Analysis of The Raid: Redemption

Movie Subtitling Strategy

THESIS
Submitted in Partial Fulfillment

of the Requirements for the Degree of

Sarjana Pendidikan

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ENGLISH LANGUAGE EDUCATION PROGRAM
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I. Introduction

Western countries have already expanded their invasion of knowledge, information, and entertainment. Most of them are coming from the media, which is very easy to be accepted. Movie which is one of the entertainments might become a tool to communicate with people around the world. In recent years, many foreign movies were introduced in Indonesia. They brought a quality that maybe Indonesian movies did not have before. Meanwhile, the numbers of Indonesian movies are increasingly introduced in western countries. Even some of those movies were nominated in international film festivals. We cannot deny that movie has become one of the most influential mass media in this era. From movies, we can see how a country be like, the culture, language, and situation. That is why study about movie subtitle becomes important for the purpose of interpreting the meaning from source language to the target language. Generally defines movie subtitle as words that appear on the screen during a movie, video, or television show and that are translations of what the characters are saying. It commonly appears at the bottom of the screen to not disturbing the picture it self. Subtitle, in this case English subtitle, helps target audience to relate the dialogue with the situation on the movie. When we talk about movie subtitling, there is a strong correlation between movie subtitling and translation. As Baker (2001, p.277) states, "translation studies is now understood to refer to the academic discipline concerned with the study of translation at large, including literary and non-literary translation various forms of oral interpreting, as well as Dubbing and Subtitling". In movie subtitling, translation becomes the root of interpreting the meaning as well. The dialogues of a movie, as an essential element to deliver the meaning towards international audiences have important rule to show what the characters talk about. Movies can be a reflection of a country, movie reflects attitudes of a nation, values, and lifestyles. Even though not all the dialogues are translated to English, Indonesian movies still can be watched by international people because of its subtitle.

*The Raid: Redemption* movie was chosen as the subject to be analyzed in this research because the researcher wanted to analyze subtitling strategies used in the movie which has broadly watched by people around the world. The researcher believed that there must be any problems with subtitling movie like on how the meaning could change, and challenges to transfer the dialogues into English because there is possibility for some words are translated incorrect.

According to Dries (1995), subtitling can be divided into two main categories, “inter-lingual subtitling” and “intra-lingual subtitling”. Inter-lingual subtitling includes the communication “from one language into another language” and “from spoken dialogue into a written, condensed translation which appears on the screen” (pp.26). Meanwhile, Intra-lingual subtitling is for which there is no change of language (Díaz Cintas, 2003). In inter-lingual subtitles, a translator can apply some strategies in translating the source language (SL) subtitle into the target language (TL). However, there must be a problem will encounter in movie subtitling. For example the meaning might be changed not exactly the same with the original meaning. For the deeper analysis towards the movie’s subtitling, the researcher used a theory by Gottlieb as the guide to analysis the movie’s subtitle. Therefore, this present study aims to analyze the subtitling strategies used by the translator.
II. Theoretical Framework

As a part of communication tools, movie has an important rule to imply what the movie maker wanted to communicate with the audience. *The Raid: Redemption* movie, in this case as an Indonesian movie which has been known abroad, might have difficulties to be understood by foreign audience because its language. A movie maker should know well how to deliver the movie appropriately to foreign audience if it is not an English movie. The best way to do that is translating the movie. In technical terms, movie translation is called as language transfer. Luyken stated that “Audiovisual language transfer” denotes the process by which a film or television program is made comprehensible to the target audience that is unfamiliar with the original source language (cited in Sponholz 2003). There are two main terms of language transfer, they are “subtitling” and “dubbing”. Subtitling is defined as “supplementing the original voice soundtrack by adding written text on screen” and dubbing is “replacing the original voice soundtrack with another voice in another language” O’Connell (2000, p.169). Subtitling has an advantage which is having lower cost rather than dubbing. Subtitling became more popular to deal with that language problem. According to Kapsakis (2008, p.42), the role of subtitle is to facilitate access to audiovisual products in a foreign language.

1. Subtitling

There are several definitions of subtitling stated by various scholars. As Gottlieb cited in Orero (2004,p.86), subtitling is defined as "the rendering in a different language of verbal message in filmic media, in the shape of one or more lines of written text, presented on the screen in sync with the original verbal message". Subtitling is defined in Shuttleworth and Cowie (1997,p.161) as "the process of providing synchronized captions for film and television dialogue". Traditionally, there are two types of subtitles: Inter-lingual subtitles, which transfer SL to TL and Intra-lingual subtitle, where there is no any change of language (Díaz Cintas; cited in Anderman& Rogers 2003,p.199). According to Sponholz (2003) “subtitles evolved out of the intertitles, which were used as devices to convey the dialogue of the actors to audience.” According to Karamitroglou (2000), an ‘inter-lingual subtitle’ was a replacement shot for a part of a film that contained verbal information in the original language (p.6).Beside having advantage on low costing, subtitling also has more advantages. Sponholz (2003) mentioned that watching subtitled programs can fosters foreign language acquisition. He also said that, such programs can improve our reading skills. However, these advantages can only apply if the subtitles are well-required. According to Gottlieb as cited in Orero (2004,p.87), inter-lingual subtitles have societal and language-political implications, such as instrument in improving reading skills, boosting foreignlanguage skills, facilitating easy and cheap international program exchange.

A previous research about movie translation was conducted by Cheng-yang Chu (2012), the analysis mainly focuses on how the original meanings can be expressed through the English subtitles. Things should be considered in here is the way the translator transfer the information from SL to the TL that can be conformable with the target language, without changing the meaning. Meanwhile, there is still more issues in movie subtitling besides only concerning the original meaning. According to Schwarz (2003), the main problem in subtitling is caused by the difference between the speed of the spoken language and the speed in reading.Both the speed of the spoken language and the speed in reading require a reduction of the text.
If we take a look deeper on the previous study chosen, the research conducted by Cheng-yang Chu (2012), it was only used Newmark’s theory to identify the strategies used to translate English movie into Chinese. There will be more specific strategies that Cheng-yang Chu used. Newmark’s theory only covers translation theory in general. However, this is a movie subtitling strategy. We should be more specific by using subtitling strategies, to get more information about strategies used in subtitling movies. The researcher predicted there must be problem in a movie subtitling that the translator must be deal with, one of the problems might appear when we use translation in general strategies is the difference of interpreting the SL. This issue is the trigger for the researcher to conduct this research to go further in analyzing how the translator could match the subtitle to the target language without changing the meaning. To deal with this issue, there are some subtitling strategies that translator can use. This research would be more or less similar, but the differences are obviously the subject and the strategies.

2. Brief Description about the Movie:

*The Raid: Redemption* is a movie by Gareth Evans, in 2011. The movie was broadly promoted to some international film festival such as, Toronto International Film Festival, and even won an award in Ireland for Film Critics category. This movie was chosen for this research because the researcher wanted to analyze translation strategies used from the SL into English of Indonesian movies which has broadly watched by people around the world.

The way the actor speaks is based on each character they play. So every line spoken by each character will influence the analysis of the strategies used. There are three main characters on this movie, they are Rama, Tama, and Jaka. Rama joined the team by a personal mission. He wanted to bring his brother, Andi, back home. Andi left home since he was child and joined Tama the drug dealer, and Tama made him as his trusted guard. Jaka is the leader of the police team. He is commanded by Lieutenant Wahyu to take Tama down. Jaka finally knows that he has been trapped by Lieutenant Wahyu for his own business. The last is Tama. Tama is a big drug-dealer in Jakarta, he has ran his business for long time. He even pays the police in order to back him up so he can control his place as well. At the end of the movie, Tama’s place is finally taken down by Rama. Rama fights all Tama’s people before Lieutenant Wahyu finally kills him.

3. Subtitling Strategies by Gottlieb

There are at least ten strategies based on Gottlieb’s theory (1992: p.166) that researcher used to identify the original script and the English subtitle. Several of the categories will be adapted in order to avoid overlapping between them, namely:

1. Expansion is used when the original text requires an explanation because of some cultural nuance not suitable in the target language.

An example according to Darma 2011, a study of subtitling strategies in the Magic of Belle Isle movie, the strategy that suits with this strategy is:
Clown: I’m attempting to defraud.

Clown: Aku berniat defraud (menipu).

This example indicates Expansion as giving information to difficult word that target audience may do not familiar with, that is “defraud”.

2. Paraphrase is resorted to in cases where the phraseology of the original texts cannot be reconstructed in the same syntactic way in the target language.

Another example of Darma’s research (2011) that suits with this strategy:
Monte: She’s black-hearted whore and i’m done with her.
Monte: Dia pelacur berhati jahat dan aku sudah tak mau berurusan dengannya.

The use of paraphrase strategy could be seen on “black-hearted” which was translated into “berhati jahat”. “black hearted” which was a figurative language meaning “disposed to doing or wishing evil” or “without any moral quality orgoodness”, and black was close to the dark and evil world so the subtitler translated it “berhati jahat” which had a similar meaning.

3. Transfer refers to the strategy of translating the source text completely and accurately.

Another example of Darma’s research (2011) that suits with this strategy:
Monte: I need a drink.
Monte: Aku butuh minum.

Transfer strategy was used in this translation process because all the words were translated and accurately correct.

4. Imitation maintains the same forms, typically with names of people and places.

Another example of Darma’s research (2011) that suits with this strategy:
Charlotte: Did your Jubal McLaws ever love a woman?
Charlotte: Apa Jubal Mclaws pernah jatuh cinta?

“Jubal McLaws” was a name of a character in a story; therefore, the subtitler did not have to translate it. However, in the analysis imitation of typical people’s names was not all counted to avoid bias because they often occur in translation.

5. Transcription is used in those cases where a term is unusual even in the source text, for example, the use of a third language or nonsense language.

Another example of Darma’s research (2011) that suits with this strategy:
Monte: Railroad Pinkertons are hot on our trail, amigo
Monte: Jalur kereta Pinkertons sasaran kita, teman

Transcription strategy could be seen in word “amigo” which was translated into “teman”. The word “amigo” was a third language which was a Spanish word meaning friend.

6. Dislocation is adopted when the original employs some sort of special effect, e.g., a silly song in a cartoon film where the translation of the effect is more important than the content.

7. Condensation would seem to be the typical strategy used, that is, the shortening of the text in the least obtrusive way possible.

Another example of Darma’s research (2011) that suits with this strategy:

Charlotte: That’s enough.
Charlotte: Cukup.

This strategy will be used to refer to omission that the results might lose some meaning. In the example above, subtitler omit the word “That’s”, but in the TL the meaning has already suitable to the context and it does not change the information.

8. Decimation is an extreme form of condensation where perhaps for reasons of discourse speed, even potentially important elements are omitted.

Another example of Darma’s research (2011) that suits with this strategy:

Monte: Ah, I don’t believe I will.
Monte: Aku tak kan bisa.

On the subtitle above, it could clearly be seen that the subtitler used decimation strategy by omitting the phrase “Ah.” in the beginning of the sentence because it does not really effect on the meaning it self. In this study, this term will be used to refer to translation strategies in which the meaning still maintained in the context.

9. Deletion refers to the total elimination of parts of a text.

Another example of Darma’s research (2011) that suits with this strategy:

Monte: You’re not, by any chance, referring to Spot, are you?
Monte: Maksud anda Spot?

This strategy refers to total omission on the source text, but still delivers the same information. As we can see in the example above, subtitler tried to shorten the phrase by changing the whole lines but it still has the same meaning.

10. Resignation describes the strategy adopted when no translation solution can be found and meaning is inevitably lost.
The descriptions above, about subtitling strategies by Gottlieb, guided this research to identify the strategies that the translator used to translate the Indonesian script into English in *The Raid: Redemption* movie and find out the most common strategies used in translating the movie’s script.

**III. Methodology**

1. Method

As it is stated on the introduction part, this research will be analyzing movie translation of *The Raid: Redemption*. The aim is to find out what translation strategies are used to transfer the SL into TL so that the translated dialogue can be matched to the target culture. Since, there are differences between Bahasa Indonesia and English. The researcher analyzed how the subtitling negotiates meanings between the languages. The main research question is “What strategies are used to transfer the SL into TL subtitle?”

2. Subject

The subject of this research is the original dialogue of the movie and the English subtitle of movie *The Raid: Redemption*. Not the whole scenes were analyzed, because there are several fighting scenes which have no-dialogue expressed. So that, fighting scenes are not included.

3. Research Instrument

This study aims to compare the original dialogue of the movie and the translated one. To compare those two dialogues, researcher will analyze the samples based on a theory by Gottlieb. There are at least ten subtitling strategies stated in the guide book that help the researcher to find out the strategies used by the translator.

4. Data Collection and Analysis

In this research, the data will be gathered by analyzing the movie and splitting the movie’s script in order to identify what strategy is used in every single dialogue. The data will be collected by watching the movie and then comparing between the original dialogue and the translated one (English version). The name for the method is a comparative study, this research needs special treatment where the SL is compared to TL. The aim of comparing these two languages, in this case is the dialogues of the movie, is to find whether there are any differences or not after the text being translated. The researcher will conduct a deep analysis towards the dialogue in order to compare whether there are any differences in meaning or not. Furthermore, the research will start by collecting the data from the research tool, which is the movie’s script. After collecting the data, then the researcher will be separating the dialogue in every single line and analyzing the strategies used by the translator to translate the original dialogue into the TL. The final result will be an analysis and description how the strategies used by the translator can be matched with the TL.
IV. Findings

The table below shows the numbers of strategies that has been used for subtitling in the movie.

<table>
<thead>
<tr>
<th>Number</th>
<th>Strategy</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Expansion</td>
<td>39</td>
<td>7.50%</td>
</tr>
<tr>
<td>2</td>
<td>Paraphrase</td>
<td>35</td>
<td>6.73%</td>
</tr>
<tr>
<td>3</td>
<td>Transfer</td>
<td>371</td>
<td>71.34%</td>
</tr>
<tr>
<td>4</td>
<td>Imitation</td>
<td>3</td>
<td>0.57%</td>
</tr>
<tr>
<td>5</td>
<td>Transcription</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>Dislocation</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Condensation</td>
<td>30</td>
<td>5.76%</td>
</tr>
<tr>
<td>8</td>
<td>Decimation</td>
<td>33</td>
<td>6.34%</td>
</tr>
<tr>
<td>9</td>
<td>Deletion</td>
<td>8</td>
<td>1.53%</td>
</tr>
<tr>
<td>10</td>
<td>Resignation</td>
<td>1</td>
<td>0.19%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>520</td>
<td></td>
</tr>
</tbody>
</table>

Table 4.1

As we can see from the table above, **Transfer** is used the most in the movie dialogue with a frequency of 371 and percentage of 71.34%. **Transfer** strategy is commonly used to directly provide the audience with a suitable, direct, and accurate translation from the SL to the TL. The least used strategy is **Resignation** with the frequency of 1 and percentage 0.19%. **Resignation** is used in this movie subtitle as a form to substitute a dialogue from the movie which uses the SL but does not have a clear reference towards the TL, leading to a change of approach towards the translation to adapt the subtitle towards the context of a specific act in the movie. Strategies that were not used in this movie subtitling are **Transcription** and **Dislocation**. The two strategies that were not used in the movie subtitles were not necessary due to the use of **Transfer** that was able to directly translate the SL to TL.

This research adopted comparative study. Researcher used this method to analyze the strategies used in *The Raid: Redemption’s* movie subtitling. The analysis compares the source text and the subtitle, and then the researcher chosen what strategies used in every single line. To decide the strategies, the researcher used Gotlieb’s theory (1992: p.166). The strategies are *expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion,* and *resignation*.

- Expansion is used when the original text requires an explanation because of some cultural nuance not suitable in the target language. This kind of strategy can be found on the subtitle, because if the source texts are literally translated into English, the results may be different. Explanation is needed to give more information about source text but it should not be longer than the source text.

Example: - Indonesian: *Ini bukan tempat latihan.*

- English: *This isn't the most ideal training ground, Jaka.*
In the example above, an Expansion strategy is needed to provide a more elaborated understanding towards the audience upon the given context of the act. This is used to avoid the lack of meaning if a transfer strategy is more commonly applied towards the context of the act.

- Paraphrase is resorted to in cases where the phraseology of the original texts cannot be reconstructed in the same syntactic way in the target language. The point is to shorten the results to match with source text, but translator has to be sure if the meaning does not change.

Example: - Indonesian: *Cuma monitor ini doing yang bisa gue pegang kayaknya.*
- English: *Seems these monitors are the only truth I got left.*

The use of Paraphrase in the example above is to modify the dialogue in SL towards the context in TL known better towards the context of the audience of the TL. This is due to the consideration that using transfer would not provide a clear understanding towards the TL audience. Furthermore, an Expansion strategy would not be concise enough to fit in the subtitle because of the consideration that it would need further explanation to provide a clear meaning towards the TL audience.

- Transfer refers to the strategy of translating the source text completely and accurately. This kind of strategy is used the most on the movie subtitle. The translator mostly used this strategy, this strategy appeared to transfer the source text exactly the same to English subtitle.

Example: - Indonesian: *Jam berapa ini, Sayang?*
- English: *What time is it, Sweetheart?*

The use of Transfer in the example above is to translate every single word accurately from SL to TL, without adding and omitting some words.

- Imitation maintains the same forms, typically with names of people and places.

Example: - Indonesian: *Jaka!*
- English: *Jaka!*

The use of this strategy in the example above is to imitate the SL. Imitation usually used to deal with the name of person, place, names of magazine, journals, newspapers, the titles of as yet untranslated literary works, name of company and institutions, addresses, etc.

- Transcription is used in those cases where a term is unusual even in the source text, for example, the use of a third language or nonsense language.

- Dislocation is adopted when the original employs some sort of special effect, e.g., a silly song in a cartoon film where the translation of the effect is more important than the content.
• Condensation would seem to be the typical strategy used, that is, the shortening of the text in the least obtrusive way possible.

  Example: - Indonesian: *Perlu kalian ketahui, ini bukan kali pertama tempat itu deserang.*
  - English: *This won't be the first time the place has come under fire.*

  The use of the strategy in the example above is to replace the TL words with the shorter words, but does not lose the meaning. The phrase “*Perlu kalian ketahui*” in the example above does not translate. It aims to shorten the text by using the most effective way, but does not lose the meaning.

• Decimation is an extreme form of condensation where perhaps for reasons of discourse speed, even potentially important elements are omitted.

  Example: - Indonesian: *Iya, tapi kan aku minta dibangunin.*
  - English: *I told you to wake me.*

  The use of this strategy in the example above is when the actors are quarrelling with the fast speaking. So, the translator condensed the utterance, it may have difficulty in absorbing un-structured written text quickly.

• Deletion refers to the total elimination of parts of a text.

  Example: - Indonesian: *Ngapain gue tanya kemana lu tadi?*
  - English: *I don't really give a shit about "why" anymore.*

  Deletion appears to eliminate some parts of the text. In the example above, we can see that the subtitler deleted some parts of the text and changed to different meaning in order to match with the utterance.

• Resignation describes the strategy adopted when no translation solution can be found and meaning is inevitably lost.

  Example: - Indonesian: *Seluas juga dengan kesalahan. Mereka ini pemula.*
  - English: *And a lot of potential fuck ups by kids who aren't ready.*
V. Conclusion

This is a qualitative study. After analyzing and classifying the subtitling strategies, the researcher builds several conclusions. First, the subtitler mostly used the ten subtitling strategy devised by Gottlieb in translating movie *The Raid: Redemption*. The research found that transfer strategy is used the most by subtitler on this movie, where the subtitler translated the dialogues completely and accurately word by word. This could be as a result of the fact that the dialogues on this movie are using daily language used by the target audience, with the purpose of that, the source texts are easy to be translated. This point makes the target audience easy to understand since the meanings are still maintained. Even though some structures were changed, the target audience can still enjoy the movie. However, the use of transfer strategy in translating the movie’s subtitles is very simple, since this strategy is the best choice to translate simple and short dialogues.
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