

**The Compliance of Netflix Translation Guidelines in
FRIENDS**

A THESIS



By:
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**ENGLISH LANGUAGE EDUCATION STUDY PROGRAM
FACULTY OF TEACHER TRAINING AND EDUCATION
WIDYA MANDALA SURABAYA CATHOLIC UNIVERSITY**

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The Compliance of Netflix Translation Guidelines in FRIENDS

A THESIS

Presented to Teacher Education Faculty
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Sarjana Pendidikan in English Language Education



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APPROVAL SHEET (I)

This thesis entitled *The Compliance of Netflix Translation Guidelines in FRIENDS* prepared and submitted by Seraphine Christa (1213021009) has been examined by the Thesis Board of Examiners.



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APPROVAL SHEET (II)

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ABSTRACT

In this modern era, people tend to watch online streaming platforms over CDs (compact discs) or television series. Therefore, the translation of online streaming must be accurate to gain reception from non-English audiences to understand the meaning. In this case study, the translation of the subtitles' quality of a sitcom (situation comedy) series was analyzed. This research aimed to analyze the compliance of the subtitles used on the Netflix series "FRIENDS" with the guidelines for translating from English to Indonesian. This research also evaluated the translation's accuracy, acceptability, and readability in subtitles provided by Netflix and compared them with AI (Artificial Intelligence) translation using SmartCat Translation. The analysis found that several errors occurred in the translation by the AI tool, including mistranslations, omissions, and different communication styles. From this research, it is conveyed that it is important to have human involvement in translation because humans can better understand the context, leading to more accurate, acceptable, and readable translations.

Keywords: online streaming, subtitles, translation, evaluation