

## ABSTRACT

Putri., Ni Putu Bellina. 2023. **Strategies Applied in The Translation of Indonesian Narration in The Video of Demulih Village Bird Conservation.** English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. I. G. A Sri R. Jayantini, S.S., M. Hum. Co-Supervisor: Ni Made Verayanti Utami, S.S., M. Hum.

This thesis focuses on the strategies applied by the university students of fourth semester in Mahasaraswati Denpasar University when translating Indonesian narration in the video of Demulih Village Bird Conservation into English in one village in Bali, and find out how they cope with technical terms that found in translating Indonesian narration in the video into English. This study uses descriptive qualitative research because it describes the translation procedures used by students. The observation method is applied to collect the data for this study. The data were analyzed based on Molina and Albir's theory of translation Strategies. The findings show that there are 12 translation Strategies found in the students' data, and the most widely used translation strategy by students is Literal Translation with the percentage 53%. This strategy is widely used by students because, like its definition, this literal translation strategy means translating directly from SL to TL, a strategy that does not change anything much from SL to TL or vice versa., a comparison of the use of translation Strategies is presented, and the translation Strategies used by students are quite varied. In accordance with the findings, students translated the technical terms "Sekaa *Tuna Murdha Citta*" with four different techniques and results. Finally, it is intended that the study will produce a student translation product that could be used as a subtitle on the Bird Conservation YouTube video.

**Keywords:** *Strategies, Translation, Demulih Village, Bird Conservation*