

## ABSTRACT

WIDYANATA, MARCELA WINDA. (2022). **The Maxim Violations Occurrences Between Robin and Pooh's Conversations in Christopher Robin Film: A Study of Accuracy and Subtitling Strategy.** Yogyakarta: Department of English Letters, Faculty of Letters, Universitas Sanata Dharma.

Language has become a significant element in human life because it is needed for communicating. Aside language, translation also created as a tool for communicating between languages in this rapidly developing technological era. There are so many fields that translation can work on, from politics, economics, even to literature and culture. Literature field has many branches including. In every translation it is necessary to have certain accuracy for greater quality, to achieve certain quality, translators use various strategies in translation, even subtitle translation strategies have also emerged to help translators increase the accuracy value of their translation quality. However, because translation has relation to the linguistics, this might change the linguistic aspects of a translation such as maxim violation that appears in the conversation.

This study analyses the two research questions. The first research question is the accuracy of the Indonesian subtitles translation and the second is analysing the subtitling strategies used in the Indonesian subtitles in the dialogue between Christopher Robin and Pooh. The specified dialogue is dialogue that violates the maxim conversation in *Christopher Robin*.

This research employs a qualitative method to measure the source text meaning accuracy and analyse the subtitling strategies. The data taken for the research is a primary data which are the dialogues that violating maxim conversation from Christopher Robin and Pooh in *Christopher Robin* film, this data is objective data which were collected from the movie and the data taken were both ST and TT.

The results show from the 92 dialogues taken, 42 data have an accuracy score of 5, 31 data with score of 4, 11 data scored 3 and 8 dialogues have score of 2, while none of them has a score of 1. Not only does it stop at accuracy, but after being analyzed based on subtitling strategies there is 7 data using expansion strategy, 13 dialogs using paraphrasing, 32 dialogs using transfer, 2 dialogs using dislocation, 28 condensation dialogs, 6 decimation dialogs, and 4 data deletion.

From the results of the overall analysis, it can be concluded that the use of strategy in *Christopher Robin* film subtitle changes the translation accuracy score based on the source text meaning and is also the cause of several maxim violations that change the results from ST to TT. The use of subtitling strategies needs to be paid attention so it does not change the accuracy of the translation as well as other aspects of a literary work.

**Keywords:** *audiovisual translation, Christopher Robin, maxim violation, subtitling strategies, translation accuracy*

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Bahasa telah menjadi elemen penting dalam kehidupan manusia karena diperlukan untuk berkomunikasi. Selain bahasa, penerjemahan juga diciptakan sebagai alat komunikasi antarbahasa di era teknologi ini. Banyak bidang yang digarap oleh penerjemahan, mulai dari politik, ekonomi hingga sastra dan budaya. Diperlukan adanya akurasi tertentu untuk mencapai kualitas terjemahan yang baik, maka penerjemah menggunakan berbagai strategi dalam penerjemahan. Namun, karena penerjemahan juga terkait dengan linguistik, hal ini dapat mengubah aspek linguistik dari suatu terjemahan seperti pelanggaran maksim yang muncul dalam percakapan.

Penelitian ini menganalisis tentang akurasi terjemahan takarir bahasa Indonesia dan yang kedua menganalisis strategi takarir yang digunakan pada takarir bahasa Indonesia di dialog antara Christopher Robin dan Pooh. Dialog yang ditentukan adalah dialog yang menyalahi maksim pada film *Christopher Robin*.

Penelitian ini menggunakan metode kualitatif untuk mengukur akurasi makna teks sumber dan menganalisis strategi subtitling. Data yang diambil untuk penelitian ini adalah data primer yaitu dialog-dialog yang melanggar maksim percakapan dari Christopher Robin dan Pooh dalam film *Christopher Robin*, data ini merupakan data objektif yang dikumpulkan dari film dan data yang diambil adalah ST dan TT.

Hasil penelitian menunjukkan dari 92 dialog yang diambil, 42 data memiliki skor akurasi 5, 31 dialog dengan skor 4, 11 dialog berskor 3 dan 8 dialog dengan skor 2. Tidak hanya pada akurasi, namun setelah dianalisis berdasarkan strategi takarir terdapat 7 data menggunakan strategi *expansion*, 13 dialog menggunakan *paraphrase*, 32 dialog menggunakan *transfer*, 2 dialog menggunakan *dislocation*, 28 dialog *condensation*, 6 dialog *decimation*, dan 4 *deletion*.

Hasil analisis menyimpulkan bahwa penggunaan strategi pada terjemahan film *Christopher Robin* mengubah nilai akurasi terjemahan berdasarkan arti teks sumber dan juga menjadi penyebab adanya beberapa maksim yang berubah hasil dari ST ke TT nya. Penggunaan subtitling strategies perlu di perhatikan dengan baik agar tidak mengubah akurasi terjemahan dan juga aspek lain dari sebuah karya sastra.

**Kata Kunci:** *audiovisual translation, Christopher Robin, maxim violation, subtitling strategies, translation accuracy*