

ABSTRACT

Emerya Dwi Hanifa. 2021. "**Ideology of Proper Nouns Translation in TV Series *Stranger Things* Season 1**"

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This research aims to describe: 1) proper nouns categories that occurred in *Stranger Things* series season 1, 2) techniques applied by the translator in translating English proper nouns, and 3) ideology applied by the translator in translating English proper nouns. This research employed a descriptive qualitative method that used proper nouns in words and phrases from English and Indonesian translation in the series. In analyzing the data, the researcher used theory based on Frank's proper nouns categorization, translation techniques proposed by Davies, and translation ideology proposed by Venuti. The research results show that there are 201 proper nouns found in the series. The most frequent category is Personal Names 128 times (63.68%), followed by Names of Geographical Units 58 times (28.86%), Names of Nationalities and Religions 4 times (1.99%), Names of Holidays 3 times (1.49%), Names of Times Units 6 times (2.99%), and Words Used for Personifications twice (1.00%). In terms of translation techniques, the most frequent technique used is preservation 138 times (68.66%), followed by transformation 51 times (25.37%), localization nine times (4.48%), omission twice (1.00%), and creation once (0.50%). Regarding translation ideology, 138 data (68.66%) of proper nouns tend to foreignization, and 63 data (31.34%) of proper nouns tend to domestication. Finally, the translation of proper nouns in the *Stranger Things* series season 1 tends to foreignization ideology since the most frequent technique applied is preservation which tends to foreignization ideology.

Keywords: proper nouns, translation ideology, translation technique

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Penelitian ini bertujuan untuk mendeskripsikan: 1) kategori-kategori proper nouns yang terdapat dalam Stranger Things series season 1, 2) teknik-teknik yang digunakan penerjemah dalam menerjemahkan proper nouns, dan 3) ideologi yang diterapkan oleh penerjemah dalam menerjemahkan proper nouns. Penelitian ini menggunakan metode deskriptif kualitatif dengan menggunakan proper nouns yang berupa kata dan frasa dari terjemahan bahasa Inggris dan bahasa Indonesia di dalam series. Dalam menganalisis data, peneliti menggunakan teori berdasarkan kategorisasi kata benda yang tepat menurut Frank, teknik penerjemahan yang dikemukakan oleh Davies, dan ideologi penerjemahan yang dikemukakan oleh Venuti. Hasil penelitian menunjukkan bahwa ada 201 kata benda yang ditemukan dalam rangkaian tersebut. Kategori yang paling sering adalah Personal Names 128 kali (63.68%), diikuti oleh Names of Geographical Units 58 kali (28.86%), Names of Nationalities and Religions 4 kali (1.99%), Names of Holidays 3 kali (1.49%), Names of Times Units 6 kali (2.99%), dan Words Used for Personifications 2 kali (1.00%). Dalam hal teknik penerjemahan, teknik yang paling sering digunakan adalah preservation 138 kali (68.66%), diikuti oleh transformation 51 kali (25.37%), localization 9 kali (4.48%), omission 2 kali (1.00%), dan creation satu kali (0.50%). Dalam hal ideologi penerjemahan, 138 data (68,66%) kata benda cenderung asing dan 63 data (31,34%) kata benda cenderung domestik. Akhirnya, penerjemahan proper nouns pada serial TV Stranger Things season 1 cenderung pada ideologi asing karena teknik yang paling sering diterapkan adalah preservasi yang berada di bawah ideologi asing.

Kata kunci: *proper nouns, ideologi penerjemahan, teknik penerjemahan,*