

ABSTRACT

This study investigated dubbing strategies of swearwords in animated movies, from English to Indonesian dubbed. The appearance of swearwords was censored through dubbing, as the appropriate translation to the children who are the target audiences. By analyzing *Toy Story* sequel movies (*Toy Story*, *Toy Story 2*, *Toy Story 3*, and *Toy Story 4*) in Disney+ Hotstar with Hughes (2006) and Zanotti (2014)'s theories, 84 swearwords were found and classified into 36 stupidity terms, 28 general terms, 11 religion terms, eight animal terms, and one anatomy term. Several dubbing strategies that were used are direct translation for 44% (three animal terms, 15 general terms, and 19 stupidity terms), omission for 14% (four animal terms, two general terms, and six general terms), substitution for 10% (two general terms and six stupidity terms), specification for 5% (two general terms and two stupidity terms), addition for 6% (five general terms), generalization for 2% (one general term and one stupidity term), and total replacement for 19% (11 religion terms, two in stupidity terms, and one for general, animal, and anatomy term). The study showed that Disney+ Hotstar only censored half of the swearwords and suggested to change the aged rating of the movie into PG (Parental Guidance).

Keywords: *Animated movie, Dubbing, Dubbing strategies, Swearwords, Toy Story*

ABSTRAK

Penelitian ini menyelidiki strategi *dubbing* pada kata umpatan dalam film animasi, terjemahan dari bahasa Inggris ke bahasa Indonesia. Kata umpatan yang muncul disensor menggunakan *dubbing*, yaitu teknik terjemahan yang sesuai untuk anak-anak sebagai target audiens. Dengan menganalisa film sekuel dari *Toy Story* (*Toy Story*, *Toy Story 2*, *Toy Story 3*, dan *Toy Story 4*) pada Disney+ Hotstar dengan teori Hughes (2006) dan Zanotti (2014), ditemukannya 84 kata umpatan dan digolongkan menjadi 36 *stupidity terms*, 28 *general terms*, 11 *religion terms*, delapan *animal terms*, dan satu *anatomy term*. Strategi *dubbing* yang digunakan yaitu 44% terjemahan langsung (tiga *animal terms*, 15 *general terms*, dan 19 *stupidity terms*), 14% penghilangan (empat *animal terms*, dua *general terms*, dan enam *general terms*), 10% substitusi (dua *general terms* dan enam *stupidity terms*), 5% spesifikasi (dua *general terms* dan dua *stupidity terms*), 6% penambahan (lima *general terms*), 2% generalisasi (satu untuk *general term* dan satu *stupidity term*), dan 19% penggantian keseluruhan (11 *religion terms*, dua *stupidity terms*, dan satu untuk *general*, *animal*, dan *anatomy term*). Penelitian ini menunjukkan bahwa Disney+ Hotstar hanya mensensor setengah dari kata umpatan dan menyarankan untuk mengganti rating umur film menjadi PG (*Parental Guidance*).

Kata kunci: *Film animasi, Dubbing, Strategi dubbing, Kata umpatan, Toy Story*