

**ANALYZING TRANSLATION TECHNIQUES OF VERBAL HUMOR IN
BARBIE (2023) FROM ENGLISH INTO INDONESIAN SUBTITLES**

SKRIPSI

Written by:

ANDROVADANI LUCKY MANOPPO

2221150022



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

2026

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SKRIPSI

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

Written by:

ANDROVADANI LUCKY MANOPPO

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2026



FACULTY OF LETTERS AND LANGUAGES

UNIVERSITAS KRISTEN INDONESIA

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I, the undersigned:

Name : Androvadani Lucky Manoppo
Student Number : 2221150022
Study Program : English Literature
Faculty : Faculty of Letters and Languages

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3. not a translation work from a collection of reference books or journals listed in the reference to the assignment.

If it is proven that I do not fulfill what is stated above, then this final project is considered null and void.

Jakarta, June 25th, 2026



Androvadani Lucky Manoppo



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ANALYZING TRANSLATION TECHNIQUES OF VERBAL HUMOR IN
BARBIE (2023) FROM ENGLISH INTO INDONESIAN SUBTITLES

by:

Name : Androvadani Lucky Manoppo
Student Number : 2221150022
Study Program : English Literature
Concentration : Translation

has been examined and approved to be submitted and defended in the *Skripsi* Defense to attain a Bachelor's Degree in English Literature Study Program, Faculty of Letters and Languages, Universitas Kristen Indonesia.

Jakarta, June 25th, 2026

Approved by:
Advisor,

Dr. Masda Surti Simatupang, S.Pd., M.Hum
03-1209-6702

Head,

Mike Wijaya Saragih, S.S., M.Hum.
03-3011-8802



Susanne A.H. Sitohang, S.S., M.A.
03-1112-7201



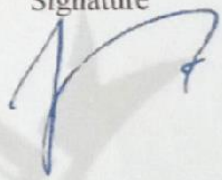
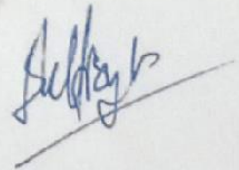
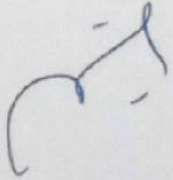
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On June 25th, 2026, a *Skripsi* Defense was held as partial fulfillment of the academic requirements to obtain a Bachelor's Degree in the English Literature Study Program, Faculty of Letters and Languages, Universitas Kristen Indonesia, on behalf of:

Name : Androvadani Lucky Manoppo
Student Number : 2221150022
Study Program : English Literature
Faculty : Faculty of Letters and Languages

The *skripsi* is entitled "Analyzing Translation Techniques of Verbal Humor in *Barbie* (2023) from English into Indonesian Subtitles" and has been approved by the Board of Examiners, consisting of:

Board of Examiners	Position	Signature
1. Yules Orlando Sianipar, S.S., M.Hum.	as Head	
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3. Dr. Masda Surti Simatupang, S.Pd. M.Hum.	as Member	



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I, the undersigned:

Name : Androvadani Lucky Manoppo
Student Number : 2221150022
Study Program : English Literature
Faculty : Faculty of Letters and Languages
Type of Final Project : *Skripsi*
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2221150022

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ABSTRAK

Penelitian ini menganalisis jenis humor verbal dan teknik penerjemahan dalam film Barbie (2023), dengan bahasa Inggris sebagai bahasa sumber dan bahasa Indonesia sebagai bahasa sasaran. Penelitian ini menggunakan klasifikasi humor verbal Shade (1996) dan teori teknik penerjemahan Molina dan Albir (2002). Penelitian ini menerapkan metode deskriptif kualitatif dengan analisis isi kualitatif (qualitative content analysis). Data penelitian berupa kata, frasa, kalimat, dan percakapan singkat yang mengandung humor verbal dalam dialog bahasa Inggris dan takarir bahasa Indonesia. Sebanyak 20 data humor verbal ditemukan. Data tersebut terdiri atas satire sebanyak lima data, irony empat data, pun tiga data, joke dua data, sarcasm dua data, wit dua data, parody satu data, dan tall tale satu data. Satire menjadi jenis humor yang paling dominan. Penelitian ini juga menemukan sebelas teknik penerjemahan, yaitu penerjemahan harfiah, kreasi diskursif, reduksi, amplifikasi, deskripsi, meminjaman, modulasi, kompresi linguistik, adaptasi, padanan lazim, dan generalisasi. Penerjemahan harfiah menjadi teknik yang paling sering digunakan dengan 17 kemunculan. Hasil analisis menunjukkan bahwa humor yang bergantung pada konteks, kontras situasi, respons langsung, dan pembesaran makna cenderung lebih mudah dipertahankan. Sebaliknya, humor yang bergantung pada permainan kata, makna ganda, pilihan leksikal, dan referensi budaya lebih sering mengalami perubahan atau pengurangan efek humor dalam takarir bahasa Indonesia.

Kata kunci: *Humor Verbal, Teknik Penerjemahan, Barbie, Subtitle*

ABSTRACT

This study analyzes the types of verbal humor and the translation techniques used in *Barbie* (2023), with English as the source language and Indonesian as the target language. It applies Shade's (1996) classification of verbal humor and Molina and Albir's (2002) framework of translation techniques. The study employed a descriptive qualitative method with qualitative content analysis. The data consisted of humorous words, phrases, sentences, and short dialogue exchanges taken from the English dialogue and Indonesian subtitles. A total of 20 instances of verbal humor were identified. These consisted of five instances of satire, four of irony, three of pun, two each of joke, sarcasm, and wit, and one each of parody and tall tale. Satire was the most dominant type. The study also identified eleven translation techniques: literal translation, discursive creation, reduction, amplification, description, borrowing, modulation, linguistic compression, adaptation, established equivalent, and generalization. Literal translation was the most frequently used technique, occurring 17 times. The analysis shows that humor based on context, situational contrast, direct responses, and exaggeration was generally easier to preserve. In contrast, humor that depended on wordplay, double meanings, lexical choices, and cultural references was more likely to undergo changes or lose part of its humorous effect in the Indonesian subtitles.

Keywords: Verbal Humor, Translation Technique, Barbie, Subtitle