

**ANALYZING THE PROCESS OF LIVE VOICE-OVER IN
AUDIOVISUAL TRANSLATION:
A CASE STUDY AT POLY ENGLISH INDONESIA**

SKRIPSI

BY:

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**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF LETTERS AND LANGUAGES
UNIVERSITAS KRISTEN INDONESIA
JAKARTA**

2025

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AUDIOVISUAL TRANSLATION: A CASE STUDY AT POLY
ENGLISH INDONESIA**

SKRIPSI

Presented to Fakultas Sastra dan Bahasa Universitas Kristen Indonesia in partial fulfilment of
requirements for the degree of *Sarjana Sastra*

BY:

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**ENGLISH LITERATURE STUDY PROGRAM
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JAKARTA
2025**



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Hereby declare that the *skripsi* entitled: "Analyzing the Process of Live Voice-Over in Audiovisual Translation: A Case Study at Poly English Indonesia " is:

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Jakarta, January 31, 2025



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2121150038

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2. **Mr. Jannes Freddy Pardede, S.S., M.Hum.**, Vice Dean of the Faculty of Letters and Languages, Universitas Kristen Indonesia,
3. **Ms. Mike Wijaya Saragih, S.S., M.Hum.**, Head of the English Literature Program, Universitas Kristen Indonesia.

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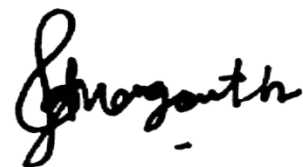
you are valuable in the eyes of others, you must regard yourself as even more valuable.

This thesis is my small contribution to the future of Translation Studies. As a student of English Literature with a concentration in translation, I hope it sparks new conversations that encourage translators to embrace technology as a partner in creativity, and to see translation as an active, visionary field shaping how people and cultures meet. For me, words are never mere symbols; they are bridges between thought and action, between the heart and the world. Words can divide, but they can also unite; they can wound, but they can also heal. When spoken with sincerity, words become a commitment, a promise worthy of being lived out.

“Aut inveniam viam aut faciam” (“I will either find a way or make one”) is my guiding reminder: when paths are blocked, create new ones. Work hard, be creative, humble yet courageous, and guard your energy wisely. When others—be they professors or people in authority—dismiss or underestimate us, we must not despair, but persevere with conviction. Life often tests us with doubt and vulnerability, yet we must believe in our own abilities while remaining gentle, courteous, and kind. Pray, seek God’s guidance, and trust His plan. Strength with humility, courage with wisdom, and perseverance with grace—these are the values I wish to carry forward.

Thus, this acknowledgement is not only a formality but also a declaration of responsibility as a scholar of literature: to use words truthfully, gracefully, and meaningfully, so that they may inspire action, hope, and integrity.

Jakarta, January 31, 2025

A handwritten signature in black ink, appearing to read 'Margareth', with a stylized flourish at the end.

Margareth Sefanya Siregar

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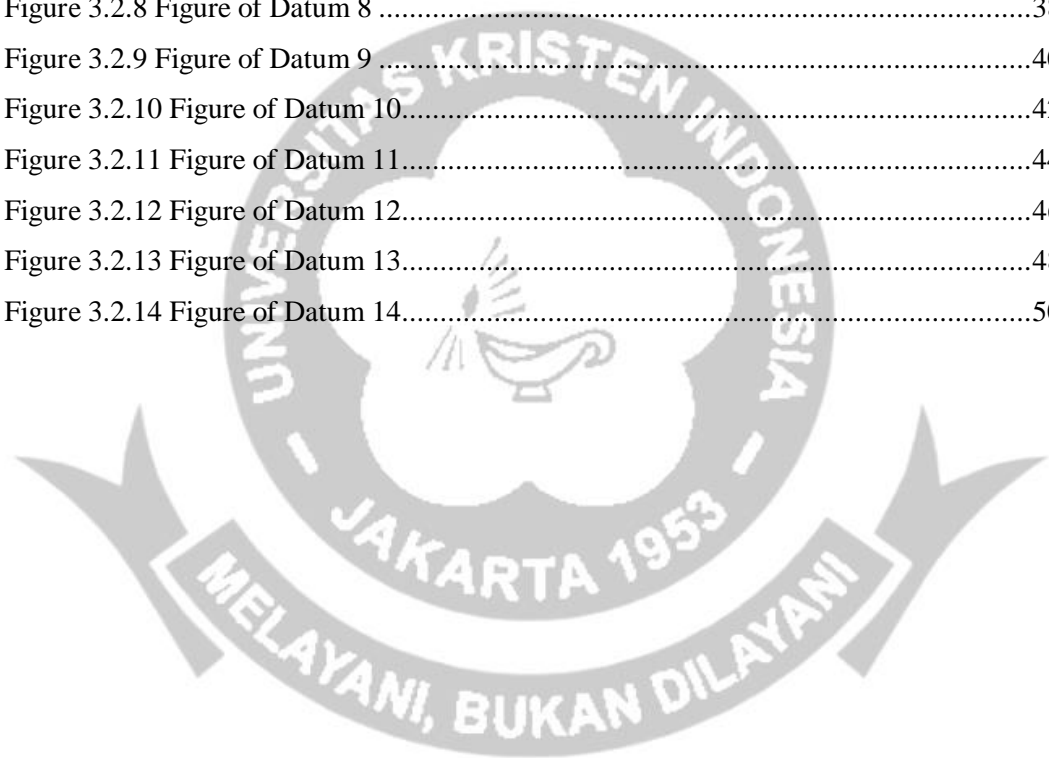
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ABSTRAK

Penelitian ini memberikan kajian mendalam tentang proses penerjemahan sulih suara langsung dalam kerangka Penerjemahan Audiovisual (AVT), dengan fokus pada penerjemahan Inggris-Indonesia. Berlandaskan Teori Multimoda, sulih suara langsung dikonseptualisasikan sebagai sub-moda AVT yang unik dan menuntut kemampuan kognitif yang membutuhkan integrasi simultan kanal semiotik auditori, visual, dan tekstual secara real-time. Penelitian ini menggunakan 14 sampel data terpilih yang berasal dari aktivitas sulih suara langsung asisten pengajar, yang menggabungkan perangkat AVT seperti kartu flash digital, video, buku teks, dan bagan tematik, mengungkap koordinasi kompleks yang dibutuhkan untuk menghasilkan terjemahan yang cepat, koheren, dan bernuansa budaya. Temuan ini menyoroti kemampuan penerjemah untuk menyinkronkan narasi lisan dengan visual dan subtitle di layar, mengelola batasan waktu yang ketat, dan mempertahankan alur alami serta maksud komunikatif materi sumber. Studi ini juga menekankan peran pendukung teknologi yang sedang berkembang, termasuk subtitle berbantuan AI, sistem pengenalan suara, dan perangkat audiovisual interaktif dalam meminimalkan ambiguitas, memastikan akurasi leksikal, dan menjaga keselarasan temporal. Interaksi antara keahlian manusia dan mediasi teknologi ini menggambarkan sifat hibrida dari penerjemahan sulih suara langsung. Lebih lanjut, penelitian ini menggarisbawahi fungsi penerjemah sebagai mediator budaya waktu nyata, yang dengan cepat merumuskan kembali ungkapan idiomatik dan konten spesifik budaya untuk audiens Indonesia tanpa mengorbankan kejelasan atau sinkronisasi. Dengan menggambarkan posisi sulih suara langsung yang berbeda dibandingkan dengan penerjemahan dan sulih suara pascaproduksi, studi ini berkontribusi pada wacana teoretis dan praktis dalam AVT. Studi ini memberikan wawasan untuk pelatihan penerjemah, penelitian AVT, dan pengembangan teknologi penerjemahan, yang memajukan pemahaman tentang sulih suara langsung sebagai moda penerjemahan multimoda, kompleks secara kognitif, dan terintegrasi secara teknologi.

Kata Kunci: *Penerjemahan Audiovisual (AVT), Pengisi Suara Langsung, Teori Multimodal, Penerjemahan Inggris-Indonesia, Teknologi Penerjemahan.*

ABSTRACT

This research provides an in-depth examination of the live voice-over translation process within the framework of Audiovisual Translation (AVT), focusing on English-to-Indonesian translation. Grounded in Multimodal Theory, live voice-over is conceptualized as a distinct and cognitively demanding AVT sub-mode that requires the simultaneous integration of auditory, visual, and textual semiotic channels in real time. The study utilizes 14 carefully selected data samples derived from teaching assistant live voice-over activities, incorporating AVT tools such as digital flashcards, videos, textbooks, and thematic charts, revealing the complex coordination required to produce immediate, coherent, and culturally nuanced translations. The findings highlight the translator's capacity to synchronize spoken narration with on-screen visuals and subtitles, manage strict temporal constraints, and maintain the natural flow and communicative intent of the source material. The study also emphasizes the supportive role of emerging technologies—including AI-assisted subtitling, voice recognition systems, and interactive audiovisual tools—in minimizing ambiguity, ensuring lexical accuracy, and maintaining temporal alignment. This interplay between human expertise and technological mediation illustrates the hybrid nature of live voice-over translation. Furthermore, the research underscores the translator's function as a real-time cultural mediator, rapidly reformulating idiomatic expressions and culturally specific content for Indonesian audiences without compromising clarity or synchronization. By delineating live voice-over's distinct position relative to interpreting and post-produced voice-over, this study contributes to both theoretical and practical discourses in AVT. It provides insights for translator training, AVT research, and the development of translation technologies, advancing understanding of live voice-over as a multimodal, cognitively complex, and technologically integrated translation mode.

Keywords: Audiovisual Translation (AVT), Live Voice-Over, Multimodal Theory, English-Indonesian Translation, Translation Technology.