

CHAPTER V CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the analysis of Windah Basudara's translations in his YouTube live streaming, it can be concluded that his translation style strongly reflects the three main principles of Skopos Theory. In terms of the Skopos Rule, his translations are consistently guided by the primary purpose of live streaming, namely to entertain, engage, and interact with the audience, rather than to achieve strict linguistic accuracy. This purpose is achieved through his use of humor, improvisation, and informal language that makes the translation lively and relatable for his predominantly young Indonesian viewers. With regard to the Coherence Rule, the target texts produced are natural, understandable, and culturally relevant, as Windah frequently adopts colloquial expressions and everyday slang that resonate with his audience. Meanwhile, the Fidelity Rule is also observed, since the essential meaning, tone, and communicative intent of the source text are preserved even though the translation often departs from literal equivalence. These findings demonstrate that in the context of digital and interactive media, translation is not merely the transfer of linguistic elements but also a functional practice aimed at fulfilling communicative purposes and audience needs. Thus, the study confirms the applicability of Skopos Theory to modern digital translation practices, particularly in spontaneous and entertainment-oriented contexts such as live streaming.

5.2 Suggestion

In light of the findings, this research suggests that students of translation should recognize that successful translation is not solely defined by accuracy at the linguistic level but also by the extent to which it fulfills its intended function, maintains coherence, and preserves fidelity to the source message. For future researchers, it is recommended to expand the scope of study by examining other digital content creators or live streamers to provide comparative perspectives, as well as to apply alternative theoretical frameworks such as Relevance Theory or other functionalist approaches in order to enrich the analysis. It is also important for future research to address the limitations of this study, which only focused on selected excerpts of data and employed a qualitative approach, by analyzing larger datasets or combining both qualitative and quantitative methods. Finally, for practitioners and content creators, this research highlights that translation in digital media should not be perceived only as a linguistic activity but also as a communicative tool that strengthens interaction and engagement with the audience. By employing strategies that prioritize purpose, cultural appropriateness, and clarity, content creators can ensure that their translations serve not only to bridge languages but also to connect meaningfully with their viewers.

The writer suggest that everyone, especially literature students who are interested analyzing translation. This study is expected to serve as an example of the application of Skopos theory techniques in a non-formal or entertainment context. Students can learn that translation strategies are flexible and highly dependent on communicative goals and the characteristics of the target audience.

For future researchers, it is recommended to expand the scope of the study by analyzing other live streaming content creators using different translation theories, such as relevance theory, function theory, or multimodal approaches, to achieve more varied research outcomes. In the current digital age, most people seek entertainment from social media platforms like YouTube or others. This phenomenon is bound to have significant impacts.

