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Non-Professional Sight Translation in Digital Entertainment: Strategies and Cognitive Efforts in Windah Basudara's Live Stream of BrokenLore: Don't Watch
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ABSTRAK

Penelitian ini mengeksplorasi bagaimana strategi interpretasi mendukung pemahaman audiens dan efektivitas komunikasi dalam pembuatan konten digital secara langsung (live), dengan berfokus pada interpretasi gameplay langsung Windah Basudara dalam video *BrokenLore: Don't Watch* di YouTube. Penelitian ini juga bertujuan untuk mengevaluasi upaya kognitif yang dibutuhkan berdasarkan Gile's Effort Model, serta fitur-fitur Non-Professional Interpreting and Translation (NPIT) yang tercermin dalam praktik interpretasinya. Penelitian ini menggunakan pendekatan analisis isi kualitatif deskriptif. Materi penelitian terdiri atas tuturan subtitle berbahasa Inggris beserta rendisi lisan spontan berbahasa Indonesia oleh Windah Basudara dalam video gameplay yang dipilih. Prosedur pengumpulan data meliputi observasi, transkripsi, pengodean, klasifikasi, dan interpretasi data, yang selanjutnya dianalisis menggunakan Gile's Effort Model dan konsep NPIT. Temuan penelitian menunjukkan bahwa terdapat enam strategi interpretasi yang digunakan: parafrasa (44,8%), penambahan/adisi (25,0%), kompresi (13,5%), omisi (9,4%), generalisasi (4,2%), dan aproksimasi (3,1%). Parafrasa terbukti menjadi strategi yang paling banyak digunakan, karena membantu menyampaikan pesan dengan cara yang lebih alami dan berorientasi pada audiens. Hasil penelitian juga menunjukkan bahwa interpretasi gameplay melibatkan empat upaya kognitif yang saling berkaitan: Reading and Analysis Effort, Memory Effort, Production Effort, dan Coordination Effort. Selain itu, kinerja interpretasi menunjukkan fitur-fitur NPIT dalam hal aksesibilitas komunikatif, spontanitas, orientasi pada audiens, dan nilai hiburan, alih-alih kesetaraan semantik yang ketat. Dengan demikian, interpretasi gameplay dapat dipahami sebagai bentuk mediasi bahasa yang adaptif, yang mengintegrasikan proses kognitif, komunikasi real-time, dan pertunjukan digital dalam lingkungan live streaming yang informal.

Kata kunci: interpretasi permainan, *Non-Professional Interpreting and Translation (NPIT), Gille's Effort Model,* siaran langsung, strategi interpretasi

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ABSTRACT

This study explores how interpreting strategies support audience comprehension and communication effectiveness in live digital content creation, focusing on Windah Basudara's live gameplay interpreting of *BrokenLore: Don't Watch* on YouTube. It further aims to evaluate the cognitive effort required, based on Gile's Effort Model, as well as the features of Non-Professional Interpreting and Translation (NPIT) reflected in his interpreting practice. This study employed a descriptive qualitative content analysis. The research material consisted of English subtitle utterances and their spontaneous Indonesian oral renditions by Windah Basudara in the selected gameplay video. Data collection procedures comprised observing, transcribing, coding, classifying, and interpreting the data, which were then analyzed using Gile's Effort Model and the concept of NPIT. The findings reveal that six interpreting strategies were used: paraphrasing (44.8%), addition (25.0%), compression (13.5%), omission (9.4%), generalization (4.2%), and approximation (3.1%). Paraphrasing proved to be the most common strategy, as it helped deliver messages in a more natural and audience-oriented way. The results also indicate that gameplay interpreting involves four interconnected cognitive efforts: Reading and Analysis Effort, Memory Effort, Production Effort, and Coordination Effort. Moreover, the interpreting performance reflects the features of NPIT in terms of communicative accessibility, spontaneity, audience orientation, and entertainment value, rather than strict semantic equivalence. Consequently, gameplay interpreting can be understood as an adaptive form of language mediation that integrates cognitive processing, real-time communication, and digital performance within an informal live-streaming environment.

Keywords: gameplay interpreting, Non-Professional Interpreting and Translation (NPIT), Gile’s Effort Model, live streaming, interpreting strategies