

**GOTTLIEB'S TRANSLATION STRATEGIES USED IN THE  
*AVATAR: THE LAST AIRBENDER* SEASON 1 DRAMA SCRIPT  
BY ALBERT KIM**

**TERM PAPER**



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PERSADA UNIVERSITY JAKARTA**

**2025**

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Submitted in part-fulfillment of requirements for obtaining  
*Sarjana Linguistik (S.Li)* degree



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**2025**

## INTELLECTUAL PROPERTY STATEMENT PAGE

I hereby declare that the term-paper is the result of my own work and not plagiarism of another work, the contents has become my responsibility. All the sources of my research and quoted or referenced have been stated correctly.

Jakarta, January 14, 2025



**(Eko Budi Prianto)**



### LETTER OF APPROVAL

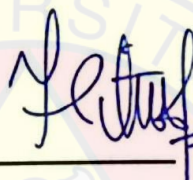
On recommendation of respective Supervisor, Academic Advisor, and Head of the Department, the term-paper submitted by Eko Budi Prianto entitled “Gottlieb’s Translation Strategies Used In The Avatar: The Last Airbender Season 1 Drama Script by Albert Kim” has been approved and forwarded to the English Language and Culture Department, Darma Persada University, for final evaluation before the thesis defense for obtaining *SarjanaLinguistik* (S.Li.) degree to the respective candidate.

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## TERM PAPER VALIDATION

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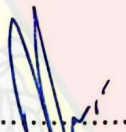
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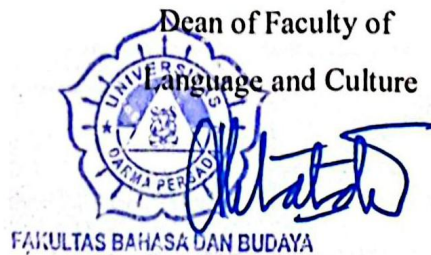
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Jakarta, January 14, 2025



(Eko Budi Prianto)

# **GOTTLIEB’S TRANSLATION STRATEGIES USED IN THE AVATAR: THE LAST AIRBENDER SEASON 1 DRAMA SCRIPT BY ALBERT KIM**

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## **ABSTRACT**

This term paper aims to analyze subtitling translations in drama script using subtitling strategies theory. The translation theory used is Gottlieb's theory to analyze the subtitling translation between English utterances into Indonesian language found in the drama script. The qualitative approach was used in this research, while the method used descriptive qualitative because the result of the analysis is a description of the answer to the question why the translation strategy is used. The result of this research is several subtitling strategies used by the translator in translating utterances in *Avatar: The Last Airbender Season 1* are paraphrasing, transfer, imitation, condensation, deletion, and resignation. In this study, based on the data that have been classified and analyzed, the strategy most often used by translators is the paraphrase because the strategy can be digested and understood well by Indonesian audiences even though the structure of the English changes.

**Keywords:** *Subtitling, Translation, Avatar: The Last Airbender, Gottlieb, Strategies*



**STRATEGI PENERJEMAHAN GOTTLIEB YANG DIGUNAKAN DALAM  
NASKAH DRAMA *AVATAR: THE LAST AIRBENDER SEASON 1* OLEH  
ALBERT KIM**

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**ABSTRAK**

*Skripsi ini bertujuan untuk menganalisis terjemahan subtitling dalam naskah drama dengan menggunakan teori strategi penerjemahan. Teori penerjemahan yang digunakan adalah teori Gottlieb untuk menganalisis penerjemahan subtitling antara ujaran bahasa Inggris ke dalam bahasa Indonesia yang terdapat dalam naskah drama. Pendekatan kualitatif digunakan dalam penelitian ini, sedangkan metode yang digunakan adalah deskriptif kualitatif karena hasil analisis berupa deskripsi jawaban dari pertanyaan mengapa strategi penerjemahan tersebut digunakan. Hasil dari penelitian ini adalah beberapa strategi penerjemahan yang digunakan oleh penerjemah dalam menerjemahkan ujaran-ujaran dalam film Avatar: The Last Airbender Season 1 meliputi parafrase, transfer, imitasi, kondensasi, penghapusan, dan pengunduran diri. Dalam penelitian ini, berdasarkan data yang telah diklasifikasikan dan dianalisis, strategi yang paling sering digunakan oleh penerjemah adalah parafrase karena strategi ini dapat dicerna dan dimengerti dengan baik oleh penonton Indonesia meskipun struktur bahasa Inggrisnya mengalami perubahan.*

**Kata kunci:** Subtitel, Terjemahan, Avatar: The Last Airbender, Gottlieb, Strategi

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