



ABSTRACT

This study examines the translation strategies applied to cultural words in the English-to-Indonesian subtitles of the animated film *Klaus* (2019). Using Newmark's (1988) classification of cultural categories and translation procedures, the research identifies and analyzes 68 cultural words found in the film's dialogue. These cultural words fall into five categories: material culture (35.29%), social culture (26.47%), organizations, customs, and ideas (25%), ecology (7.35%), and gestures and habits (5.88%). The findings indicate that through-translation (26.47%) is the most frequently used strategy, followed by functional equivalent (17.64%) and couplets, triplets, and quadruplets (14.7%). The analysis indicates that the Indonesian subtitles try to preserve the cultural elements of the film while still making the dialogue clear and understandable for viewers. Although some cultural details are simplified due to subtitling limitations, the main meanings and emotions are still conveyed effectively. This study contributes to audiovisual translation research by showing how cultural words can be handled in subtitles and offering insights for future researchers and translation practitioners in Indonesia.

Keywords: translation strategies, cultural words, audiovisual translation, *Klaus*, Newmark's theory



INTISARI

Penelitian ini mengkaji strategi penerjemahan kata-kata budaya dalam subtitle bahasa Inggris ke bahasa Indonesia pada film animasi *Klaus* (2019). Dengan menggunakan kerangka kategori budaya dan prosedur penerjemahan Newmark (1988), penelitian ini mengidentifikasi dan menganalisis 68 kata budaya yang ditemukan dalam dialog film. Kata-kata budaya tersebut diklasifikasikan ke dalam lima kategori: *material culture* (35.29%), *social culture* (26.47%), *organizations, customs, and ideas* (25%), *ecology* (7.35%), dan *gestures and habits* (5.88%). Hasil penelitian menunjukkan bahwa *through-translation* (26,47%) merupakan strategi yang paling sering digunakan, diikuti oleh *functional equivalent* (17,64%) dan *couplets, triplets, and quadruplets* (14,7%). Analisis menunjukkan bahwa terjemahan bahasa Indonesia berusaha mempertahankan unsur budaya dalam film, namun tetap menjaga kejelasan bagi penonton. Meski beberapa detail budaya disederhanakan karena keterbatasan teknis subtitling, makna dan emosi penting tetap tersampaikan dengan baik. Penelitian ini memberikan kontribusi bagi kajian penerjemahan audiovisual dengan menunjukkan cara menangani istilah budaya dalam subtitle serta memberikan wawasan bagi penelitian dan praktik penerjemahan di Indonesia.

Kata kunci: strategi penerjemahan, kata budaya, penerjemahan audiovisual, subtitle, *Klaus*, teori Newmark