

ABSTRACT

Faisal Rama Nursatya, 1175030096. Translation Techniques and Method on Three Bright Side's Youtube Videos (2020) about Escalator into Sisi Terang (2020) (English – Indonesian). An Undergraduate Thesis. English Literature Department, Adab and Humanities Faculty, State Islamic University of Sunan Gunung Djati Bandung.

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Translation techniques and methods often become the most important topic when they come to discussion about translation. There are plenty of translation techniques and methods that can be utilized for rewording and restructuring scripts. Moreover, the translation method can be analyzed based on the utilized translation techniques. Therefore, the objective of this research was to observe both translation techniques and methods utilized by the translator in translating Bright Side (Sisi Terang) videos. This research utilized Catford's (1965) and Newmark's (1998) theories for discussing translation techniques and methods, respectively. After analyzing, it was found that the translation techniques used by the translator are transposition (133 times), borrowing (98 times), established equivalence (85 times), reduction (45 times), amplification (33 times), literal translation (28 times), deletion (24 times), addition (22 times), modulation (22 times), calque (14 times), adaptation (14 times), generalization (10 times), and particularization (6 times). Furthermore, the translation methods used by the translator are free translation (118 data or 48.16%), faithful translation (80 data or 32.65%), semantic translation (36 data or 14.69%), and literal translation (11 data or 4.5%). Based on the analysis, it can be concluded that the most frequent translation technique was the transposition technique, with 130 data (or 53.6%), whereas free translation was the most frequently used method for translation, with 118 data (or 48.16%). It means that the translator reworded the majority of their scripts when utilizing various techniques and methods. However, the translator was able to reproduce contextual meaning within the grammatical constraints of the target language while retaining more than half of the structure of the SL version in the TL version.

Keyword: Translation technique, Translation method, Bright Side, Sisi Terang, Escalator

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Teknik dan metode penerjemahan seringkali menjadi topik yang paling penting ketika membahas tentang penerjemahan. Ada banyak teknik dan metode penerjemahan yang dapat digunakan untuk penulisan ulang dan penataan ulang kata-kata dalam naskah terjemahan. Selain itu, metode penerjemahan dapat dianalisis berdasarkan teknik penerjemahan yang digunakan. Oleh karena itu, penelitian ini bertujuan untuk mengamati teknik dan metode penerjemahan yang digunakan oleh penerjemah dalam menerjemahkan video Bright Side (Sisi Terang). Penelitian ini menggunakan teori Catford (1965) untuk teknik penerjemahan dan Newmark (1998) untuk metode penerjemahan. Setelah dilakukan analisis, ditemukan bahwa teknik penerjemahan yang digunakan oleh penerjemah adalah transposisi (133 kali), peminjaman (98 kali), *established equivalent* (85 kali), reduksi (*deletion*) (45 kali), amplifikasi (33 kali), penerjemahan literal (28 kali), penghapusan (24 kali), penambahan (*addition*) (22 kali), modulasi (22 kali), *calque* (14 kali), adaptasi (14 kali), generalisasi (10 kali), dan partikularisasi (6 kali). Sedangkan metode penerjemahan yang digunakan oleh penerjemah adalah penerjemahan bebas atau *free translation* (118 kali atau 48,16%), penerjemahan setia atau *faithful translation* (80 kali atau 32,65%), penerjemahan semantik (36 kali atau 14,69%), dan penerjemahan literal (11 kali atau 4,5%). Berdasarkan analisis, dapat disimpulkan bahwa teknik penerjemahan yang paling banyak digunakan adalah teknik transposisi, dengan 130 data (atau 53,6%), sedangkan penerjemahan bebas adalah metode penerjemahan yang paling sering digunakan, dengan 118 data (atau 48,16%). Artinya, penerjemah menulis ulang sebagian besar naskah terjemahan mereka dengan menggunakan berbagai teknik dan metode penerjemahan. Namun, penerjemah mampu mereproduksi makna kontekstual dalam batasan gramatikal bahasa target dengan tetap mempertahankan sebagian besar struktur kata dari versi bahasa sumber.

Kata Kunci: Teknik penerjemahan, Metode penerjemahan, Bright Side, Sisi Terang, Eskalator