



**Auris AI-Generated Indonesian Subtitles for *The Cartoon Scary Girl (2023)*: a  
Translation Studies**

**THESIS**

by

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**NPM.202006038**

**ENGLISH LITERATURE DEPARTMENT  
FACULTY OF LETTERS  
UNIVERSITAS ABDURACHMAN SALEH SITUBONDO  
2024**



**Auris AI-Generated Indonesian Subtitles for *The Cartoon Scary Girl* (2023): a  
Translation Studies**

**THESIS**

Presented in Partial Fulfillment of the Requirements  
For the Degree of *Sarjana* in English Studies

by

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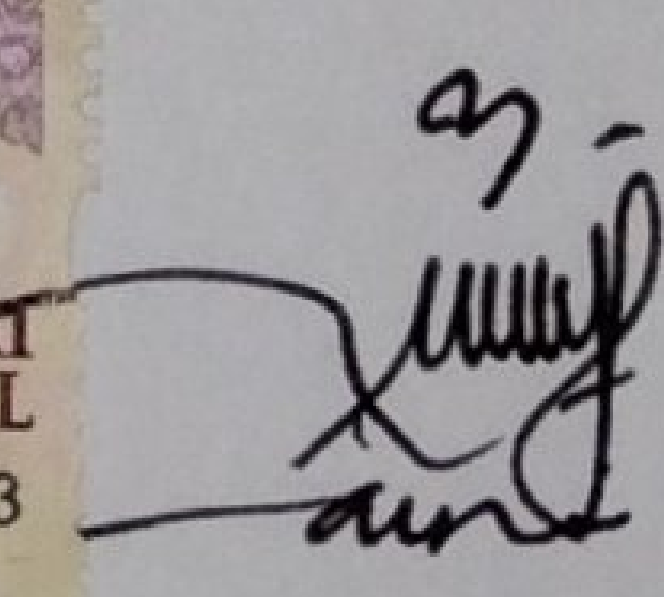
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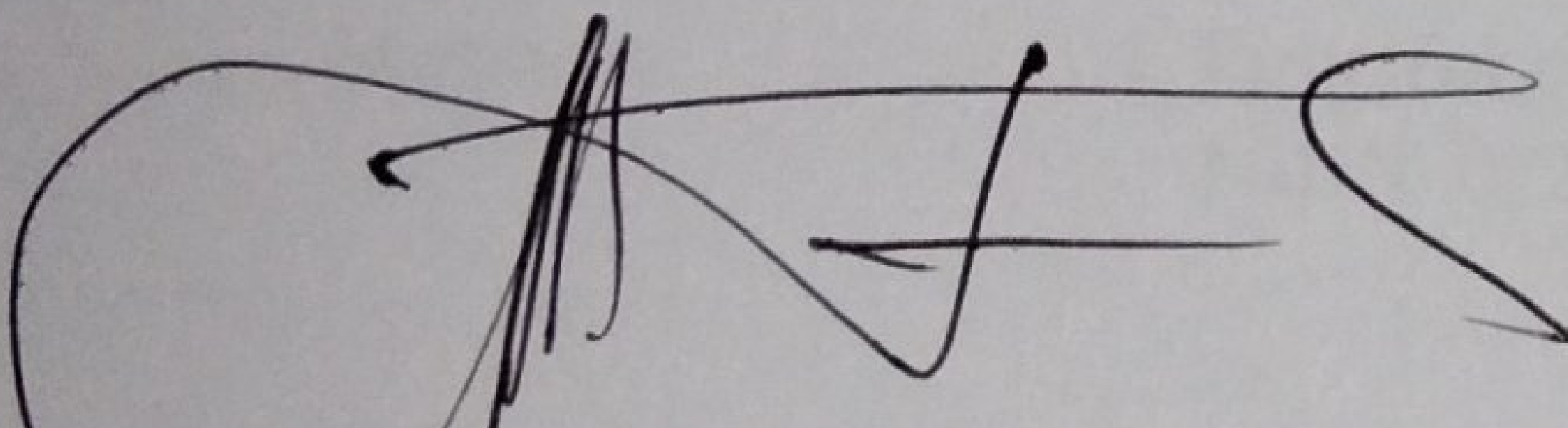
  
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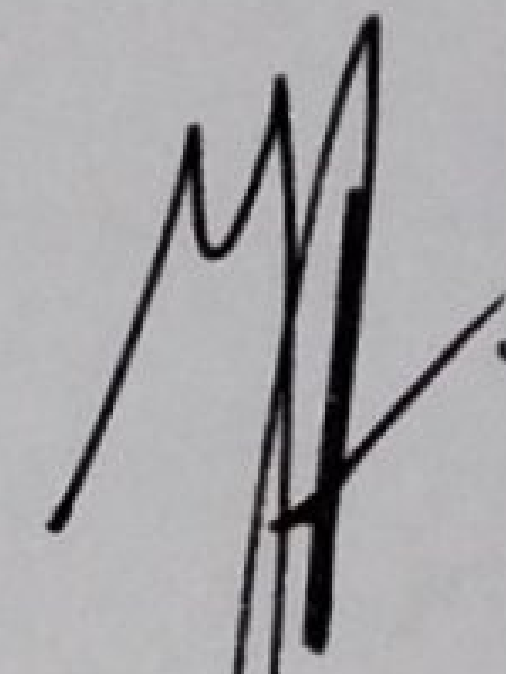
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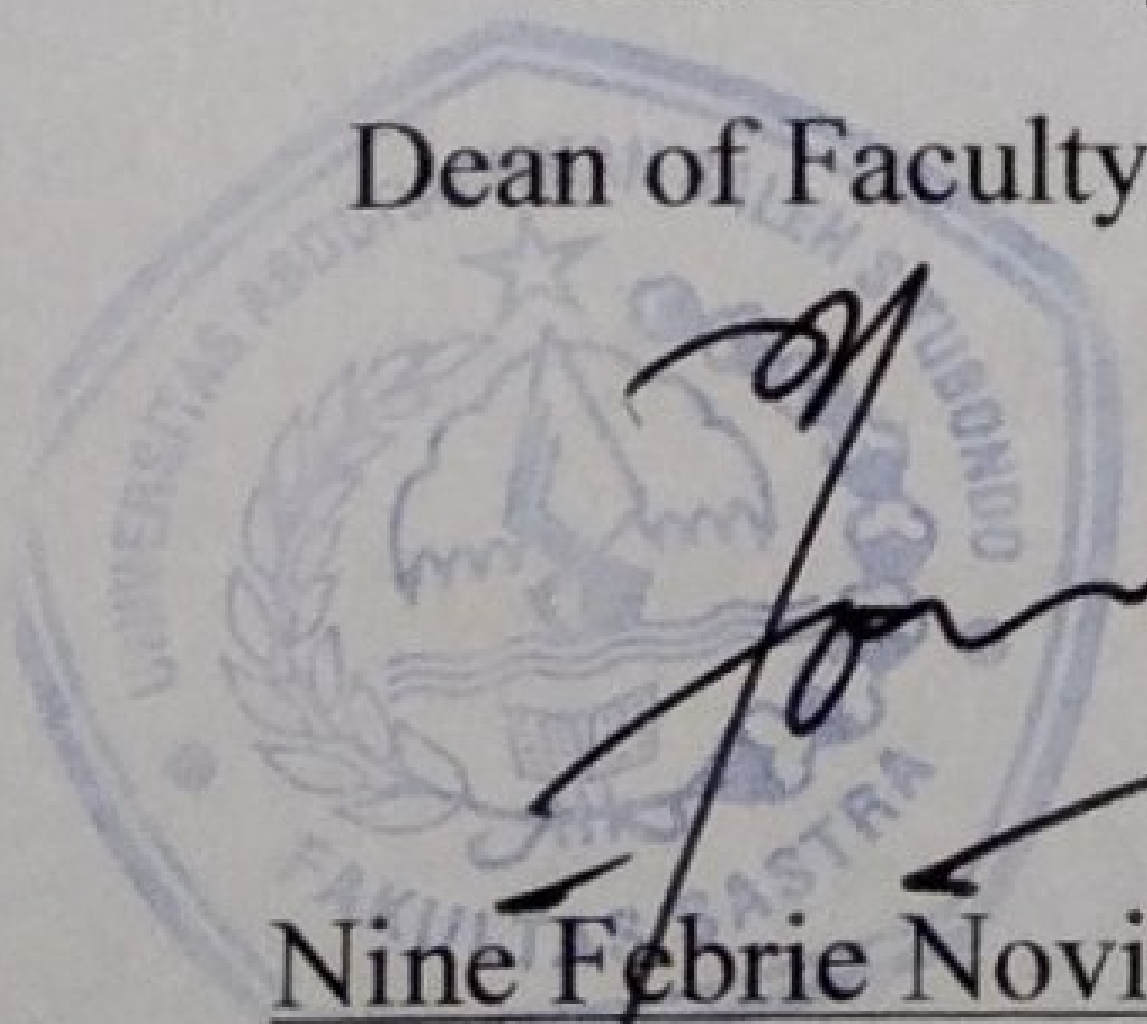
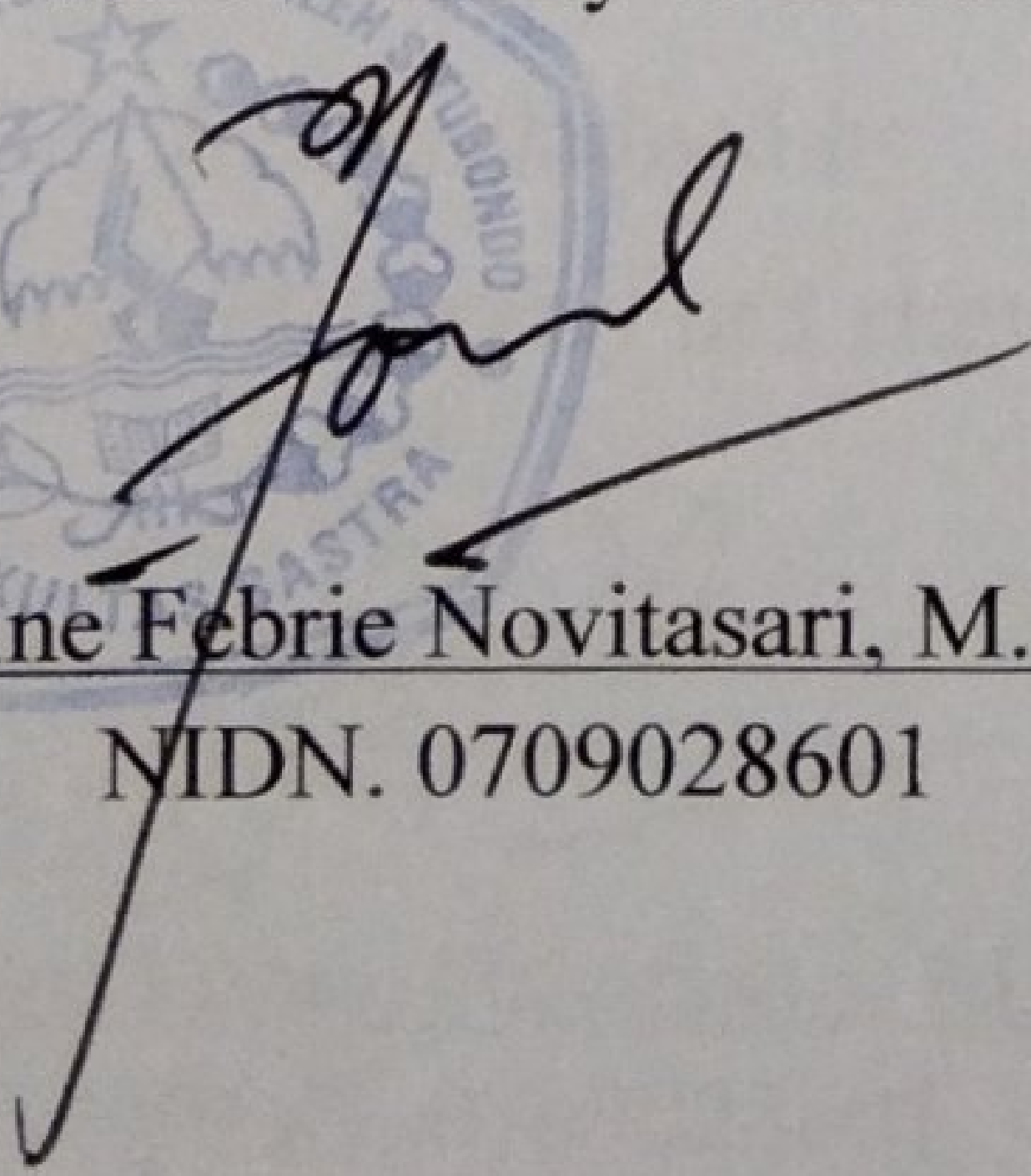
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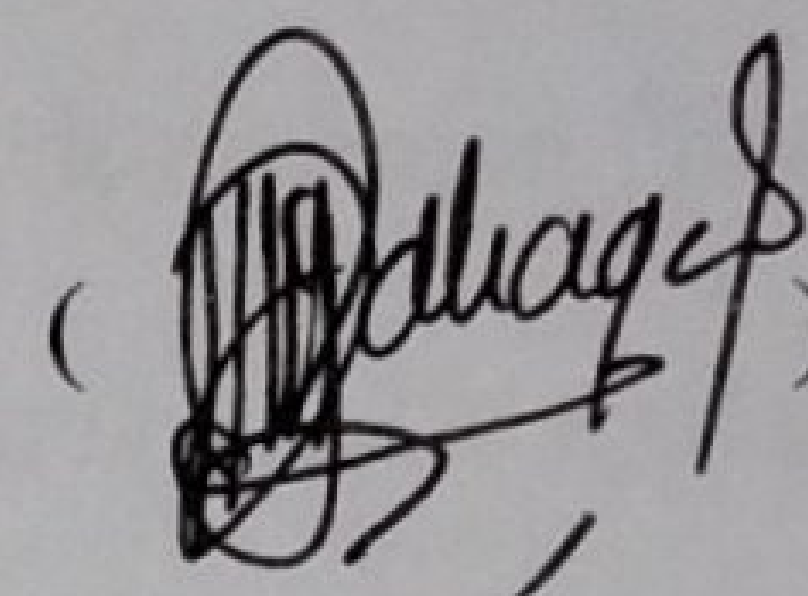
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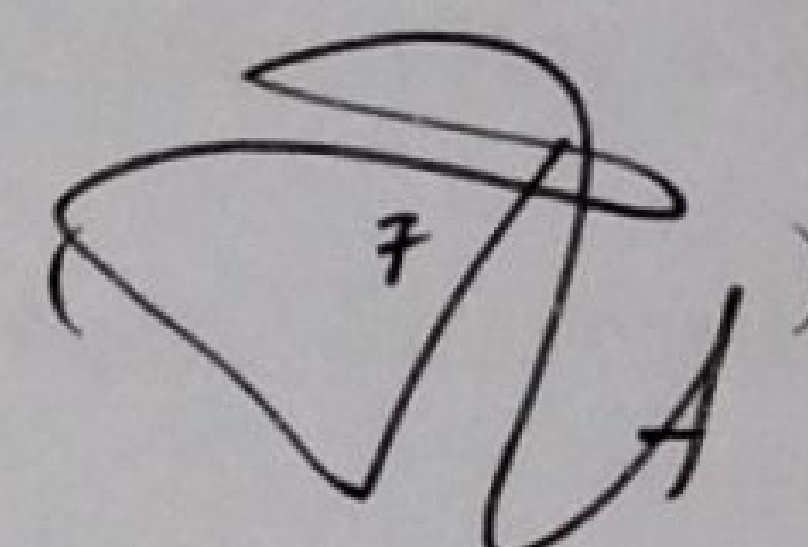
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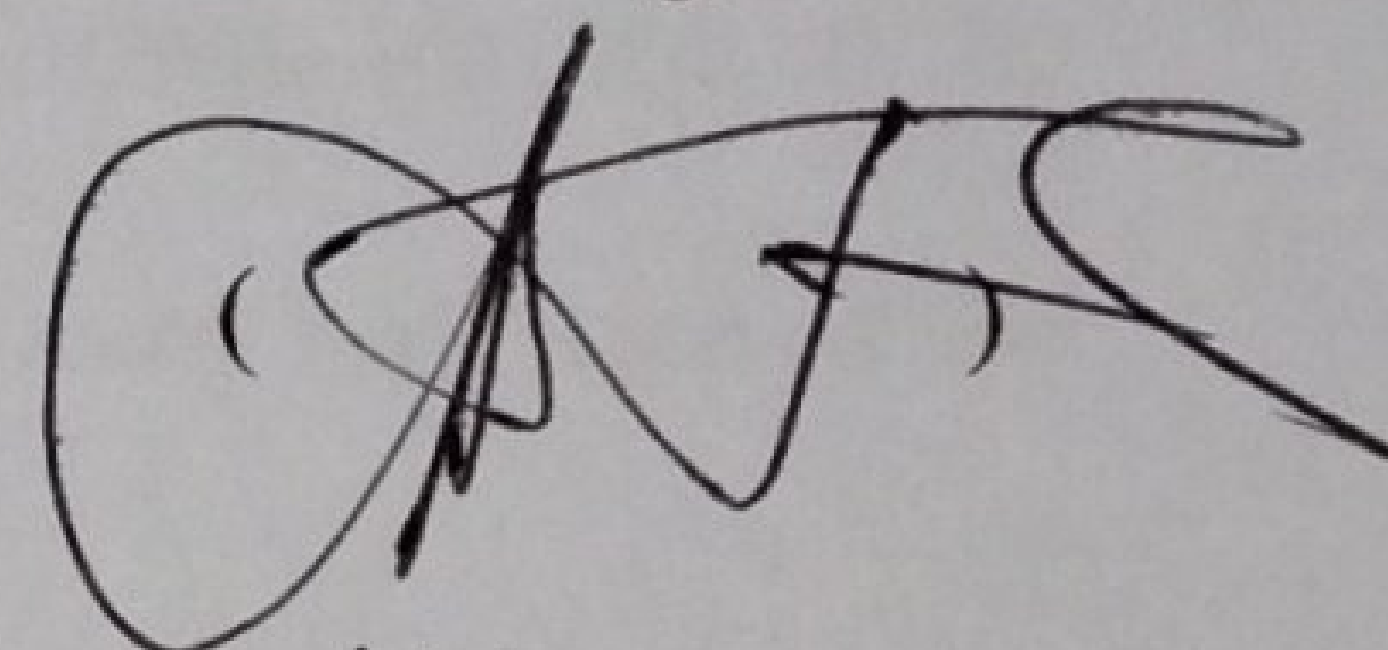
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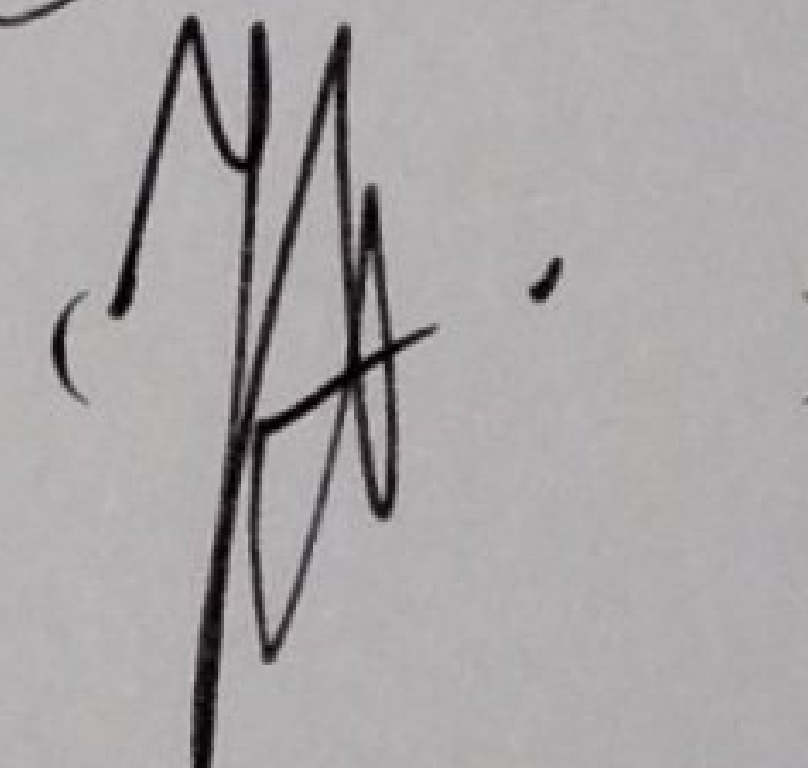
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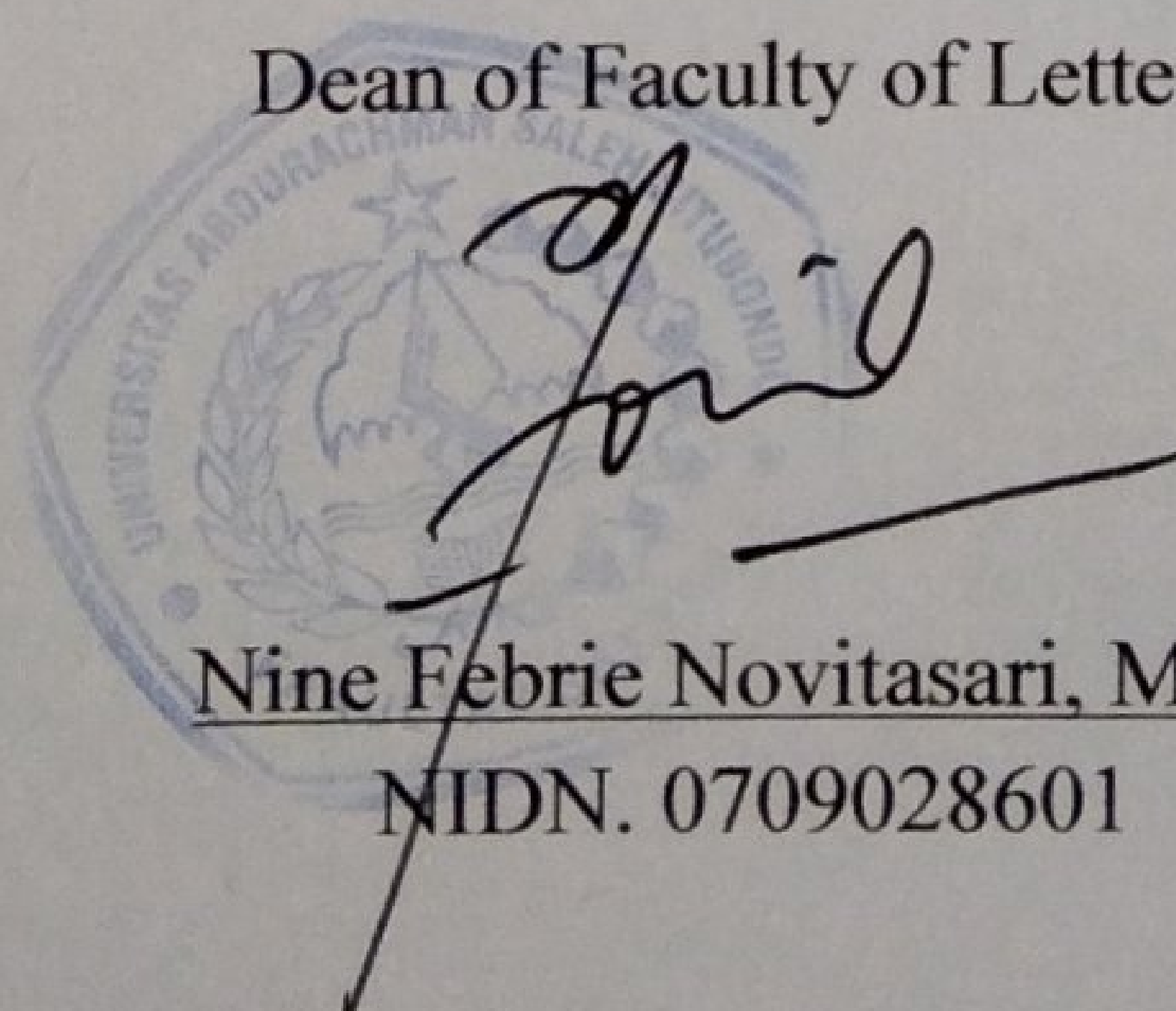


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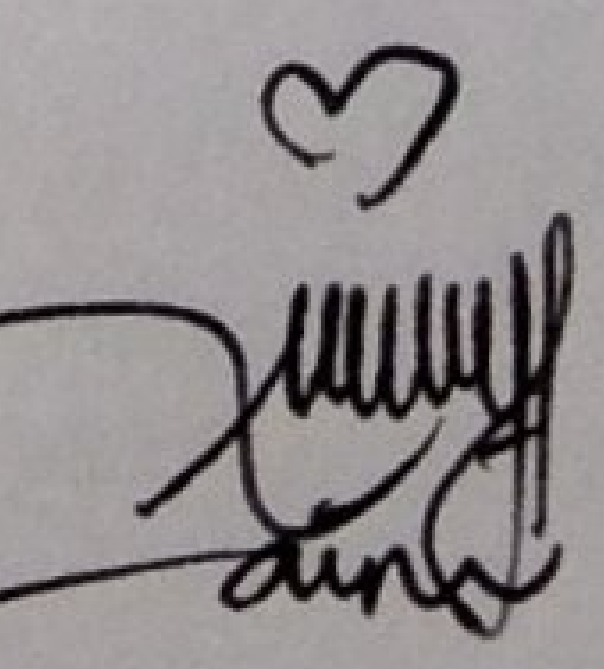
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## DEDICATION OF SHEET

Completing this thesis has been far more challenging than I ever anticipated. Throughout this journey, I have encountered numerous obstacles, including my own bouts of laziness. From the very beginning to the final stages, it has been a demanding process. However, I am grateful to have had the unwavering support of several incredible people who consistently encouraged and reminded me to persevere. I dedicate this thesis to:

1. My Parents and siblings. For their unconditional love, endless support, and encouragement. Your belief in me has been my greatest source of motivation. Your question, "When will you finish your thesis?" will no longer need to be asked because, yes, I did it.
2. Qurrotul Aini, yes, me myself. Thank you for the strength to persevere until now. You have successfully navigated your campus life from the first semester to your upcoming graduation this year. You have experienced both sweet and sorrowful moments. You are a rockstar! Let's weave an even more epic story after graduation.
3. All the lecturers in the Faculty of Letters at Universitas Abdurachman Saleh Situbondo. Thank you for the opportunities to explore and deeply understand English literature. Your patience and kindness have been a guiding light, and your dedication has filled my journey with knowledge and inspiration. I'm forever grateful for the love and wisdom you've shared.
4. My dearest friends, Siti Zubdatul Bisyaroh, Sofiyatul Jannah, Malika Sari, and Yusnia Aftarina. your unwavering support and presence have been my pillars throughout this thesis journey. You lift me up in my lowest moments and brighten my days as always. You truly make every day special, and I am endlessly grateful for this togetherness.
5. All my classmates, Mahbub Djunaidi's family, and everyone I cannot mention one by one. Thank you for accompanying me on this four-year journey. Your support and encouragement have been invaluable, and I look forward to continuing our bonds and creating new memories together in the future.

To all those who have been part of this journey, your support has been the cornerstone of my achievements. With heartfelt gratitude, I dedicate this thesis to you, as a token of my appreciation and respect. Thank you for walking this path with me and for making every step worthwhile.

## MOTTO

"Impossible is just a word; with determination, everything is within reach."



## ABSTRACT

Aini, Qurrotul 2024. *Auris AI-Generated Indonesian Subtitles for The Cartoon Scary Girl (2023): a Translation Studies*. Unpublished thesis, English Literature Department, faculty of letters, Universitas Abdurachman Saleh Situbondo. Advisors: Ahmad Yusuf Firdaus, S.S., M.Hum. and Yopi Thahara, S.S., M.Hum.

**Keywords:** Translation Technique, Translation Quality, Auris AI

The arrival of foreign films in Indonesia has become increasingly frequent. A translation becomes a vital component for audiences to fully understand and enjoy these movies. Modern machine translation technologies, such as those offered by Auris AI, simplify this process by converting video content into text. However, to truly benefit from these advancements, it is essential to evaluate the quality of the translations.

This study evaluated the translation quality of phrasal verbs generated by Auris AI in *The Cartoon Scary Girl (2023)*, focusing on the metrics of accuracy, acceptability, and readability. The study employed translation techniques as outlined by Molina and Albir and assessed translation quality using Nababan's framework. Data was systematically collected by listing the phrasal verbs in a table and then analyzed through Spradley's theory.

As a result, despite Auris AI's claims of achieving up to 99% accuracy with high-quality transcriptions, the study found that the overall translation quality was medium with the average score is 2,24 out of 3,00 or 74,6%. It showed that Auris AI's high claims of translation accuracy are primarily a brand image strategy aimed at attracting more customers. The assessment encompassed three terms: accuracy, which scored 2.25 or 75%; acceptability, which also scored 2.25 or 75%; and readability, which scored 2.24 or 74,6%. These findings indicated that the translations often fail to effectively convey the intended meaning, lack naturalness, and possess only a moderate level of clarity and comprehensibility.

## ABSTRAK

Aini, Qurrotul 2024. *Auris AI-Generated Indonesian Subtitles for The Cartoon Scary Girl (2023): a Translation Studies*. Unpublished thesis, English Literature Department, faculty of letters, Universitas Abdurachman Saleh Situbondo. Advisors: Ahmad Yusuf Firdaus, S.S., M.Hum. and Yopi Thahara, S.S., M.Hum.

**Kata kata kunci:** Teknik Penerjemahan, Kualitas Terjemahan, Auris AI

Adanya film-film asing di Indonesia telah menjadi hal yang lumrah. Terjemahan menjadi komponen yang sangat penting bagi penonton untuk memahami dan menikmati film-film tersebut. Teknologi terjemahan mesin modern, seperti yang ditawarkan oleh Auris AI, mempermudah proses ini dengan mengonversi konten video menjadi teks. Namun, untuk benar-benar memanfaatkan kemajuan ini, penting untuk mengevaluasi kualitas terjemahan.

Penelitian ini mengevaluasi kualitas terjemahan frasa verbal yang dihasilkan oleh Auris AI dalam Kartun Scary Girl (2023), dengan fokus pada metrik akurasi, keterterimaan, dan keterbacaan. Penelitian ini menggunakan teknik terjemahan yang dijelaskan oleh Molina dan Albir serta menilai kualitas terjemahan menggunakan kerangka Nababan. Data dikumpulkan secara sistematis dengan mencatat frasa verbal dalam tabel dan kemudian dianalisis menggunakan teori Spradley.

Hasilnya, meskipun Auris AI mengklaim mencapai hingga 99% akurasi dengan transkripsi berkualitas tinggi, penelitian ini menemukan bahwa kualitas terjemahan secara keseluruhan adalah sedang dengan skor rata-rata 2,24 atau 74,6%. Ini menunjukkan bahwa klaim berlebihan Auris AI tentang akurasi terjemahan merupakan strategi citra merek yang bertujuan untuk menarik lebih banyak pelanggan. Penilaian meliputi tiga aspek: akurasi yang mendapatkan skor 2,25 atau 75%; keberterimaan yang juga mendapatkan skor 2,25 atau 75%; dan keterbacaan yang mendapatkan skor 2,24 atau 74,6%. Temuan ini menunjukkan bahwa terjemahan seringkali gagal menyampaikan makna yang dimaksud, kurang alami, dan hanya memiliki tingkat kejelasan dan keterbacaan yang moderat.

## ACKNOWLEDGMENT

The writer would like to express gratitude to Mr. Yusuf Firdaus, M.Hum as the advisor, for his guidance and the time he spent helping the writer with this thesis. His support has been very important. The writer also want to thank Mr. Yopi Thahara, M.Hum as the co-advisor, for his endless guidance and encouragement. The writer will always remember and use the knowledge gained from both.

All lecturers of English literature at Universitas Abdurachman Saleh Situbondo who have imparted their knowledge of literature over the past four years with unwavering patience, the writer extends the deepest gratitude. Your teachings have been invaluable, providing the foundation and insight necessary for the writer to successfully complete this thesis. The knowledge and guidance you have generously shared have played a crucial role in shaping the writer's understanding and enabling the writer to reach this academic milestone.

The writer also very grateful to Mas Zen, who provided valuable support and input for this thesis. Without his help, this thesis would not have been completed. Thanks to Revita Maghfirotul Waqi'ah and Siti Mutmainnah for taking the time to be the writer informants and help with this thesis. Your contributions have been essential to finishing this thesis.

## TABLE OF CONTENTS

DECLARATION OF AUTHORSHIP.....	iii
Approval Sheet by Thesis Advisors .....	iv
ABSTRACT.....	viii
ABSTRAK.....	ix
TABLE OF CONTENTS .....	xi
LIST OF TABLES.....	xiv
LIST OF ABBREVIATIONS.....	xv
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Questions .....	5
1.3 Research Objectives .....	6
1.4 Scope of Discussion .....	6
1.5 Significances of Research .....	6
CHAPTER II REVIEW OF LITERATURE.....	9
2.1 Translation.....	9
2.2 AI Translation.....	10
2.3 Translation Quality.....	11
2.4 Translation Techniques.....	11
2.2.1 Accuracy .....	18
2.2.2 Acceptability .....	19

2.2.3	Readability in translation .....	20
2.5	Phrasal Verb .....	20
2.6	Short Synopsis of the cartoon Scary Girl (2023) .....	21
CHAPTER III RESEARCH METHOD.....		23
3.1	Research Design.....	23
3.2	Data Source & Research data.....	23
3.2.1	Data Source .....	23
3.2.2	Research data .....	23
3.3	Research Instrument.....	24
3.3.1	Instrument of Data Collection.....	24
3.3.2	Instrument of Data Analysis.....	24
3.3.3	Focus Group Discussion (FGD).....	25
3.4	Techniques of Data Collection .....	27
3.5	Techniques of Data Analysis.....	27
3.5.1	Domain Analysis .....	27
3.5.2	Taxonomic Analysis .....	28
3.5.3	Componential Analysis .....	29
3.5.4	Cultural Analysis.....	29
CHAPTER IV FINDINGS & DISCUSSION .....		31
4.1	Research Findings .....	31
4.1.1	translation techniques of phrasal verb in the Cartoon Scary Girl (2023) 32	
4.1.2	translation quality of phrasal verb in the Cartoon Scary Girl (2023).....	51

4.2	Discussions.....	68
CHAPTER V CONCLUSION & SUGGESTION.....		74
5.1	Conclusion.....	74
5.2	Suggestion.....	74

## LIST OF TABLES

Table 2.1 Accuracy Rating Instrument.....	19
Table 2. 2 Acceptability Rating Instrument.....	19
Table 2.3 Readability Rating Instrument .....	20
Table 3.1 Instrument for Informant of Accuracy .....	26
Table 3.2 Instrument for Informant of Acceptability .....	26
Table 3.3 Instrument for Informant of Readability .....	26
Table 3.4 Taxonomic Analysis .....	28
Table 3.5 Componential Analysis .....	29
Table 4. 1 Componential Analysis .....	31
Table 4. 2 Translation techniques used in phrasal verb.....	32
Table 4. 3 Total Accuracy Level of Phrasal Verb in the Cartoon Scary Girl (2023)...	52
Table 4. 4 Total Acceptability Level of Phrasal Verb in the Cartoon Scary Girl (2023) .....	58
Table 4. 5 Total Readability Level of Phrasal Verb in the Cartoon Scary Girl (2023)	63
Table 4. 6 Table of Average Score.....	68

## LIST OF ABBREVIATIONS

SL: Source Language

TL: Target Language

ST: Source Text

TT: Target Text

AI: Artificial Intelligence

