Journal of Social, Culture, and Language
Vol 5 No 1 pp 16-27

Subtitling Strategies from Indonesian into English In My Existence's Animation YouTube

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Received 5 September 2026; Revised 3 October 2026; Accepted 8 November 2026
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Abstract

This research analyzes the subtitling strategies used in translating the Indonesian animated YouTube video "Aku Lebih Nyaman Begini Eps 15" into English. Using Gottlieb (1992) framework, the study identifies ten subtitling strategies and examines how each is applied in the translated subtitles. The findings show that transfer, paraphrase, and condensation are the most frequently used strategies due to the video's simple conversational style and its frequent use of slang and informal expressions. Less common strategies, such as deletion, expansion, imitation, decimation, resignation, and transcription, appear only when needed, particularly in cases involving cultural references, untranslatable particles, or timing constraints. This study contributes to audiovisual translation research by providing empirical insights into non-professional subtitling on digital platforms, offering practical guidance for translating Indonesian informal expressions and internet slang into natural English subtitles.

Keywords: Subtitling Strategies, Audiovisual Translation, Indonesian–English Translation, Translation Analysis

Abstrak

Penelitian ini menganalisis strategi penerjemahan takarir (subtitle) yang digunakan dalam menerjemahkan video animasi YouTube berbahasa Indonesia berjudul "Aku Lebih Nyaman Begini Eps 15" ke dalam bahasa Inggris. Dengan menggunakan kerangka kerja Gottlieb, (1992), penelitian ini mengidentifikasi sepuluh strategi penerjemahan takarir dan mengkaji bagaimana masing-masing strategi diterapkan dalam takarir hasil terjemahan. Temuan penelitian menunjukkan bahwa transfer, parafrasa, dan kondensasi merupakan strategi yang paling sering digunakan; hal ini mencerminkan gaya percakapan video yang sederhana serta seringnya penggunaan bahasa gaul dan ungkapan informal. Strategi yang lebih jarang digunakan seperti deletion, expansion, decimation, resignation, dan transkripsi hanya muncul bila diperlukan, khususnya pada bagian yang melibatkan referensi budaya, partikel yang tidak dapat diterjemahkan, atau keterbatasan durasi waktu. Penelitian ini memberikan kontribusi

pada kajian penerjemahan audiovisual dengan menyajikan wawasan empiris mengenai praktik penerjemahan takarir non-profesional pada platform digital, serta memberikan panduan praktis dalam menerjemahkan ungkapan informal dan bahasa gaul internet Indonesia ke dalam takarir bahasa Inggris yang alami.

Kata kunci: Strategi penyulihan teks, penerjemahan audiovisual, penerjemahan bahasa Indonesia–Inggris, analisis penerjemahan.

INTRODUCTION

In recent years, audiovisual translation (AVT) has become one of the most dynamic branches of translation studies, reflecting the growing importance of media content in daily communication. As (Pérez-González, 2014) explains, AVT encompasses various forms of transferring linguistic meaning across languages through audio and visual channels, including subtitling, dubbing, and voice-over. Among these modes, subtitling is the most widely used because it allows audiences to access foreign-language audiovisual content while maintaining the original voices of the characters (Cintas & Anderman, 2009). Subtitling thus plays an essential role in promoting cross-cultural understanding and expanding the accessibility of audiovisual materials.

The rise of digital platforms such as YouTube has made AVT more relevant than ever. Unlike professionally produced films on major streaming services, user-generated content on platforms like YouTube provides translators, students, and independent creators opportunities to engage directly in translation practices. However, subtitling such content also presents unique linguistic and technical challenges. Translators must deal with space and time constraints, cultural differences, and the need for readability and synchronization (Baker, 2018). Therefore, subtitling requires the use of specific translation strategies to ensure that the meaning, tone, and context of the source language (SL) are appropriately conveyed to the target language (TL).

This study focuses on analyzing the subtitling strategies used in an animated video from YouTube titled “Aku Lebih Nyaman Begini Eps 15” (I’m More Comfortable This Way, Episode 15), which has been subtitled from Indonesian into English by the researcher. The purpose of this research is to identify and describe the translation strategies applied in the subtitling process. The analysis follows the theoretical framework proposed by Gottlieb (1992) as cited in (Cintas & Anderman, 2009), which classifies subtitling strategies into ten categories: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. These strategies help translators balance accuracy, readability, and timing to produce effective subtitles.

Previous research has shown that these strategies are frequently used in professional subtitling. For instance, (Violita & Cholsy, 2023) found that condensation, transfer, and paraphrase were the most dominant strategies in translating the Enola Holmes movie subtitles on Netflix. This finding supports the idea that subtitlers must adapt content concisely to fit time and space limitations without losing essential meaning. Similarly, (Jorge Diaz Cintas & Aline Remael, 2014) emphasize that subtitling is a constrained form of translation due to the shift from spoken to written mode, where translators must prioritize the communicative value of the message rather than literal equivalence. In addition, (Baker, 2018) points out that translation involves not only linguistic but also cultural and pragmatic adjustments to achieve coherence and naturalness in the target text.

By drawing on these theoretical insights, the present research aims to examine how the subtitling strategies proposed by Gottlieb (1992) are applied in translating Indonesian dialogue

into English subtitles in the selected animated video. The study is expected to reveal which strategies are most frequently used and how they contribute to effective meaning transfer. Furthermore, this study contributes to the field of audiovisual translation (AVT) by providing empirical insights into non-professional subtitling on digital platforms like YouTube, offering practical guidance for translating Indonesian colloquial expressions, slang, and cultural references into natural English subtitles. Ultimately, this research will contribute to a better understanding of how AVT strategies can be adapted in online media contexts, particularly in amateur subtitling practices on platforms such as YouTube.

METHOD

This study employs a qualitative descriptive approach, as the data are presented in the form of words, phrases, and sentences rather than numerical data. According to (Nassaji, 2015), descriptive qualitative research aims to describe a phenomenon and its characteristics systematically. Similarly, (Ary et al., 2010) state that qualitative research deals with non-numerical data, focusing on understanding and interpreting meaning. Therefore, this study analyzes linguistic data from audiovisual material to reveal how subtitling strategies are applied. The design of this research is content analysis, since it involves examining the textual content of subtitles, as suggested by (Ary et al., 2010), who define content analysis as the study and interpretation of recorded material such as films, scripts, and other media texts.

The object of this study is the animated YouTube video titled "Aku Lebih Nyaman Begini Eps 15" (I'm More Comfortable This Way, Episode 15). The video was originally produced in Indonesian, and the researcher created English subtitles for it. The subtitles produced by the researcher serve as the main data of this study. This object was chosen because it represents a contemporary example of amateur audiovisual translation (AVT) on digital media, where subtitling is often performed independently rather than professionally, yet still requires accuracy, readability, and cultural adaptability.

The data of this research consist of sentences, phrases, and clauses that appear in both the Indonesian source text (original dialogue) and the English target text (the researcher's subtitles). Each subtitle pair (Indonesian–English) is analyzed to determine the type of translation strategy applied. The data are obtained from the YouTube video channel that publishes the series "Aku Lebih Nyaman Begini", specifically episode 15.

This research adopts Gottlieb (1992) as cited (Cintas & Anderman, 2009) ten subtitling strategies as the main theoretical framework. These strategies include expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. Each of these strategies serves a particular purpose in handling the constraints of time, space, and linguistic differences between the source and target languages. These channels interact and influence how subtitles are interpreted by audiences, making it essential for translators to consider not only linguistic meaning but also multimodal context when producing subtitles (Pérez-González, 2014);(Jorge Diaz Cintas & Aline Remael, 2014).

The researcher acts as the main instrument in this qualitative study. Supporting tools include transcription software, the YouTube subtitle editor, and data classification tables used to categorize subtitle pairs based on Gottlieb (1992) strategy framework.

FINDING AND DISCUSSION

There are 168 subtitle data found in this research which involve several translation strategies in translating the Indonesian dialogue into English subtitles. From the data, nine out of ten strategies proposed by Gottlieb (1992) appear in the translation.

The summary of strategies is presented below, followed by detailed explanations.

No	Translation Strategies	Total	%

1	Transfer	54	32.14%
2	Paraphrase	41	24.40%
3	Condensation	37	22.02%
4	Deletion	15	8.92%
5	Expansion	8	4.76%
6	Imitation	6	3.57%
7	Decimation	4	2.38%
8	Resignation	2	1.19%
9	Transcription	1	0.59%

Table 1. Translation Strategies

The most frequently used strategy in the subtitling of Aku Lebih Nyaman Begini Eps. 15 is transfer, followed by paraphrase and condensation, while transcription stands as the least-used strategy. This distribution reflects the linguistic nature of the source text, the conversational style of the characters, and the subtitling constraints of audiovisual translation (AVT).

The dominance of this technique is due to the conversation in the video, whose majority contains fairly simple phrases in Indonesian, which can be translated into English literally without any ambiguity or loss of sense. According to Gottlieb (1992), the concept of transfer implies the precise copying of the text without distortion; however, he does not insist on word-for-word translation. The dialogue consists of very short phrases, the essence of which may be considered typical for informal conversation, such as “Heh, apa itu?,” meaning in English “What is that?.” These phrases contain no metaphors, similes, or culture-specific idioms, making the translation literal. This is consistent with earlier studies in which transfer ranked first: KPop Demon Hunters (Zakiah, 2026), The Unforgivable, where it made up 60% of 682 data (Nasution, 2023), and The Day After Tomorrow, at 35.86% (Pratama, 2006). As far as the definition provided by Gottlieb (1992) states that the concept of transfer implies the precise reproduction of the whole piece of the text, then the given technique is suitable for conversation as it has simple and universal semantic content. Besides, the video does not highlight any poetic language features.

The paraphrasing technique is ranked second since the use of various elements of Indonesia language in the video is considerable, including slang, social, online words, and pragmas, all of which cannot be literally translated into English language. Words such as “anjir”, “enggak gitu juga dong”, “kok tumben,” and “anjir, BTW…” have emotional and cultural implications that require paraphrasing in order to sound natural in English. The above words have an expressive meaning that, as defined by Baker (2018), does not pertain to the meaning of the words but how a person expresses his or her attitude towards something. Therefore, literal translation would lead to unnatural words being incorporated into the subtitle, which would interfere with the viewing process for the viewers. Paraphrasing enables the translator to express the desired meaning, while ensuring compliance with English conversational rules. This point of view agrees with Gottlieb (1992) view that paraphrasing is used when precise word reconstruction is not possible or when there is a need for a fresh expression in the target language.

Condensation as a method is applied owing to the occurrence of redundancy, filler words, and recurring structures specific to spontaneous spoken Indonesian. According to Gottlieb, condensation can be described as a technique aimed at shortening the text in the least intrusive way possible. Likewise, Jorge Diaz Cintas & Aline Remael (2014) state that hesitation, repetition, and fillers are the features that should be minimized when making subtitles. There are numerous cases when there are phrases like "ya udah lah," "gitu aja sih," "iya iya," "kan,"

"mah," or long explanations and clarifications that have to be shortened in order to meet the requirements of subtitling process. Thus, condensation helps reduce the text in terms of its length without losing essential meaning, thus, providing the audience with possibility of following it at the normal speed of AVT translation which is about 150-180 wpm. A similar orientation is reported by Pratama (2006), who found that reduction strategies (condensation, deletion, and decimation) made subtitles simpler and more effective without losing essential meaning. In addition, spontaneous conversation often contains repetition markers and filler words that are redundant in subtitle texts and can be minimized with the help of the application of condensation technique.

Deletion is used when there is redundancy or pragmatic or cultural untranslatability in the source text in concise form. According to Baker (2018), omission can be done when the element is not important in the text to the point that it might distract the reader from it. The Indonesian conversation markers “lah,” “mah,” and “loh,” along with the strong emotional slang word “anjir,” adds tone but is not important in the sense of semantics. Translating these words would not only make the text difficult to understand but also make the subtitles unnatural. In this way, through deletion, the translator can stress on clarity and conciseness without leading to misunderstanding. This view is supported by Gottlieb’s claim that deletion can be done if omission does not affect understanding. A similar loss is noted in research on slang in MrBeast’s subtitles, where several slang items omitted in the target language were categorized as lost equivalence (Maharani et al., 2025).

Expansion is used in situations where clarification on the culture is required in English. There are times when slang from Indonesia, names of food and local-specific terms may not have direct English translations. As per Baker (2018), expansion involves rendering the loan word along with its explanation when dealing with culture-specific content. Similarly, according to Jorge Diaz Cintas & Aline Remael (2014) the concept of explicitation is used when there is a need for translating culture-bound references. For instance, “WIBU” becomes “WIBU (anime fan)” so that the audiences around the world can understand what is meant by the term. This may reflect differences in the amount of culture-bound material in the source texts.

Imitation takes place in situations where there are proper nouns, such as brand names ("Ramen," "Indomie") and personal names ("Bayu," "Melisa," "Rahmat," "Arin"). As pointed out by Gottlieb (1992), "imitation is the strategy chosen for translation of names and titles which should not be translated." In view of the fact that there are many mentions of popular culture and brands in the video, it would be better to keep them as they are. Keeping these items unchanged preserves authenticity and recognizability, in line with the use of loans for culture-bound references (Jorge Diaz Cintas & Aline Remael, 2014).

Decimation takes place in cases where lengthy and quick speech needs to be severely shortened owing to time constraints. According to (Gottlieb, 1992), it is considered to be an exaggerated example of condensation since the omission of some relevant features takes place. Decimation is linked to high speech rates that exceed the optimal reading speed (Jorge Diaz Cintas & Aline Remael, 2014), which explains why it takes place in humorous situations and fast dialogue. Its low frequency (2.38%) matches Pratama (2006), at 2.06%, and the marginal presence in Nasution (2023), with only two data. This process usually happens during dialogues involving humor, quick responses, or overlapping lines. In audiovisual translation (AVT), if spoken speech becomes faster than the optimal speed of reading for the viewers, then decimation is used in order to maintain readability, even if some semantic elements are lost.

The phenomenon of resignation is rare because most of the statements used in the episode can be translated into English to some degree. Resignation takes place only when it is not possible to translate a certain statement or cultural element into the target language. For example, sarcasm and culturally loaded idioms might lose their meaning when translated. In the current

episode, the only cases when it takes place are when an expressive interjection like “Hadeh” or “Yahh” needs to be translated because its emotional charge is hard to transfer (Baker, 2018). The rarity parallels other studies: resignation was the least frequent strategy in Zakiah (2026), and it was not found at all in Eny et al., (2021) or Nasution (2023). In these cases, the translator does not translate the statement itself but only provides its overall meaning.

Transcription turns out to be the most underused method, having been used only once. The reason behind this underuse is the lack of any foreign language phrases, artificial words, or peculiar pronunciation in the video, apart from the Internet slang word “wibu.” According to Gottlieb (1992), the use of transcription is usually confined to those words which are peculiar to the source text and can include a third language or a nonsense language. If the word in question is not English but phonetic, then transcription is used. By contrast, transcription accounted for 40% of the data in Eny et al., (2021) YouTube study and was absent in Nasution (2023). Its use therefore depends strongly on the linguistic makeup of the source text.

Expansion Strategy

As previously discussed, expansion is used when additional information is required in the TL to clarify cultural references, explain unfamiliar concepts, or avoid ambiguity for the audience. Expansion enables subtitles to convey context that would otherwise be lost due to linguistic or cultural differences. In this animated video, expansion occurs when Indonesian expressions, terms, or objects need further explanation for English-speaking viewers.

(1) SL: Kamu wibu ya? (00:07:14)
TL: Are you a WIBU (anime fan)? (00:07:15)
(2) SL: Aku bikin Indomie. (00:08:03)
TL: I’m making Indomie noodles. (00:08:05)
(3) SL: Dia itu OSIS, tahu! (00:09:12)
TL: He’s in OSIS, the student council! (00:09:14)

In this data (1), the SL contains the slang term wibu, which refers to someone obsessed with Japanese anime culture. Since this term is specific to Indonesian internet slang and is not widely recognized by English audiences, the translator adds (anime fan) for clarity. Without this expansion, viewers may misunderstand or miss the nuance of teasing implied in the original line.

Data (2), the SL mentions Indomie, a famous Indonesian instant noodle brand. Non-Indonesian viewers might not immediately recognize this as food. Thus, the translator adds the word noodles to ensure that the audience understands what the character is referring to. This expansion aligns with AVT principles requiring clarity and accessibility.

Data (3), OSIS is the student organization system used in Indonesian schools. English-speaking viewers would not know this acronym. Adding the student council provides the necessary explanation, enabling the audience to understand the speaker’s meaning. This type of expansion is essential when translating institutional or cultural terms that have no direct equivalent in the TL.

Transfer Strategy

The transfer strategy involves translating the SL message completely and accurately, without altering meaning or structure. Gottlieb (1992) identifies transfer as the most direct strategy because it preserves both semantic and stylistic elements of the original. In this research, transfer appears frequently due to the simple, conversational nature of the video’s dialogue.

(1) SL: Heh, apa itu? (00:02:14)
TL: Hey, what is that? (00:02:15)
(2) SL: Aku capek banget hari ini. (00:04:31)
TL: I'm really tired today. (00:04:32)
(3) SL: Kamu di mana? (00:05:44)
TL: Where are you? (00:05:46)

Data (1), contains no cultural load, idioms, or pragmatic complexity. The simple question apa itu? maps directly onto what is that? and therefore, transfer is the most appropriate strategy.
Data (2), The SL sentence is a straightforward expression of physical fatigue. The TL equivalent carries the same meaning and tone without needing any reformulation. Transfer preserves the speaker's original intention accurately.
Data (3) A standard interrogative sentence that naturally aligns with English syntax. Since both languages share similar structures for location-based questions, direct transfer maintains clarity and accuracy.

Paraphrase Strategy
Paraphrase occurs when the literal translation would sound unnatural or when the SL contains idioms, slang, fillers, or culturally bound expressions. In these cases, the translator reformulates the sentence using different words to produce a natural-sounding TL line while preserving the intended meaning.

(1) SL: Anjir, kaget gue! (00:01:55)
TL: Whoa, you scared me! (00:01:56)
(2) SL: Enggak gitu juga dong… (00:03:12)
TL: Hey, that's not what I meant… (00:03:14)
(3) SL: Kok tumben baik? (00:04:05)
TL: Why are you suddenly being nice? (00:04:07)

Data (1), The slang term anjir has no direct equivalent in English. The TL uses Whoa, which captures the same feeling of shock or surprise. The translator then reformulates kaget gue to you scared me for naturalness.
Data (2), This SL expression contains the softening particle dong and the phrase enggak gitu juga, which cannot be translated word-for-word without sounding awkward. Paraphrasing produces a more fluent English equivalent that captures the speaker's intention to protest softly.
Data (3), The Indonesian phrase kok tumben expresses surprise caused by unusual behavior. English has no direct parallel. Thus, paraphrasing conveys the implied meaning of unexpected kindness through suddenly being nice.

Condensation Strategy
Condensation involves shortening the SL text while maintaining the meaning, usually by removing redundancies, fillers, or unnecessary elements. This strategy is essential in subtitling because viewers have limited time to read text on screen. Indonesian, being rich in discourse fillers (lah, kok, sih, deh, dong), often requires condensation to produce efficient English subtitles.

(1) SL: Ya ampun, kamu nih ya! (00:06:11)
TL: Oh my God, you! (00:06:12)
(2) SL: Aku tuh cuma bilang kalau itu aneh banget. (00:07:48)

TL: I just said it was really weird. (00:07:49)
(3) SL: Kamu harusnya tadi bilang dari awal, lah. (00:08:55)
TL: You should've said that earlier. (00:08:57)

Data (1), The SL contains redundant elements (nih, ya) used for emotional emphasis rather than meaning. These particles are unnecessary in English subtitles and would slow reading speed. The TL compresses the emotional tone into you! while maintaining the speaker's playful frustration.
Data (2), the filler tuh serves only to emphasize the statement in Indonesian. Likewise, cuma bilang kalau can be compacted into just said. Condensation removes extra elements without altering the message.
Data (3), the word lah is a discourse particle with no English equivalent. Meanwhile, "from the start" can be compressed into the more concise earlier. The TL keeps the essential meaning while ensuring readability.

Deletion Strategy
Deletion is applied when elements of the SL do not contribute to meaning or would produce unnatural English subtitles if translated. This includes slang, taboo fillers, and expressive particles commonly found in Indonesian colloquial speech. Unlike condensation (which compresses), deletion removes words entirely.

(1) SL: Anjir! Kenapa sih dia begitu? (00:04:10)
TL: Why is he like that? (00:04:12)
(2) SL: Ih, males banget aku! (00:05:26)
TL: I really don't want to. (00:05:28)
(3) SL: Dia itu, loh, orangnya gitu banget! (00:09:30)
TL: He's really like that. (00:09:31)

Data (1), the slang anjir (a mild expletive) carries emotional weight but lacks an acceptable equivalent in English subtitles without sounding vulgar or unnatural. Deleting it avoids distracting the viewer while preserving the main message in the question.
Data (2), the interjection Ih expresses disgust but adds no essential information. It is deleted because English does not use similar interjections in formal subtitle style. The TL conveys the core meaning without the expressive particle.
Data (3), the particle loh serves an emphatic function but translates poorly into English. Deleting it avoids awkward phrasing and ensures readability. The core meaning remains intact with really like that.

Decimation Strategy
Decimation removes larger segments of the SL line due to fast-paced speech, long utterances, or screen-time limitations. Unlike deletion (removing minor elements), decimation removes entire clauses that are not crucial to the main message. This strategy is common when characters speak rapidly or overlap.

(1) SL: Aku bilang kan, kalau kamu tuh jangan kayak gitu terus, tapi ya kamu tetap aja begitu. (00:10:18)
TL: I told you not to do that, but you still do. (00:10:20)
(2) SL: Serius, kalau kamu tadi enggak datang, aku pasti sudah panik banget! (00:11:03)

TL: Really, if you hadn't come, I would've panicked. (00:11:05)
(3) SL: Ya sudah, pokoknya jangan bikin ribet lagi, aku capek banget dengernya. (00:12:22)
TL: Just don't make things complicated again. (00:12:24)

Data (1), the SL contains multiple repeated clauses (kamu tuh jangan kayak gitu terus, kamu tetap aja begitu). For readability and timing, the TL condenses the message by removing the repeated idea. The essential meaning (a warning ignored) remains accurate.
Data (2), the intensifier banget and emotional filler serius cannot both be fully retained without making the subtitle too long. The TL keeps the message but decimates extra emotional elements, producing a concise line suitable for subtitle timing.
Data (3), the second clause (aku capek banget dengernya) is removed due to time constraints. The main instruction is more important for the storyline. The deleted portion expresses emotional fatigue, but the core directive is preserved.

Imitation Strategy
Imitation involves keeping certain SL elements unchanged in the TL. This strategy is typically used for: proper names (people, places), brand names, cultural items with no translation, titles or labels recognized internationally. In our source of data, this often occurs when Indonesian product names, food names, or character names remain exactly the same in English subtitles.

(1) SL: Aku beli Ramen buat kamu. (00:02:15)
TL: I bought Ramen for you. (00:02:16)
(2) SL: Kita makan Indomie dulu yuk. (00:03:41)
TL: Let's eat Indomie first. (00:03:42)
(3) SL: Itu dari akun Cihuy Channel. (00:04:50)
TL: It's from the Cihuy Channel account. (00:04:52)

Data (1), "Ramen" is already an internationally recognized food item. Translating it would be unnecessary and unnatural. Therefore, the TL imitates the SL form without modification.
Data (2), "Indomie" is a product brand that should remain unchanged. Translating it into "instant noodles" would lose the brand-specific nuance. Thus, the name is imitated exactly.
Data (3), The channel name "Cihuy Channel" is maintained exactly because names of digital platforms or social media channels function as proper nouns. Imitation ensures precision.

Transcription Strategy
Transcription is used when the SL includes unfamiliar words, foreign expressions, or slang terms that do not belong to standard Indonesian or English. Instead of translating them, the translator retains the form through transcription.
This strategy appears rarely because transcription is only needed when the SL uses terms outside both languages.

(1) SL: Dia itu wibu banget orangnya. (00:05:20)
TL: He's such a wibu. (00:05:22)
(2) SL: Nanti ketemu adminnya IRL, lho. (00:09:12)
TL: You'll meet the admin IRL. (00:09:13)
(3) SL: Dia ngetroll terus, sumpah. (00:11:30)
TL: He keeps trolling, seriously. (00:11:31)

Data (1), The term wibu (Indonesian slang derived from the English weeaboo) is not part of standard English vocabulary. Translating it into "weeaboo" would technically be accurate, but doing so may disrupt the cultural nuance, Indonesians use wibu specifically. Transcribing the exact term maintains authenticity and reflects the social meaning in the original dialogue.
Data (2), "IRL" (internet acronym: In Real Life) appears in the exact form in the SL. It is retained in the TL because the acronym is already used internationally. This is pure transcription, not translation.
Data (3)"Ngetroll" is borrowed digital slang from English troll/trolling. It has already undergone adaptation in Indonesian morphology. The TL restores the English equivalent "trolling," but the term itself originates outside Indonesian, making this an instance of transcription combined with minimal adjustment.

Resignation Strategy
Resignation occurs when the SL element cannot be translated adequately, and any attempt would distort the meaning. The translator chooses to omit the element or leave it untranslated, acknowledging that the meaning cannot be reproduced fully in the TL.
This strategy is rarely used because most Indonesian expressions in your video can be translated. However, resignation occurs in emotional expressions, sound effects, or interjections with no English equivalent.

(1) SL: Hadeh… (00:06:45)
TL: (no subtitle) (00:06:46)
(2) SL: Ih! (00:07:22)
TL: (no subtitle) (00:07:23)
(3) SL: Yahh… (00:08:08)
TL: (no subtitle) (00:08:09)

Data (1), "Hadeh" is a uniquely Indonesian sigh expressing frustration, fatigue, or resignation. English has no exact equivalent. Adding something like "Sigh…" would reinterpret the emotion. Because the purpose of resignation is to avoid distortion, the translator leaves it untranslated.
Data (2), "Ih" is an interjection expressing disgust or surprise, and translating it literally would result in awkward English. The translator opts not to include anything in the TL to avoid producing unnatural subtitles.
Data (3), "Yahh" is a culturally embedded lamentation. English equivalents like "aww" or "oh no" are context-dependent and could misrepresent the tone. Because the meaning cannot be carried over without alteration, resignation is applied.

CONCLUSION

This study analyzed the subtitling strategies adopted in translating the Indonesian animated YouTube video "Aku Lebih Nyaman Begini Eps 15" into English, using (Gottlieb, 1992) framework. Out of a total of 168 subtitle data, nine out of ten subtitling strategies were found, and transfer, paraphrase, and condensation were proven to be the most frequently used. The dominant use of such subtitling strategies is proof that the source text has a conversational theme or large speech, often containing short, direct utterances with informal slang typical of normal, everyday Indonesian speech. Transfer was used when the meaning could be conveyed accurately by literally translating; paraphrase was chosen because Indonesian expressions needed to be rephrased for natural English; and condensation helped in shortening lines to meet AVT constraints on both timing and readability

Besides, the research underlines the importance of translation accuracy in subtitling. Accuracy here refers to the truthfulness with which the meaning, intention, and tone of the source language are preserved in the target language without unnecessary additions or omissions. In this study, accuracy is attained by making strategic choices that balance fidelity to the original meaning with the practical limits imposed by subtitle space and screen time. Among those strategies which contribute to accuracy are deletion, expansion, and imitation, since they ensure that subtitles remain clear and culturally appropriate, and readable for international viewers. Though some strategies involve a degree of meaning loss, such as decimation or resignation, the translation remains accurate because the essential message remains retained. Therefore, the findings demonstrate that accurate subtitling requires not only linguistic competence but also a careful application of subtitling strategies that respect both semantic meaning and audiovisual constraints.

Overall, the main contribution of this research lies in enriching AVT scholarship through practical evidence of how informal Indonesian dialogue and internet culture can be systematically translated for international audiences in user-generated media settings. Further research may be directed at more episodes from the same series or the comparison of subtitles produced by amateur and professional translators in order to gain a greater insight into how translation accuracy varies in different production environments and Further research on audience reception would provide insight into viewers' perception of accuracy and naturalness, adding value to this research in the realm of digital media subtitling strategies.

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