

CHAPTER V

CONCLUSION AND SUGGESTIONS

In this chapter, the writer discusses the conclusion of this study and gives suggestions for future researches.

5.1 Conclusion

Subtitles and translations are essential in the context of global media consumption. From this research, the writer found that Netflix has established its subtitle guidelines. There are 13 (thirteen) requirements that Netflix has set for translators and subtitlers who are interested in adding subtitles to the movie, such as Duration, File Format, Glyph List, Line Treatment, Positioning, Consistency, Netflix Credit Translations, Main Titles/Dedications, Currency, Brand Names Treatment, Quotations, Translator Credits, and Technical Aspects. After observing the subtitles with the guidelines, the writer found that Netflix subtitles mostly followed the requirements. However, the duration of the Indonesian subtitles was slightly delayed which may lead to a distraction in the conversation's natural flow.

Other than observing the subtitles, the writer also observed the translation quality that Netflix has provided for the audience. The writer also compared the subtitles with an AI translation namely SmartCat as a comparison of the quality of language provided by humans and robots. The results showed that the two translation tools produced different outcomes. Netflix translations mostly use informal or casual tones; however, the translator tends to shorten the sentence and omit some details provided from the original context. While SmartCat translation mostly uses a more formal tone. However, the SmartCat translation also does not know the context provided and mistranslation or interpretation always occurs in this translation. The tool struggles to catch the true message because it cannot fully understand the situation. For example, it can be seen in line 83 of

Appendix 4. It highlights the difficulty of relying on translation tools without human assistance.

5.2 Suggestions

Based on the observation analysis of the subtitles in this episode, the following suggestions are provided to improve the quality of the translations:

1. For the Indonesian Translators

Netflix's Indonesian Translator has shown strong compliance with Netflix's guidelines by accurately conveying the dialogue and ensuring the translations are relevant to the plot. However, there is a potential for enhancement in maintaining consistency, particularly in adding background dialogue and non-verbal audio signals.

2. For the Netflix Subtitles System

Netflix's subtitles system has offered a strong framework for creating high-quality subtitles in various languages, however, some improvements could improve the viewing experience. Increasing collaborative feedback among translators could enhance uniformity across different titles and languages. Improving the accessibility and support features of the KNP tool would also facilitate better terminology management, ensuring accuracy and consistency throughout the long-running series and multi-episode projects.

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