



**SKOPOS TRANSLATION ANALYSIS IN WINDAH
BASUDARA'S YOUTUBE LIVE STREAMING**

Undergraduate Thesis

Submitted in partial fulfillment of the
requirements for the Sarjana Sastra(S.S)

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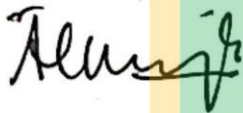
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Title of Undergraduate Thesis:

Skopos Translation Analysis In Windah Basudara's Youtube Live Streaming

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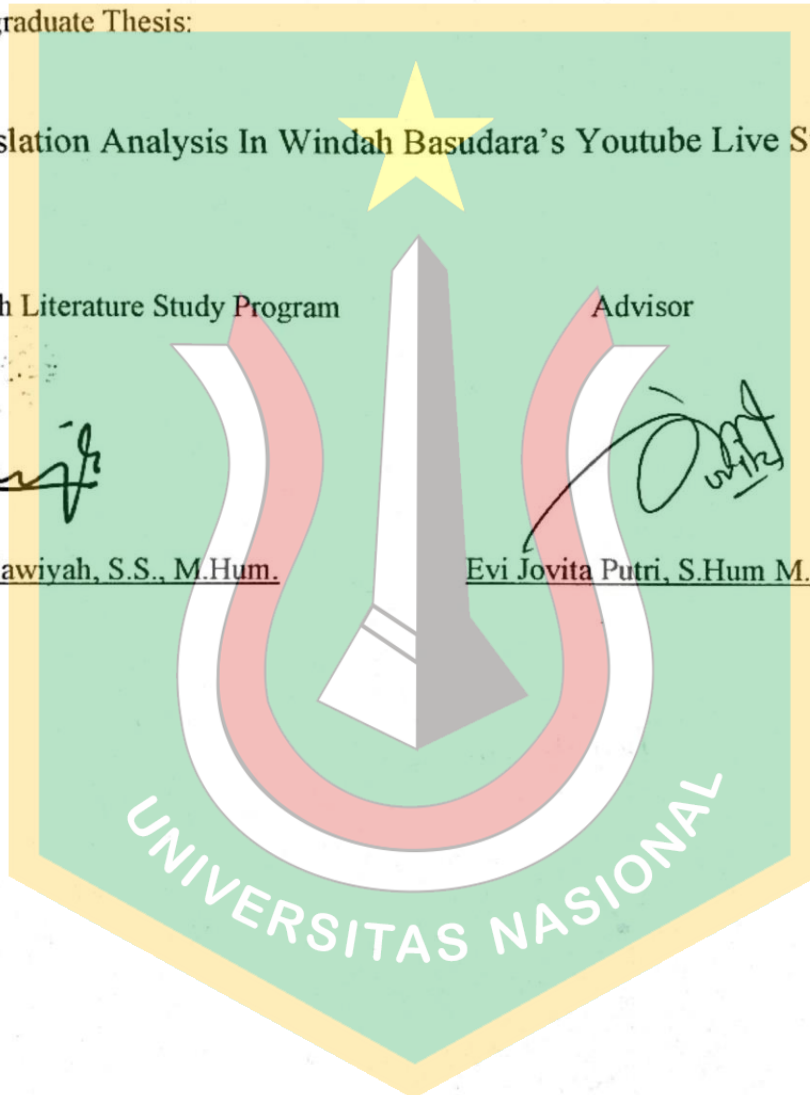


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is my own work and contains no plagiarism; it has not been submitted previously for any other assessed unit on this or other degree courses.

I have read and understood the University Regulations on Conduct of Examinations.

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ABSTRACT

This study focuses on investigating the translation quality based on Skopos Theory, within Windah Basudara's YouTube live streaming. The research problem concerns how Windah applies translation techniques from Source Language (English) to Target Language (Indonesia) during his streams and whether his translations align with the principles of Skopos Theory. This study uses a qualitative method with data collected through purposive sampling. The data is analyzed using three main principles of Skopos Theory. The study emphasizes that these strategies align with the Skopos framework by focusing on function and audience needs, particularly for children as the target readers. The context of Windah Basudara's live streaming also requires adaptive and communicative translation aligned with entertainment and audience engagement goals. Therefore, it can be concluded that Windah's spontaneous and creative also in line with the functional principles of Skopos theory, which highlights the importance of purpose and audience in the translation process.

Keywords : Windah Basudara, Skopos Theory, Youtube Live Streaming, Indonesian Translation.

