

**SUBTITLING STRATEGIES COMPARISON OF AUTO-
GENERATED AND HUMAN-MADE SUBTITLES IN
MAUDY AYUNDA'S YOUTUBE VIDEO
THESIS**



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ABSTRACT

Handayani, DZ. (2025). *Subtitling Strategies Comparison of Auto-Generated and Human-Made Subtitles in Maudy Ayunda's Youtube Video*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Tristy Kartika Fi'aunillah, M.A. (II) Prof. Dr. Mohammad Kurjum, M.Ag.

The study is aimed at comparing the subtitling strategies and equivalence levels applied in the auto-generated subtitles (AGS) and human-made subtitles (HMS) of Maudy Ayunda's YouTube video "how I manage stress" which talks the way how Maudy Ayunda, a well-known Indonesian educational content creator and singer, faces the stress. There are two problems to be solved in this research: (1) What are the subtitling strategies used in the AGS and HMS in Maudy Ayunda's YouTube video, "how I manage stress,"? and (2) How do auto-generated subtitles compare to human-made subtitles in terms of equivalence?

This research employs Gottlieb's (1992) subtitling strategy framework and Bell's (1991) degree of equivalence theory. This qualitative study aims to identify the strategies used and compare the equivalence of both subtitle forms. The data were collected from the same video using the AGS and HMS, then analyzed based on the subtitling strategies and the degree of equivalence.

The findings revealed that both AGS and HMS generally produced equivalent subtitles. However, AGS often resulted in decreased or changed meanings due to strategies such as transfer, condensation, and paraphrase that lacked context sensitivity. In contrast, HMS tended to clarify meanings, improving audience understanding, though it sometimes removed important details due to the deletion strategy. This suggests that while AGS can confuse audiences with missing key ideas, HMS typically provides more precise and equivalent subtitles, even if some information is sacrificed for brevity. Overall, HMS offers better contextual equivalence and clarity, despite both types having strengths and limitations.

Keywords: subtitling strategies; equivalence; auto-generated subtitles; human-made subtitles; Maudy Ayunda

ABSTRAK

Handayani, DZ. 2025. *Perbandingan Strategi Penerjemahan Takarir pada Takarir Otomatis dan Buatan Manusia dalam Video Maudy Ayunda*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Tristy Kartika Fi'aunillah, M.A. (II) Prof. Dr. Mohammad Kurjum, M.Ag.

Penelitian ini bertujuan untuk membandingkan strategi penerjemahan takarir dan tingkat kesepadanan makna (ekivalensi) yang diterapkan dalam takarir otomatis atau *auto-generated subtitles* (AGS) dan takarir buatan manusia atau *human-made subtitles* (HMS) pada video YouTube Maudy Ayunda berjudul “*how I manage stress*” yang membahas cara Maudy Ayunda, seorang konten kreator edukatif dan penyanyi terkenal di Indonesia, menghadapi stres. Terdapat dua rumusan masalah yang dijawab dalam penelitian ini: (1) Apa saja strategi penerjemahan takarir yang digunakan dalam AGS dan HMS pada video YouTube Maudy Ayunda “*how I manage stress*”? dan (2) Bagaimana perbandingan antara AGS dan HMS dalam hal kesepadanan makna (ekivalensi)?

Penelitian ini menggunakan kerangka strategi penerjemahan takarir Gottlieb (1992) dan teori tingkat kesepadanan Bell (1991). Penelitian kualitatif ini bertujuan untuk mengidentifikasi strategi yang digunakan dan membandingkan kesepadanan kedua bentuk takarir. Data dikumpulkan dari video yang sama menggunakan AGS dan HMS, kemudian dianalisis berdasarkan strategi penerjemahan takarir dan tingkat kesepadanan.

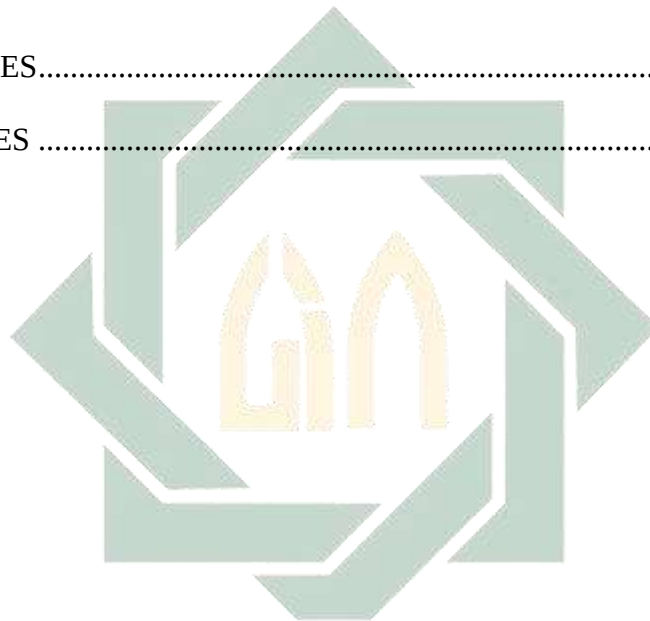
Hasil penelitian menunjukkan bahwa baik AGS maupun HMS umumnya menghasilkan takarir yang setara. Namun, AGS sering kali menghasilkan pengurangan atau perubahan makna akibat strategi seperti transfer, kondensasi, dan parafrase yang kurang sensitif terhadap konteks. Sebaliknya, HMS cenderung memperjelas makna, meningkatkan pemahaman audiens, meskipun terkadang detail perlu dihilangkan dalam penggunaan strategi penghapusan. Hal ini menunjukkan bahwa meskipun AGS dapat membingungkan audiens dengan hilangnya ide-ide penting, HMS umumnya memberikan takarir yang lebih tepat dan setara, meskipun beberapa informasi dihilangkan demi kepraktisan. Secara keseluruhan, HMS memberikan kesepadanan konteks yang lebih baik dan jelas, meskipun kedua jenis subtitle memiliki kekuatan dan keterbatasannya masing-masing.

Kata Kunci: strategi penerjemahan takarir; kesepadanan makna; takarir otomatis takarir buatan manusia; Maudy Ayunda

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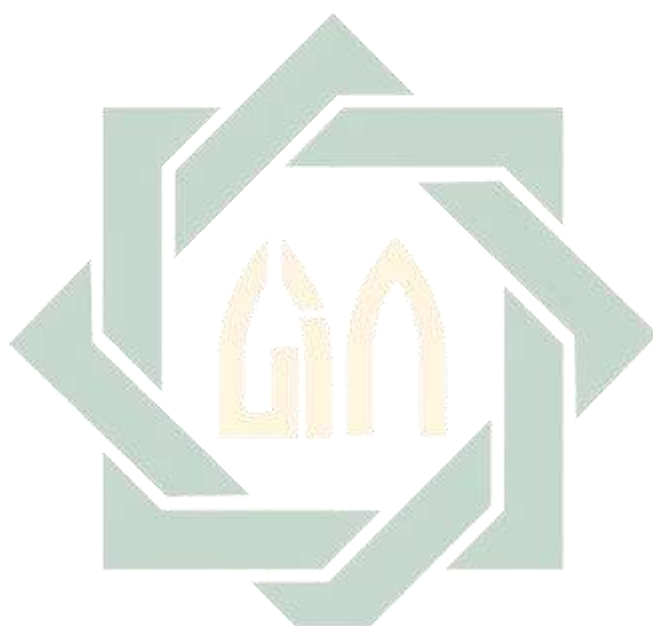
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