategi penerjemahan, humor