ANALYSIS OF THE TRANSLATION TECHNIQUE OF HYPERBOLIC FIGURES IN THE SUBTITLES OF INSPIRATIONAL VIDEOS ON YOUTUBE

THESIS

This Thesis is Submitted to Fulfill the Requirement for ‘sarjana’ Degree in English Language Education

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Assalamu'alaikum Wr. Wb.

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Demikian permohonan ini kami ajukan, terima kasih.

Wassalamu'alaikum Wr. Wb.

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The researcher finished this thesis entitled ***"Analysis of the Translation Technique of Hyperbolic Figures in the Subtitles of Inspirational Videos on YouTube"***. This thesis is presented in order to fulfill of the requirement for the degree of strata I in English study program of IAIN Curup. In the process of conducting this research, the researcher accepted valuable support, assistance, guidance, contribution and motivation from others. Because of those reason, the researcher would like to presents his deepest gratitude to:

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the development of education in others school. For acknowledgment above, and those are not mentioned, may Allah SWT give them the best reward. *Aamiiiin*.

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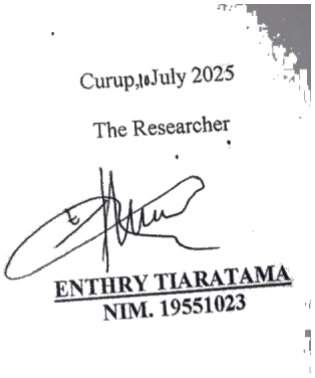


MOTTO

Be an aducated person who is able to succed, beyond the cknowledge that is owned do not give up easily with any obstacles, do not stop to seek knowledge as high as anything becausee in truth humans are created to learn until the end of life

DEDICATION

With determination and hard struggle finally I script and reach my ideals and with sense of love I decide my thesis to

- I dedicate this thesis to my entire extended family for the moral support and encouragement that has always been given
- Thank you also to mr sakut anshori and mam jumatul hidayah, as my supevisors. For your guidance, direction, and patience in guiding me during the thesis preparation process.

PREFACE

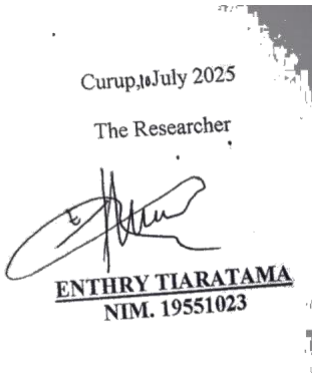
All of praises be to Allah SWT, help and support from all of lecturers, family and friends that the researcher had finally finished writing her thesis entitle **""*Analysis of the Translation Technique of Hyperbolic Figures in the Subtitles of Inspirational Videos on YouTube*""**.

This thesis is submitted as a part of the completion for undergraduate degree of strata-1 (S1) in English Study Program of State College for Islamic Studies (IAIN) Curup. The researcher realizes that this thesis is far from being perfect, therefore the researcher appreciates any suggestions and critics for being perfect in the future.

Last but not least, the researcher does that this thesis will be useful to those who interested in this field of the research.

Curup, 16 July 2025

The Researcher



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ABSTRACT

ENTHRY TIARATAMA	:	**"Analysis of the Translation Technique of Hyperbolic Figures in the Subtitles of Inspirational Videos on YouTube"**
Advisor	:	**Dr. Sakut Anshori, S.Pd.I., M. Hum**
Co. Advisor	:	**Jumatul Hidayah, M. Pd**

This research investigates the use of hyperbolic expressions and their translation techniques in the subtitles of inspirational videos from the TED Talks YouTube channel. The primary aim is to identify the types of hyperbole employed in the original English content and to analyze the techniques used to translate these expressions into Indonesian. The study adopts a qualitative descriptive approach, utilizing document analysis to examine seven selected videos based on viewership and content relevance. Hyperbolic expressions were categorized using Claridge's classification, which includes single-word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, superlative hyperbole, comparative hyperbole, and repetition hyperbole. The translation techniques were analyzed based on Molina and Albir's model, which consists of eighteen distinct strategies. The findings reveal that comparative, phrasal, and clause/sentence hyperboles are the most frequently used types, and that amplification and establish equivalent are the most commonly applied techniques in the subtitles. These techniques were effective in maintaining both the semantic meaning and rhetorical impact of the original expressions, demonstrating that translators prioritized clarity, emotional resonance, and contextual relevance in rendering hyperbolic language. This study contributes to a better understanding of the interplay between figurative language and translation strategies in audiovisual contexts.

Keywords: ***Translation Techniques, Hyperbolic Figures, Inspirational Video, Subtitles, YouTube***

TABLE OF CONTENT

APPROVAL ii

STATEMENT OF OWNERSHIP ..... **iii**

ACKNOWLEDGEMENT ..... **iv**

MOTTO ..... **vi**

DEDICATION ..... **vii**

PREFACE ..... **viii**

ABSTRACT ..... **ix**

TABLE OF CONTENTS ..... **x**

LIST OF TABLES ..... **xii**

LIST OF ABBREVIATIONS ..... **xiv**

LIST OF APPENDIXES ..... **xv**

CHAPTER I 1

A. Background 1
B. Research Question 6
C. Objectives of the Research 7
D. Delimitation of the Research 7
E. Significance of the Research 7
F. Definition of the Key Terms 8
G. Research Organization 9

CHAPTER II 10

A. Review of Related Theories 10

1. The Definition of Translation 10
2. The Importance of Translation Skill 11
3. The Aspect of Translation 12
4. The Translation Techniques 13
5. Meaning of hyperbole 15
6. Type of Hyperbole 17
7. The Strategies in Translating Hyperbole 22
B. Previous Studies 24

CHAPTER III 32

A. Research Design 33
B. Type of the Research 33
C. Technique of Data Collection 33
D. Research Instruments 35
E. Technique of Data Analysis 38

CHAPTER IV 40

A. Research Finding 40
B. Discussion 60

CHAPTER V 68

A. Conclusion 68
B. Suggestion 69

REFERENCES

APPENDIXES

LIST OF TABLES

Table 1	**:**	**Instrument of Hyperbole Expression Found in Inspirational Video on YouTube**	**36**
Table 2	**:**	**Instrument of Translation Techniques Used in subtitles of inspirational video on YouTube from English to Indonesia**	**36**
Table 3	**:**	**The Results of Type Hyperbole Expression**	**41**
Table 4	**:**	**The Results of Type Translation Technique on Hyperbole Expression**	**46-58**

LIST OF ABBREVIATIONS

Type of Hyperbole Expressions

SWH	:	Single-word hyperbole
PH	:	Phrasal hyperbole
CSH	:	Clause/sentence hyperbole
NH	:	Numerical hyperbole
SH	:	Superlative hyperbole
CH	:	Comparative hyperbole
RH	:	Repetition hyperbole

Type of Translation Techniques

Ad.	**:**	Adaptation
Am.	**:**	Amplification
Bor.	**:**	Borrowing
Cal.	**:**	Calque
Com.	**:**	Compensation
Des.	**:**	Description
Dis.	**:**	Discursive Creation
Est.	**:**	Established Equivalent
Gen.	**:**	Generalization
Ling. Am	**:**	Linguistic Amplification
Ling. Com	**:**	Linguistic Compression
Lit. Trans	**:**	Literal Translation
Mod.	**:**	Modulation
Part.	**:**	Particularization
Red.	**:**	Reduction
Subs.	**:**	Substitution
Trans.	**:**	Transposition
Var.	**:**	Variation

LIST OF APPENDIXES

Appendix 1 **:** SK Pembimbing

Appendix 2 **:** Izin Penelitian

Appendix 3 **:** Kartu Bimbingan Skripsi

Appendix 15 **:** Dokumentasi

CHAPTER I

INTRODUCTION

This chapter encompasses the background context of the study, the objectives of the study, the research questions, the significance of the research, the importance of the study, the definitions of key terminology, and the structure of the thesis.

A. Background of the Research

The hyperbolic expression is one kind of figure of speech that exaggerates things with overstatement. This expression causes something that seems excessive than it does. Hyperbole cannot be taken therefore because the hyperbole has connotative meaning. The use of hyperbole generally conveys the feelings or emotions of the speaker, or of those with whom the speaker is talking. Hyperbolic can be used in the form of humor, joy, distress, and many other emotions, all depending on the context in which the speaker uses it. Claridge states that hyperbole is an expression that exceeds the literal expression and contains more semantic attributes of expression something.[1] Moreover, Hyperbole is a figure of speech that contains statements beyond reason[2]. Hyperbole can produce a very dramatic emphasize something. It attempts to exaggerate something, make it more dramatic or tragic and no one would believe that it is true.

[1] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

[2] Masruchin, U. N. (2017). *Buku pintar majas, pantun, dan puisi*. Penerbit Nauli Media.

Moreover, hyperbole is also effective to gain other's attention. It is used frequently in society to deliver a message to each other either in spoken or written language. Hyperbole is often used on TV shows as a sweetener or addition to the show to make the show more interesting to watch. However, hyperbolic expression becomes a difficult thing to understand if the audience or listener does not understand the meaning of the hyperbole sentence itself. So, in this case, there needs to be an accurate translation in knowing the meaning of the hyperbolic expression itself. When the hearer can understand the speaker's ideas, it means the hearer gets the point and grasps the meaning. But when the hearer fails to understand the speaker it will create communication error or misunderstanding.[3]

To find out about how ideas or expressions are conveyed, people can see them by looking into the translation of ideas from one language into another. As people see a translator must translate the ideas in terms of meaning rather than lexical or literal forms. Hence the result of the translation of the source language may be different from form the target language. In the process, to earn for an adequate or acceptable translation, a translator must understand the ideas and proportions and then change them into its equivalents using the grammatical rules of the target language. Muchtar and Kembaren stated that translation is the action performed by the translator when translating the text from the source language (SL) into another language[4].

[3] Situmorang, J. P., & Sihite, K. D. G. (2024). THE TRANSLATION OF HYPERBOLIC EXPRESSIONS FROM ENGLISH INTO INDONESIAN: A CASE STUDY IN HOLY BIBLE. *Muse: Jurnal of Art*, 13-22.

[4] Muchtar, M., & Kembaren, F. R. W. (2018). Basic theory of translation.

Translation can also be described as a means of interlingual communication that allows users of different languages to understand each other. Translation techniques are needed to obtain equivalence in the target text. Thus, the essence of translation is a process that involves the relationship between two or more languages which then transfers the meaning of the source language to the target language with the accuracy of the message, readability, and acceptability so that it leads to a good translation.

Translation techniques are recognized as being universal, and independent of the languages involved in the translation process. Translation techniques are a way of how a person is able to translate one language to another so that it has a meaning that is in accordance with the target language. According to Molina & Albir in Anwar, there are eighteen of translation techniques, namely Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive creation, Established equivalent, Generalization, Linguistic amplification, Linguistic compression, Literal translation, Modulation, Particularization, Reduction, Substitution, Transposition, and Variation.[5]

Furthermore, translation is not an easy thing, especially when translating figures of speech; the translator has to look for the right words to match them in the target language. As stated by Anshori et al. the quality of a translation should be evaluated as a whole, considering the various

[5] Anwar, F. Z. (2020). Strategies and techniques of translation in translating songs as 21st century curriculum. *Manajemen Pendidikan*, *15*(1), 34-43.

interconnected factors involved.[6] So the right technique will be needed when we are going to translate figures of speech. In this study, the researcher conducted a research related to translation techniques and one type of figure of speech, namely hyperbole. In this study, the researcher focused on inspirational videos on YouTube, namely from TED Talks Channel. The researcher did not only focus on motivator, but also the content delivered. TED Talks is a globally recognized platform that features presentations by experts in various fields, covering inspirational topics such as education, motivation, technology, humanity, and personal development. One of the distinctive characteristics of TED Talks is the frequent use of rhetorical language, including hyperbole, as a technique to emotionally engage the audience and emphasize the core messages. In this case, the researcher would translate the subtitles of the inspirational video from YouTube. Moreover, TED Talks Channel has 26 million subscribers which mean this channel has a lot of viewers. In the audiovisual field, one of the most important areas of development is known as subtitles which have been key to communicating with a wider range of viewers. Khalaf states that subtitling is a type of translation that includes dubbing, and audio descriptions.[7] In other words, the audiovisual translation of a TV show or film is transmitted in a specific form to be understood by audiences who are unfamiliar with the SL.

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[6] Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie Subtitles. *Langkawi: Journal of The Association for Arabic and English*, 275-292.

[7] Khalaf, M. H. (2016). Translation of Explicit Quranic Proverbs and Their Rhetorics Into English. *Universiti Sains Malaysia*.

In addition, there are some examples of hyperbolic figures that used in TED Talks channel such as "***This idea can change the world***, I've told this story a ***million times***, It was the most terrifying thing ***in the universe***, Everyone ***on Earth*** needs to hear this, and I felt like ***my heart exploded with joy***." From these examples, the researcher should find the translation used to make people understand the correct meaning of the sentences.

Meanwhile, translating a figurative meaning is always difficult because it has a complicated process. The process of translating figurative language must consider many aspects of translation because the result of the translation may be figurative or not figurative depending on the context of the target language. In this case, the researcher raises a theme related to figurative language which is very unique and different from other translations in general. The figurative language in this case is "hyperbole". This study tried to see how hyperboles in English are translated into the target language that is Indonesian.

Additionally, the researcher found some previous related studies. The first research was conducted by Sari[8], Translation Methods of The Translation of Sapardi Djoko Damono's Poems in English, and the goal is to identify and analyze the translator's methods, as well as how the translator communicates the message and purposes of the poems. The second study titled An Analysis of Figurative Language Translation in The Pursuit of Happiness Movie was

[8] Sari, Z. (2016). Translation methods of the translation of Sapardi Djoko Damono's poems in English. [Skripsi, Sumatera Utara University].

conducted by Pribadi[9]. The goal is to identify the types of figurative language in the movie using Abrams' theory, as well as to determine whether the translation of figurative language subtitles from English to Indonesian is correct or not using Larson's theory of acceptable translation. The next research titled The Translation of Figurative Language in The Fault in Our Stars Movie was conducted by Aulia[10]. Her research objectives are to determine the types of figurative language in the movie, particularly simile and personification, based on Newmark's theory, and to find the translation of figurative language, especially simile and personification, based on Leech's theory. Based on this some related studies, the researcher conducted a research which more specific to one figurative language, namely hyperbolic expression. Moreover, the researcher also sought to find out the translation techniques used from English to Indonesia. This research used the inspirational video on YouTube as the object of the research.

Therefore, the aim of this research is to determine the types of hyperbolic figures of speech and the translation techniques used of translating hyperbole figures of speech in subtitles from English into Indonesian in inspirational videos on YouTube. This research is essential for English Education students as it integrates stylistics, audiovisual translation, and figurative literacy to enhance their academic, pedagogical, and professional competencies. By analyzing translation techniques applied to hyperbole,

[9] Pribadi, W. K. (2018). An analysis of figurative language translation in The Pursuit of Happyness movie. [Skripsi, Sanata Dharma University]

[10] Aulia, M. (2019). The translation of figurative language in the Fault in Our Strars Movie (Skripsi, Universitas of Muhammadiyah Sumatera Utara, Medan).

students develop an understanding of meaning equivalence and rhetorical effect across cultures, sharpen their *noticing* skills in language choices. Based on the description above, then the researcher is motivated to conduct research with the title "**ANALYSIS OF THE TRANSLATION TECHNIQUE OF HYPERBOLIC FIGURES IN THE SUBTITLES OF INSPIRATIONAL VIDEOS ON YOUTUBE**"

B. Research question

Based on the problems, this research aims to know:

1. What are the types of hyperbole expressions in inspirational videos on YouTube?
2. What are the techniques for translating expressions containing hyperbole in inspirational videos from English to Indonesian?

C. Objective of the research

Based on the research questions above, the objective of the research is:

1. To find the expressions containing hyperbole in inspirational videos on YouTube.
2. To find the techniques for translating expressions containing hyperbole in inspirational videos from English to Indonesian.

D. Delimitation of the Research

This study examines the translation techniques used in subtitling YouTube content, focusing on inspirational videos. It also identifies and categorizes the types of hyperbole found in these videos, recognizing their rhetorical and cultural value. By applying the most suitable translation techniques, the research aims to preserve both meaning and rhetorical impact in the target language; ensuring subtitles remain accurate, engaging, and culturally appropriate.

E. Significance of the Research

The researcher expects that this research ccontributes some significant progresses both theoretically and practically. The following items are explained about the significances of this research;

1. For translators

   In finding the difficulties and factors that cause difficulties for translators in studying figures of speech related to the topics discussed in this research in the future, it can help translators to be aware of gaining knowledge about figures of speech. The results of the research can also minimize the difficulties faced by translators in learning types of metaphorical figures of speech.

2. For students

   The results of this research can be useful for students because students can find out what types of figures of speech are contained in

metaphorical figures of speech and it is hoped that students can also understand the importance of understanding the moral messages contained in inspirational videos.

3. For IT Developer

Each research result usually produces different results, so the author hopes that this research can be useful as a reference for future research.

F. Definition of Key Terms

The researcher describes the essential topics employed in this research to prevent misunderstandings.

1. Translation

Translation refers to a process of transferring the meaning of a text into another language according to the meaning intended to be conveyed by the original author of the text, helping to introduce the sharing of ideas, thoughts and culture from one language to another. As stated Catford in Situmorang and Sihite, translation is the process of substituting textual material in the source language with equivalent textual material in the target language.[11] With the development of technology and the emergence of various new methods and concepts, translators must integrate these things into daily practice.

[11] Situmorang, J. P., & Sihite, K. D. G. (2024). THE TRANSLATION OF HYPERBOLIC EXPRESSIONS FROM ENGLISH INTO INDONESIAN: A CASE STUDY IN HOLY BIBLE. *Muse: Jurnal of Art*, 13-22.

2. Hyperbolic figure of speech as a sentence

Hyperbole is a figure of speech that describes something in an exaggerated way, even though the description often does not make sense or is difficult to understand further. According to Henkemans, hyperbole is a rhetorical trope by means of which statements are made that are obviously exaggerated and thus untrue or unwarranted.[12] It means hyperbole is a language style in expressing something exaggeratedly even beyond of human logic.

G. Research Organization

This section provides an overview of the research's organization from chapter one to chapter five. Chapter I contains the introduction. It contains background data, objectives, questions, and restrictions on the research as well as operational definitions and research relevance. The Chapter II contains a review of related literature. Reviews of connected studies and reviews of pertinent reviews are offered. Chapter III is devoted to Research Methodology. It addresses the research methodology, research question, research instrument, technique for acquiring data, and method for analysing data. In Chapter IV is finding and discussion. The research's data is provided via the findings and discussion. The last chapter would be Chapter V, which contains conclusion.

[12] Henkemans, A. F. S. (2013). The Use of Hyperbole in the Argumentation Stage. OSSA Conference Archive, 1–9.

CHAPTER II

LITERATURE RIVIEW

A. Review of Related Theories

1. The Definition of Translation

Translation is the interpretation of the linguistic meaning of text from the source language to produce equivalent text in the target language that communicates a similar message.[13] According to Oxford, translation is the communication of a message from a source language to a target language using equivalent text. Where interpretation undoubtedly appeared before writing, translation only emerged after the emergence of writing (literature). One of the earliest translations discovered is the translation made in 2000BC of the legend of Gilgamesh from Sumerian into West Asian languages.

The person who translates is called a translator. Translators when translating must consider several constraints, including context, grammatical rules, writing conventions, and idioms, as well as anything else between the two languages.[14] Translators always face the risk of accidentally inserting language styles and idioms from the source language into the target language. On the other hand, infiltration of language styles and idioms can enrich the target language by the emergence of loan words.

[13] Lefevere, A. (1992). Chapter I. In Translation, rewriting and the manipulation of literary fame. Routledge.

[14] Anwar, F. Z. (2020). Strategies and techniques of translation in translating songs as 21st century curriculum. Manajemen Pendidikan, 15(1), 34-43.

In this way, translators are significantly involved in the process of language formation and development.

The main misunderstanding regarding translation may be the concept of a simple "word-for-word" relationship between two languages which then leads to translation often being considered to be straightforward and a mechanical process. In fact, historical differences between languages often provide differences in expression in both which make it impossible to transfer messages between languages perfectly. Translation science is a science that studies the theory and practice of translation systematically.

2. The Importance of Translation skill

Translation has played an important role in the spread of knowledge, culture, arts and sciences that cross national and cultural boundaries. This article is a glimpse views on the position of translation in the phenomenon of globalization which is also not free from progress technology and human mobility that require links between languages and cultures. Translation does not separated from language and culture because it contains certain linguistic activities and cultural content. Language and culture are inseparable because they influence the thinking process and create a value system within it. In the era of globalization, translation increasingly influences everyone's lives, including the translation profession and the life of a translator. Translation helps introduce the sharing of ideas, thoughts and culture one language to

another[15]. With the development of technology and the emergence of various new methods and concepts, translators must integrate these things into their daily practice. At a cultural level, Translation can bridge the gap between society and nation. Translation continues contribute to introducing various languages and cultures which ultimately leads to globalization.

3. The Aspect of Translation

There are three important aspects in translation, namely: price and time, price and quality, quality and time. The important aspects of price, quality and time are probably what every translation client is looking for, but the question is, as a set of three, to what point are they feasible? We must remember that translation is not a product, it's a service, so it's not something that's immediately available when a customer requests it. Therefore, a complex process begins from the moment a client requests a translation; and there are several factors that come into play in this process, all depending on the specific needs of the client.

Price and Quality: Time is sacrificed in this case in favor of better project management. The ideal working solution here is to have one translator handling translation, an editor working on editing, and a proof-reader to tackle the proofreading process. This combination offers the best possibility for maintaining style, coherence in terminology, and so on.

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[15] Situmorang, J. P., & Sihite, K. D. G. (2024). THE TRANSLATION OF HYPERBOLIC EXPRESSIONS FROM ENGLISH INTO INDONESIAN: A CASE STUDY IN HOLY BIBLE. *Muse: Jurnal of Art*, 13-22.

Price and Time: In this scenario, quality is sacrificed, and the reason for this is that more than one translator, and probably more than one editor will be used. This combination greatly reduces the ability to guarantee a coherent, high-quality product.

Quality and Time: The option of these two factors removes lowest cost as the deciding factor, with urgency being the overriding focus. Translators in the specific field must be located and because they'll be asked to work quickly and probably outside their usual working schedules, the agency will charge a higher rate for their services, and ultimately a higher total cost for the project.

4. The Translation Techniques

According to Molina & Albir in Anshori et al., to solve the problems of translation, it is important to understand the translation techniques:[16] (1) Adaptation, to change the cultural element that existed in original language and have a similar meaning in target language. (2) Amplification, paraphrasing and adding the information from original text that used to make the readers can catch the meaning easily. (3) Borrowing, translation technique which borrow the word or expression from source language in target language. (4) Calque, translating the word or phrase literally; it can be lexical or structural. (5) Compensation, this technique is affected by a stylistic in source language that cannot be applied in the target language. (6) Description, to replace a term or expression in source

[16] Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie Subtitles. *Langkawi: Journal of The Association for Arabic and English*, 275-292.

language by giving a description or explanation. (7) Discursive creation, to present the equivalent meaning which out of the context in order to attract the readers' attention. (8) Established equivalent is kind of translation techniques that use common term of expression based on dictionary and daily conversation. (9) Generalization used a general term to translate a specific term in source language. (10) Linguistic amplification, adding the linguistic element in target language. (11) Linguistic compression, linguistic elements are combined in the target language. (12) Literal translation, to translate the source language by translating word by word based on dictionary without considering the context. (13) Modulation applied to revamp the readers' viewpoint focus or cognitive aspect lexically or structurally linked to the source text. (14) Particularization, using a specific and concrete term to translate a general term in target language. (15) Reduction, to compress the information in source text into the target text. (16) Substitution, altering the element of linguistic into paralinguistic element such as intonations and gestures. (17) Transposition, changing the category of grammar. It is the process of category, unit and structure shifting. (18) Variation, this technique change linguistic or paralinguistic elements that influence into social dialect, style and tone changing

5. Meaning of hyperbole

Claridge states that hyperbole is an expression that exceeds the literal expression and contains more semantic attributes of expression something[17]. Hyperbole is a kind of figurative language where the speaker says something while meaning another thing[18]. In other words, the literal meaning of what is said does not match the intended meaning[19]. When using hyperbole, speakers do not say X, rather they say something is more than X[20]. They exceed the limits that the hearers expect by using exaggeration[21].

Hyperbole as a term has a long tradition; in the sense of 'exaggeration', it was already used in classical Greece. Roman rhetoricians, such as Quintilian, deal with the figure of overstatement in their handbooks and from there it has found its way into the European rhetorical tradition. It is found used in diverse sources; the Encyclopedia Britannica mentions love poetry, sagas, tall tales, classical mythology, political rhetoric, and advertising as texts containing hyperbole, illustrating the great range of the phenomenon regarding both time and genre.

[17] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

[18] Stern, J. (2000). Metaphor in Context. London: MIT Press.

[19] Recchia, H. E., Howe, N., Ross, H. S., & Alexander, S. (2010). Children's understanding and production of verbal irony in family conversations. *British Journal of Developmental Psychology*, *28*(2), 255-274.

[20] Claridge, C. (2010). *Hyperbole in English: A corpus-based study of exaggeration*. Cambridge University Press.

[21] Burgers, C., Brugman, B. C., Renardel de Lavalette, K. Y., & Steen, G. J. (2016). HIP: A method for linguistic hyperbole identification in discourse. *Metaphor and Symbol*, *31*(3), 163-178.

Furthermore, hyperbole is not only an arcane rhetorical figure but rather, similar to metaphor, it is a common feature of everyday language use[22].

Burgers et al. define hyperbole as: 'An expression that is more extreme than justified given its ontological referent[23]. In other words, they suggest that there are three main elements that will help us define what hyperbole is. The first is an exaggeration. The second is the importance of the shift from the propositional meaning to what the speaker intended to say. Lastly, there must be a specific referent assigned when speaking hyperbolically. It will explain each of those elements starting with exaggeration.

From those definitions, it can conclude that hyperbole is a figure of speech that emphasizes a meaning with exaggeration of a statement. Hyperbole occurs in our everyday conversation. Hyperbole is a kind of language style that contains an exaggerated statement, by exaggerating something[24]. In short, hyperbole is a language style that contains an exaggerated statement of the meaning of the word. So, hyperbole is a statement in a way that exaggerates something. Hyperbole is an exaggeration that is created to emphasize a point or bring out a sense of humor. It is often used in conversation.

An example of hyperbole is, "I would die for you." The sentence does not necessarily mean that one person is willing to die for the other,

[22] Leech, Geoffrey N. 1983. Principles of pragmatics. Longman, Harlow.
[23] Op. Cit. (2016)
[24] Keraf, G. (2010). Gaya Bahasa dan Diksi. Jakarta: PT. Gramedia Pustaka Utama.

but it is used to exaggerate the amount of love that one person has for another person. Death is only used to show the extent of affection.

6. Type of Hyperbole

There are seven type of hyperbole according to Claridge, namely single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition[25].

a. Single Word Hyperbole

This form only occurs when there is an exaggerated content in an utterance or sentence. If the word is omitted, the hyperbolic meaning will completely disappear in the advertisement, one word hyperbole is more effective and economic. There are also universal quantifiers referring to single word hyperbole referring to number. They are all, every, everybody, nothing.

Example:

1) For the first time in *forever*, there'll be music, there'll be light, for the first time in forever, I'll be dancing through the night.

Explanation: Forever in this statement does not mean really "forever" but it refers to a very long time. In the sentence the hyperbolic word is forever, if the word forever is removed from the sentence, the element of hyperbole in that sentence will also

[25] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

completely disappear. The single word hyperbole with the word "forever" exaggerates the emotion.

b. Phrasal Hyperbole

Phrasal hyperbole is a certain combination of words and senses that create hyperbolic meaning. Among the other forms, this form occurs frequently. A noun phrase is the most common, and an adjective phrase is somewhat uncommon to occur. Verb phrase has more numbers than adjective phrase and preposition phrase is rare. One of the examples of phrasal hyperbole is "This home costs my entire money" (Noun phrasal hyperbole). My entire money means all of the speaker's money until the debt remains. The speaker wants to emphasize that his house costs most of his money by saying my entire money.

Example:

1) "Oh me *sore* eyes can't wait to see the queen and the princess. I bet they're absolutely lovely"

   This statement is phrasal hyperbole. It is combination of words and sense. "Mesore" refers to sense. It is something that can only be felt. "Eyes" is a word explained by the sense. The phrase "me sore eyes" express how he cannot wait to meet the queen and the word is applied to make things seems to be exaggerated.

c. Clausal Hyperbole

Clausal hyperbole is a hyperbolic style that occurs by combining two or more clausal constituents. This form hardly occurs compared to the others. The example of the form taken from Claridge is “Nobody ever learns anything”.

Example:

1) “I’ve started *talking* to the pictures on the walls”

Talking is an activity that involves the speaker and hearer,it is impossible for a wall to be a hearer. This statement is clausal hyperbole, because clausal hyperbole is a hyperbolic style which occurs by combining one or more words.

d. Numerical Hyperbole

The number can be one of the hyperbolic signs and they occur frequently. Numerical hyperbole can be found in single word hyperbole, phrasal hyperbole, or clausal hyperbole. There are significant words to recognize numerical hyperbole; they are hundreds, thousands, millions, billions, etc. A sentence example of the significant word is “There are still thousands of works waiting for me tonight.” By saying thousands of works the speaker intends to say that he has so many works to do, but the number is not literally in thousand.

Example:

1) “Beautiful! Powerful! Dangerous! Cold! Ice has a magic can’t be controlled. Stronger than one, stronger than ten, stronger than a hundred men!”

   This statement contains numerical hyperbole and the use of numerical hyperbole with the word “hundred” makes the situation become bigger and impossible to happen. In the reality it would not be possible if some men could stronger than a hundred men.

e. The Role of Superlative

If there is superlative, there must be comparison and superlative form can indicate hyperbole. Superlative makes something sound so excessive and extreme, therefore it leads to overstatement. Example of superlative hyperbole: “It is the cheesiest thing that I’ve ever heard.”

Example:

1) “Yeah. I bet Elsa’s the *nicest, gentlest, warmest* person ever. Oh, look at that. I’ve been impaled”

   In this statement, there are 3 superlatives: nicest, gentlest and warmest. Superlative makes something sound so excessive and extreme.

f. Comparison

In comparison, there is something that is being compared, and it potentially contains hyperbole. However, not all comparative

phrases make sense to reach the goal. An example for a comparison hyperbole is “She misses more words out than she gets in”.

Example:

1) “There’s twenty feet of fresh powder down there; it’ll be like landing on a pillow……Hopefully”

   In this statements, the word like is classified into comparison hyperbole because the speaker uses the sentences to exaggerated her feelings and persuade the hearer to jump.

g. Repetition

Repetition in hyperbole mostly occurs in conversation or we can call it a phenomenon in spoken language. It appears from just saying “more X” by repeating for several times. The repetition here is repeating at the same thing in a strict combination without interruption. Not all repetitions are hyperbole; many of them are just common repetition. An example for repetition is “Sexy today, sexy tomorrow, and sexy forever.”

Example:

1) “Beautiful! Powerful! Dangerous! Cold! Ice has a magic can’t be controlled. *Stronger* than one, *stronger* than ten, *stronger* than a hundred men!”

This statement is repetition hyperbole. The word "strong" gives emphasis that the ice harvesters were very stronger than the other man.

7. The Strategies in Translating Hyperbole

As discussed previously, hyperbole is part of the figurative language. Inside hyperbole, there is cultural content that should be translated. This will raise the possibility that there will be untranslatability conditions. It is because the translator does not only consider both languages but also both cultures. Related to the translation difficulties due to culture, Maloku & Morina said that words encoding cultural information are difficult to translate since they involve cultural knowledge and cultural background[26]. In line with them, Larson cited in Retnomurti said that one of the most difficult problems in translating is found in the differences between cultures[27]. Basically, they have special connotations, and different cultures have different focuses. The source language and the target language have different aspects, so there are strategies or techniques involved in the translation process in order to achieve the equivalence of translated works. So, the translator should apply an appropriate translation technique or technique to produce a good translation. To overcome this

[26] Maloku-Morina, M. (2013). Translation issues. *Academic Journal of Interdisciplinary Studies*, *2*.

[27] Retnomurti, A. B. (2016). Annotated Translation of Nights in Rodanthe by Nicholas Sparks. *Deiksis*, *8*(02), 189-198.

phenomenon, Larson proposed three strategies in translating figurative language as follow[28]:

a. Retaining the word in the original, but to add the sense of the word

This should be used if there seems to be a component of emotions or impact which might otherwise be lost. For example: (1) Moses read in the Synagogue (2) He drank three cups

Sentence (1) might be translated 'the law (book) written by Moses is read in the Synagogue'. 'Moses' here means the law (book) that was written by Moses not 'Moses' which is understood as a prophet. Sentence (2) might be translated 'he drank three cups of tea' in which the adding of 'cups of tea' as a complement to the sentence. The result of translation keeps the word in original of source language, but adding sense of the word.

b. Substituting a figurative expression of the target language for the figurative expression of the source language

Sometimes translators use this technique when they do not find an equivalent meaning in the target language. In Aguaruna of Peru, pan, meaning "bread," would not carry the figurative sense of "food", but yujumak, which means "manioc," would. In one language, tongue may be used with a figurative meaning of "speech," in another language lips may have this figurative sense. In Aguaruna, mouth has a figurative sense of "speech." There will also be times in the translation when there is no

[28] Larson, M. L. (1997). *Meaning-based translation: A guide to cross-language equivalence*. University press of America.

figurative expression in the source language, but the best translation will be the use of a figurative expression in the receptor language. For example, 'he gave them strict orders' might well be translated in Mbembe (Nigeria) with the figurative expression 'he pulled their ears' .It is important that the same meaning is retained.

c. The sense of the word may be translated non-figuratively

It means that the intended meaning may be made plain, so that there is no longer a figurative sense in the target language translation. 'The kettle is boiling' would then be translated 'the water is boiling'. 'He has a good head' would be translated 'he has a good brain' or 'he is very intelligent'. 'The arm of the law' would be 'the authority of the law': the result of translation is not to translate sense of the word figuratively, instead non-figuratively

B. Previous Studies

Various studies on the analysis of figures of speech and the translation of figures of speech have been carried out several times. The following are several studies that raise the topic of figurative language, both figures of speech in general and hyperbole in particular. There are also several studies that simultaneously raise the topic of translating figures of speech or research using other approaches.

The first research is research conducted by Liu Qiong and Zhang Xiaobing entitled Towards the Translation of Figurative Language (A

Propos de la Traduction du Métaphore).[29] The focus of this research is to explain effective steps in translating figures of speech. There are five techniques proposed in translating figures of speech, namely: literal translation, transference translation, meaning translation, literal-meaning translation, and ellipsis translation. This research describes the techniques for translating figures of speech in general, while assessing the quality of the translations produced from these techniques is not analyzed.

Further research by Diri I. Teilanyo, in the journal Figurative Language in Translation: A Study of J.P Clark's The Ozidi Saga.[30] In its analysis, the research analyzes the shift in meaning of idioms and figurative language in translation into the target language. Apart from that, this research discusses translation patterns of literary texts that contain figurative expressions, such as: enfiguration, defiguration, alter-figuration, and literal refiguration. However, this research has not explained the techniques for translating idioms and figurative language into the target language. Apart from that, there has been no discussion about the impact of translation techniques which result in a shift in meaning thereby affecting the quality of the translation.

Other research is in a journal entitled Translation Techniques of Figure of Speech: A Case Study of George Orwell's 1984 and Animal

[29] Qiong, L., & Xiaobing, Z. (2005). Towards the translation of figurative language. *Canadian Social Science*, *1*(1).

[30] Teilanyo, D. I. (2007). Figurative Language in Translation: A Study of JP Clark's The Ozidi Saga. *META-MONTREAL-*, *52*(2), 309.

Farm.[31] This research was written by Elaheh Fadaee. In this research, Fadaee analyzed the techniques of translating figures of speech, especially metaphors and similes in two novels by George Orwell entitled 1984 and Animal Farm. The analysis in this research is about techniques for translating metaphors and similes from the source language (Persian) to the target language (English). However, this research has not explained the impact of using translation techniques which can affect the quality of the translation.

Next is research entitled Hyperbole in Everyday Conversation written by Maria Christodoulidou.[32] Research conducted by Christodoulidou focuses on the analysis of hyperbolic figures of speech in everyday conversation by the Greek Cypriot community. This research aims to determine the important elements in the conversation, such as in terms of lexicogrammar, context emergence, and acceptance by the listener (interlocutor). Apart from that, Christodoulodou limited this research to two types of hyperbolic figures of speech, namely hyperbole figures of speech expressed with numerical expressions, and the second with impossible descriptions. The data from this research are recordings of daily conversations carried out by a group of female school students. The results of the research show that both types of hyperbolic figures of speech, namely numerical expressions and impossible descriptions, appear

[31] Fadaee, E. (2011). Translation techniques of figures of speech: A case study of George Orwell's" 1984 and Animal Farm. *Journal of English and Literature*, *2*(8), 174-181.

[32] Christodoulidou, M. (2011). Hyperbole in everyday conversation. *Selected papers on theoretical and applied linguistics*, *19*, 143-152.

in conversation. Apart from that, the use of hyperbole is not only used by the speaker but also by the interlocutor. The context of the situation surrounding the conversation also influences the use of hyperbole. This research focuses on analyzing the emergence of hyperbolic figures of speech in everyday conversations using a conversation analytic perspective approach. This research does not include translation in its approach.

Next is research conducted by Naeeima Farahbakhsh and Ali Asghar Rostami Abusaeeidi entitled A Contrastive Analysis of Personification and Hyperbole in Translations of Alice's Adventures in Wonderland.[33] The research compared three language translations of the novel Alice's Adventures in Wonderland English to Persian are analyzed based on the translation procedure proposed by Newmark. This research analyzes the translation procedures for personification and hyperbole and compares the translation results from three different translators. Meanwhile, the translation quality of the three translations was not analyzed.

Then the next research is research entitled Hyperbole in the Tropological Quranic Text with Reference to Translation by Hamid H. Al-Hajjaj.[34] The research conducted by Al-Hajjaj analyzed the figurative language contained in the Koran, especially hyperbole figures of speech.

[33] Farahbakhsh, N., & Abusaeeidi, A., A., R. (2012). A Contrastive Analysis of Personification and Hyperbole in Translations of Alice's Adventures in Wonderland. Iranian EFL Journal. Volume 8 Issue 6

[34] AL-HAJJAJ, H. H. (2013). Hyperbole in the Tropological Quranic Text with Reference to Translation. 36-1), 61, (□□□□□□□□□□□ □□□□ □□□□.

Apart from that, this research also analyzes the amount of figurative and non-figurative language used in the Koran. Apart from that, this research also analyzes the grouping of hyperbole figures of speech based on their structure in Arabic rhetoric and their various functions in the text of the Qur'an. Al Hajjaj believes that by analyzing the structure of hyperbolic figures of speech, the process of translating hyperbolic figures of speech in the Arabic text of the Qur'an into English becomes easier.

The next research is a journal entitled Figurative Languages in Riordan's The Lightning Thief and Their Translations in Lightning Thief by Ni Wayan Cintya Surya Pratami.[35] This research examines the types of figures of speech found in the novel The Lightning Thief and its translation. This research also describes the method translating figurative language using the concept of equality proposed by Larson. There are two concepts of equality when analyzing data, namely lexical equality when the concept is known and lexical equality when the concept is unknown in translation. The results of the analysis show that there are five figurative languages that fulfill the concept of equality based on Larson's theory. This research has not analyzed the quality of the translation of figurative language contained in the translated novel

Another research that discusses figures of speech is research conducted by Wachid Nugroho Puspita Yudha with the title Translation Analysis of Figurative Expressions of Metaphor, Idiom, Personification

[35] PRATAMI, N. W. C. S. FIGURATIVE LANGUAGES IN RIORDAN'S THE LIGHTNING THIEF AND THEIR TRANSLATIONS IN PENCURI PETIR.

and Simile in the Subtitle of the Children's Film Surf's Up.[36] This research analyzes the various figurative expressions contained in the children's film Surf's Up. The figurative expressions analyzed include metaphors, idioms, personification, and similes. Then, the various kinds of figurative expressions are analyzed for the translation techniques applied by the translator. After that, the translation quality of the figurative expressions was analyzed based on the translation quality assessment parameters proposed by Nababan et al. Finally, this research analyzes the impact/influence of the implementation of translation techniques used by translators on the quality of their translations which are assessed based on aspects of accuracy and acceptability. Topics in this research include comparative figures of speech in the form of metaphors, personification and similes, as well as language styles in the form of idioms. This research includes research on translation which includes technical analysis and translation quality.

Next is research conducted by Yopi Thahara with the title Analysis of the Translation of Similes in the Novel Angels and Demons into Angels and Demons (Stylistic Approach).[37] The focus of this research is to analyze the simile style (simile imagery) used by the author and translator of the novel Angels and Demons. Then, this research also analyzes the

[36] Yudha, W. N. P. (2014). *Analisis Terjemahan Ekspresi Figuratif Metafora, Idiom, Personifikasi, Dan Simile Pada Subtitle Film Anak-Anak* (Doctoral dissertation, UNS (Sebelas Maret University)).

[37] Qomariah, L. R., & Thahara, Y. (2015). The analysis of personification translation in the novel of Angels and Demons. *Unpublished Thesis. Situbondo: Abdurachman Saleh Situbondo University*.

translation techniques used by translators in translating similes. The quality of the simile translation was also analyzed based on the parameters of the translation quality assessment instrument which include accuracy, acceptability and readability, proposed by Nababan et al. Apart from that, the impact of applying translation techniques on the quality of the translation of simile figures of speech is also an issue analyzed in this research. Apart from that, this research is also related to translation, which includes analysis of translation techniques and translation quality.

Based on a review of these studies, researcher has the opportunity to conduct research by exploiting existing gaps. Previous studies have left several topics unanalyzed, as previously explained in a review of previous research. From the conclusions of previous studies, researcher can summarize research gaps in the form of analysis of types of figures of speech other than comparative figures of speech (simile, metaphor, and personification) and narrowing the research topic by choosing one type of figure of speech. Moreover, analysis of figure of speech translation techniques with theories from different experts and the quality of the translation of figures of speech in the target language (reviewed from the aspects of accuracy, acceptability and readability).

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

Descriptive qualitative research is useful for seeking data in the form of phenomena that are not related to numbers. According to Cresswell, descriptive qualitative research is an approach to explore and understand the meaning derived from social or human problems.[38] Therefore, this method is suitable for researcher seeking data on analysing the translation techniques and hyperbolic expression in inspirational video from TED Talks YouTube channel. Descriptive qualitative research allows the researcher to collect in-depth data through document analysis, providing a deeper understanding of the phenomena under study and how participants interpret their experiences in a specific context.

In this study, the researcher utilizes textual analysis technique to select subtitle of inspirational video from TED Talks YouTube Channel. The researcher chose the inspirational video from YouTube based on some criteria, namely most watching, most like, most inspiration figure, and most subscribers. From the video the researcher would look for the hyperbole expression used by the figures in video. Moreover, the researcher also finds out what is the translation techniques used in subtitles of the video.

[38] Creswell, J.W. (2007). Qualitative Inquiry and Research Design: Choosing Among Five Approaches (2nd ed.). Thousand Oaks, CA: Sage Publications.

B. Data collection technique

Document analysis will be used as data collection methods in this study. In this study, these are crucial methods and tools for gathering primary data. In this study, the researcher will explain the data gathering methods through document analysis in the following ways.

1. Document Analysis

Document analysis is one of the data collection techniques involving the study and analysis of various documents or written data relevant to the research.[39] Document analysis is defined as a systematic method to review or evaluate documents, whether print or electronic. This technique involves content coding into themes and then translating qualitative data through the process of discovering patterns, categories, or case descriptions. These documents can include reports, records, archives, official documents, newspapers, magazines, books, scholarly journals, websites, and more. In this research, documentation techniques are utilized to gather primary data from inspirational video subtitle to find out hyperbole expression used and the translation techniques used. The steps to be taken in this document analysis are:

a. Watching the inspirational video several times to fully understand the hyperbole expression.
b. Downloading or copying the subtitles available on YouTube videos.

[39] Bowen, G. A. (2009). Document analysis as a qualitative research method. *Qualitative Research Journal,* 9(2), 27-40.

c. Checking the accuracy of the subtitles by matching them against the video recordings.
d. Carefully reading the obtained subtitles.
e. Put a checklist on the words in the subtitles that is suspected of being hyperbole expression and look for the translation techniques used.
f. Classify and analyze the types, forms of hyperbole expression and look for the translation techniques used.

C. Instruments of the Research

The instrument was the device a writer use in collecting data.[40] Based on the research problem, the researcher used checklist and document analysis as an instrument in this research. The researcher used laptop, pen, note, inspirational video on YouTube.

1. Document Cheklist (√)

An instrument used to help with recognizing, classifying, and evaluating the gathered document data is a document checklist. A checklist, according to Wilkinson and Birmingham, is a set of items or inquiriesintended to record the existence or non-existence of particular traits or behaviors.[41]

In this study, the documents under examination are the subtitles of inspirational video on YouTube and the translation techniques used to translate the hyperbolic expression found from English to Indonesia. The document checklist utilized in this study comprises a table containing indicators and sub-indicators related to types hyperbolic expression from

[40] Arikunto, S. (2006). Prosedur penelitian tindakan kelas. *Bumi aksara*, *136*(2), 2-3.
[41] Wilkinson, D., & Birmingham, P. (2003). Using Research Instruments: A Guide for Researchers. Routledge, P. 73.

Claridge, namely single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition[42]. Moreover, the translation techniques from Molina and Albir in Anshori et al, namely Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive creation, Established equivalent, Generalization, Linguistic amplification, Linguistic compression, Literal translation, Modulation, Particularization, Reduction, Substitution, Transposition, and Variation.[43]

Table 1. Instrument of Hyperbole Expression Found in Inspirational Video on YouTube

No	Type of Hyperbole	Indicator	Sub-Indicator/Example Keywords	Hyperbole Expression on Inspirational Video
1	Single-word hyperbole	Use of a single, extreme word to exaggerate	e.g., "amazing", "disastrous", "gigantic"	
2	Phrasal hyperbole	Exaggeration found in phrases	e.g., "out of this world", "over the moon"	
3	Clause/sentence hyperbole	Exaggeration expressed in full clause or sentence	e.g., "I could sleep for a year"	
4	Numerical hyperbole	Use of unrealistic numbers to exaggerate quantity/time/etc.	e.g., "a million times", "thousands of…"	
5	Superlative hyperbole	Use of superlative forms with exaggeration	e.g., "the best ever",	
6	Comparative Hyperbole	there is something that is being compared	e.g., “more than anything”	

[42] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

[43] Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie Subtitles. *Langkawi: Journal of The Association for Arabic and English*, 275-292.

7	Repetition hyperbole	Use of repetition to emphasize exaggeration	e.g., "very very big", "so so tired"	

(Source: Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press)

The researcher created abbreviations for each type of hyperbole above to make them easier to identify, as follows:

SWH : Single-word hyperbole
PH : Phrasal hyperbole
CSH : Clause/sentence hyperbole
NH : Numerical hyperbole
SH : Superlative hyperbole
CH : Comparative hyperbole
RH : Repetition hyperbole

Table 2. Instrument of Translation Techniques Used in subtitles of inspirational video on YouTube from English to Indonesia

No	Translation Technique	Indicator (Definition)	Sub-indicator (Linguistic Feature / Sample Case)	Checklist
1	Adaptation	Cultural substitution to suit target culture	Cultural references replaced with culturally appropriate equivalents	
2	Amplification	Adding information not present in source text	Explanation, addition of background info	
3	Borrowing	Taking a word/phrase directly from the source language	Pure (unaltered form) or Naturalized (adjusted to TL phonetics)	
4	Calque	Literal translation of a phrase or structure	Structural or lexical calque	
5	Compensation	Expressing meaning in another part when direct translation is not possible	Different placement of meaning	
6	Description	Replacing a term with a description of its function or form	Rephrasing with explanatory content	
7	Discursive Creation	Creating a temporary equivalence not semantically related	Invented or newly formed term in TL	
8	Established Equivalent	Using a recognized term or phrase in the target language	Standard dictionary or term usage in TL	

9	Generalization	Using a more general or neutral term	Replacing specific term with more generic expression	
10	Linguistic Amplification	Adding linguistic elements	Use of connectives, conjunctions, or additional modifiers	
11	Linguistic Compression	Synthesizing linguistic elements	Reduction, omission of redundant structures	
12	Literal Translation	Word-for-word translation that matches grammar and meaning	Syntactic and semantic matching directly	
13	Modulation	Changing semantics or perspective	Negation of the opposite, change of viewpoint or category	
14	Particularization	Using a more precise or concrete term	Replacing generic term with specific detail	
15	Reduction	Omitting information that is implied or unnecessary	Removal of detail while keeping core meaning	
16	Substitution	Changing linguistic elements with others (linguistic or paralinguistic)	Sound effects, gestures, or other non-verbal substitution	
17	Transposition	Changing grammatical categories	Verb → noun, adjective → adverb, etc.	
18	Variation	Changing linguistic or paralinguistic elements (e.g. tone, style, formality)	Dialect change, tone adjustment, formality level	

(Source: Molina and Albir in Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie)

The researcher created abbreviations for each type of translation technique above to make them easier to identify, as follows:

Ad. **:** Adaptation
Am. **:** Amplification
Bor. **:** Borrowing
Cal. **:** Calque
Com. **:** Compensation
Des. **:** Description
Dis. **:** Discursive Creation
Est. **:** Established Equivalent
Gen. **:** Generalization

Ling. Am : Linguistic Amplification
Ling. Com : Linguistic Compression
Lit. Trans : Literal Translation
Mod. : Modulation
Part. : Particularization
Red. : Reduction
Subs. : Substitution
Trans. : Transposition
Var. : Variation

D. Technique for Analyzing the Data

The procedures or approaches that researcher will employ to process and examine the data gathered for a study are known as techniques for data analysis. Gaining a thorough grasp of the topic under study and making inferences from the data are the objectives. The data analyzed through qualitative analysis, the writer used theory purpose by Miles and Huberman in Ridder said that the qualitative data analysis consists of three procedures.[44] Based on theory, the writer followed the step:

1. Data Reduction

   Data reduction processes to sort, focus, identify, simplify, abstract, and transform the data that were considered important. In conducting research, the researcher selected data that gave valuable information in research; the data was chosen by identify and classify the types of hyperbolic expression in inspirational video on YouTube and analyse the translation techniques used to translate the hyperbolic expression from English to Indonesia.

[44] Ridder, H. G. (2014). Book Review: Qualitative data analysis. A methods sourcebook.

2. Data Display

In the step to find data display, the data was reduced then the researcher was identified, classified, and analyzed the data to observe the YouTube video of inspirational video by identifying the video that uses hyperbole expression and translation techniques used to translate the hyperbolic expression from English to Indonesia..

3. Conclusion Drawing of Verification

Conclusion drawing of verification was the last step in the technique of analyzing data. In this step, data reduction and data display conclude by the support of data to the collection as evidence to strengthen the data which find in the YouTube inspirational video and the translation techniques used to translate the hyperbolic expression from English to Indonesia, in relevant columns of categories in the table data analysis.

CHAPTER IV

FINDING AND DISCUSSION

A. FINDING

The researcher has collected the data for this study and conducted an analysis of the data obtained. This research focuses on hyperbole expressions and the translation techniques used in the subtitles of inspirational videos on YouTube, particularly on words or phrases that contain hyperbole. The term 'translation' in this context refers to the translation from English into Indonesian. The inspirational videos used in this study are sourced from the **TED Talks** YouTube channel. The researcher selected the videos based on the number of views and the level of audience engagement.

1. Hyperbole Expression Used in Inspirational Video on YouTube

In collecting the data to answer the first research question, the researcher employed document analysis based on Claridge's theory, which identifies eight types of hyperbole expressions: Single-word hyperbole, Phrasal hyperbole, Clause/sentence hyperbole, Numerical hyperbole, Comparative/superlative hyperbole, Simile hyperbole, Literalization, and Repetition hyperbole. The data collection was conducted independently on May 15th, 2025. During the data collection process, the researcher used seven videos, which were selected according to predetermined criteria. The following are the links to the videos used in this study: (https://youtu.be/-MTRxRO5SRA?list=PLOGi5-fAu8bGiEvsxHyAvT8oIwkV8aOVk (Lets teach mastery. Not for test

scores); https://youtu.be/-moW9jvvMr4 (Simple way to break bad habit); https://youtu.be/P6FORpg0KVo (How to make learning as addictive as social media); https://youtu.be/n8QoLnT4ygo (Work is broken. Gen Z can help fix it)); https://youtu.be/KM4Xe6Dlp0Y (Looks aren't everything. Believe me, I'm a model); https://youtu.be/fLJsdqxnZb0 (The happy secret to better work); https://youtu.be/y9Trdafp83U (There's more to life than being happy). The data obtained can be seen in the table below:

Table 3. The Results of Type Hyperbole Expression in TED Talks

No	Videos	Title	Hyperbole Expression	Depth Analysis
1	Video 1	Let's teach mastery. Not for test scores	"It doesn't mean that you have a **C branded in your DNA** somehow."	Ini termasuk kedalam jenis ***Phrasal Hyperbole*** karena Frasa ***"C branded in your DNA"*** digambarkan seolah-olah tertanam secara genetis. Ini berfungsi untuk mengkritik sistem pendidikan yang membuat nilai buruk terasa seperti identitas permanen.
2	Video 2	Simple way to break bad habit	"What she discovered just by being curiously aware when she smoked was that **smoking tastes (like shit.)**"	Ini termasuk kedalam jenis ***Comparative Hyperbole*** karena disini terdapat sebuah perbandingan antara ***Smoking*** dan ***Shit*** dimana merokok disandingkan dengan kotoran dimana hal ini bermaksud mengatakan betapa buruknya merokok.
3	Video 3	How to make learning as addictive as social media	"And it is smartphones come equipped with some of **the most addictive drugs that humanity has ever engineered**."	Ini termasuk kedalam ***Superlative Hyperbole*** karena menggambarkan media sosial seolah seperti narkotika. Dimana disini memberikan penekanan dampak yang sangat ekstrim dan adiktif dari sebuah platform digital.
4	Video 4	Work is broken. Gen Z can help	"And I found myself, because of the standard	Ini termasuk kedalam ***Repetition Hyperbole***

		fix it	accepted 8 to 5 work hours, I was **waking my kids up to rush them to daycare, to rush to work, to rush back...**"	karena terdapat pengulangan pada kata "to rush" dimana ini memperkuat tekanan waktu dan kelelahan ibu bekerja. Ini menggambarkan siklus stres secara hiperbolis.
5	Video 5	Looks aren't everything. Believe me, I'm a model	"...and then you look back at your imaginary friends, **300, 400, 500 times**."	Ini termasuk kedalam kategori ***numerical Hyperbole*** karena pada kalimat terdapat penekanan dengan penggunaan angka yang pada konteksnya seperti melebih-lebihkan
6	Video 6	The happy secret to better work	"I think this means **you're a (unicorn).**"	Ini termasuk kedalam ***Single Word Hyperbole*** karena pada ujaran ini menjadikan anak perempuan pembicara sebagai makhluk mitologis dipakai sebagai jurus psikologis untuk mengalihkan perhatiannya dari rasa sakit.
7	Video 7	There's more to life than being happy	"I used to think the **whole purpose** of life was pursuing happiness."	Ini termasuk kedalam ***clause/sentence hyperbole*** karena penggunaan kata "whole purpose" secara hiperbolik untuk menegaskan obsesi budaya terhadap kebahagiaan sebagai satu-satunya tujuan.

(Source: Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press)

Based on the data that researcher found, it can be concluded that the seven selected inspirational videos exhibit a comprehensive range of hyperbolic expressions. These include Single-word hyperbole, Phrasal hyperbole, Clause/Sentence hyperbole, Numerical hyperbole, Comparative Hyperbole, Superlative hyperbole, and Repetition hyperbole. Despite the presence of these categories, the frequency and intensity of hyperbolic usage

appear to be relatively moderate. This is likely due to the nature of the content, as inspirational speeches often prioritize emotional resonance and clarity over excessive exaggeration. Among the types identified, Comparison Hyperbole, Phrasal Hyperbole, and Clause/sentence Hyperbole emerge as the most dominant form employed by the speakers. Numeric hyperboles follow as the second most prevalent type, indicating that motivational speakers tend to utilize form of number to convince the audience. These findings highlight the strategic use of hyperbole in motivational discourse—not as a means of distortion, but as a rhetorical device to enhance engagement and emotional impact.

2. Translation Technique Used in Subtitle from Inspirational Video on YouTube

To gain a deeper understanding of how hyperbolic expressions are transferred from English to Indonesian, this study incorporates a translation technique analysis based on the model proposed by Molina and Albir, which outlines eighteen distinct strategies used in translation practice. Since hyperbole is inherently expressive and often culturally loaded, the choice of technique plays a crucial role in preserving not only the semantic content but also the rhetorical and emotional force of the original utterances. By examining how translators handle various types of hyperbole, ranging from single-word exaggerations to metaphorical and numerical expressions. This section aims to identify patterns in technique usage and provide insight into

the translator's decision-making process. Each hyperbolic expression extracted from the four selected inspirational videos is classified according to its type, followed by a detailed account of the translation technique applied and a rationale explaining the suitability of that approach in the target language context.

Table 4. The Results of Type Translation Technique on Hyperbole Expression in TED Talks Subtitle

No	Videos	Hyperbole Expression	Translation	Translation Technique	Depth Analysis
1	Video 7	"...while you're building the third floor, **the whole structure collapses**."	"sistem gagal total"	Establish Equivalent	Ada penyesuaian makna ***structure*** agar lebih natural dan mudah dipahami dalam budaya bahasa Indonesia. Terjemahan tidak 100% literal, melainkan disesuaikan dengan konteks (fisik atau abstrak).
2	Video 2	"Mindful smoking: **smells like stinky cheese** and tastes like chemicals, YUCK!"	"memiliki aroma yang sangat busuk"	Amplification	Ini termasuk kedalam amplifikasi karena ada penambahan informasi (sangat, sekali, menyengat, tajam) untuk memperjelas makna kata ***stinky*** agar lebih terasa kuat dalam bahasa Indonesia. Hal ini membuat pesan lebih natural dan sesuai konteks budaya pembaca BSa.
3	Video 6	"I think this means **you're a (unicorn)**."	kamu adalah seekor unicorn	Establish Equivalent + Borrowing	kata **"unicorn"** tidak dialihbahasakan ke istilah Indonesia, melainkan dipinjam langsung dari bahasa Inggris karena kata **Unicorn** sudah dikenal secara luas dalam budaya populer (dongeng, film, literatur modern).
5	Video 2	"What she discovered just by being	"Rasanya seperti minum racun"	Compensation	Penerjemah mengkompensasi vulgaritas/kejijikan dari "shit" dengan menambahkan

		curiously aware when she smoked was that **smoking tastes (like shit.)**"			dampak bahaya yang jauh lebih besar melalui "minum racun", sehingga efek hiperbolis tetap kuat dan berterima di bahasa target. Jika "shit" diterjemahkan menjadi "kotoran" mungkin tidak akan memberikan efek "peringatan bahaya" yang kuat seperti di SL.
6	Video 3	"And it is smartphones come equipped with some of the **most addictive drugs that humanity has ever engineered.**"	"..smartphone kini hadir bak 'candu digital' paling mematikan yang pernah diciptakan manusia."	Discursive Creation	Perbandingan ekstrem (media sosial = narkoba) direkonstruksi agar tetap retoris dan sesuai dengan konteks budaya target.
7	Video 1	"The next morning, we'll review the homework, then another **lecture, homework, lecture, homework**."	"Presentasi, PR, Presentasi, PR"	Establish Equivalent + Adaptation	"Lecture" diartikan langsung menjadi "presentasi" (padanan yang secara luas dikenal dalam Bahasa). Karena pada kasus ini mempertahankan keutuhan makna dan fungsi ujaran dalam konteks aslinya
8	Video 4	"We were **spending more waking hours apart than together**."	"lebih banyak menghabiskan waktu diluar ketimbang bersama-sama"	Generalization	"waking hours" (lebih spesifik) diterjemahkan ke "waktu" (lebih umum)
9	Video 1	"I thought that was a **pretty big deal.**"	"luar biasa penting"	Modulation	Penerjemah tidak menambah informasi baru (amplifikasi), melainkan mengubah sudut pandang dari penekanan pada skala (big) menjadi kualitas ekstrem (luar biasa).

					Pergeseran makna juga terjadi dari intensifier "pretty" (cukup/lumayan), yang mengindikasikan tingkat medium, menjadi "luar biasa," yang menunjukkan tingkat high.
10	Video 1	"It doesn't mean that you have a **C branded in your DNA** somehow."	"Tertanam dalam dirimu secara permanen"	Reduction	Termasuk kedalam reduction karena terdapat Penghilangan "C branded" dan digantikan langsung "tertanam secara permanen"
11	Video 3	"The way we've done this is by **making the broccoli taste like dessert**."	"membuat brokoli terasa seperti makanan penutup"	Establish Equivalent	Unsur kata kerja "taste" dalam BSu tidak diterjemahkan dengan padanan kata kerja langsung, tapi digeser menjadi bentuk "terasa" yang berfungsi sebagai kata sifat/keadaan dalam BSa.

(Source: Molina and Albir in Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie)

Based on the analysis of four inspirational videos containing various forms of **hyperbolic expressions**, it can be concluded that all major types of hyperbole, namely *Single-word hyperbole, Phrasal hyperbole, Clause/Sentence hyperbole, Numerical hyperbole, Superlative hyperbole, Comparative hyperbole,* and *Repetition hyperbole* are presented across the data. In translating these expressions from English into Indonesian, a range of **translation techniques** were employed to preserve both the literal meaning and the rhetorical impact intended by the source texts. Among these, **Establish Equivalent** and **Amplification** emerged as the most frequently used technique, primarily applied to enhance emotional intensity and rhetorical strength, especially in motivational and persuasive contexts.

Establish Equivalent was predominantly used in emotionally charged statements such as "*hundreds of people", "thousands of pages"* to preserve the hyperbolic impact on the target audience. **Establish Equivalent** was prospere technique used to translate the subtitle of inspirational video on YouTube, especially from TED Talks Channel. It was frequently employed to shift perspectives or alter sentence structure for better naturalness in the target language, as seen in expressions like *"never been more important"* and *"Work, as we know it, is broken.* Other techniques, including **Amplification**, **Transposition**, and **Borrowing**, were utilized to translate idiomatic or metaphorical language in a culturally sensitive and contextually meaningful manner. Overall, the translation of hyperbolic expressions in inspirational discourse requires not only semantic accuracy but also a deep understanding of the **pragmatic and emotional functions** of the language. The diverse use of translation techniques highlights the importance of flexibility and rhetorical awareness in rendering expressive language like hyperbole.

B. DISCUSSION

In this section, the researcher presents the discussion of the findings obtained during the research process. This study discusses the types of hyperbolic expressions and the translation techniques used to translate hyperbolic expressions found on the TED Talks YouTube channel from English into Indonesian.

1. Type of Hyperbolic Expressions

According to Claridge, there are seven hyperbole expressions, namely single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, superlative hyperbole, comparison, and repetition[45]. The most dominant type of hyperbole found in the data is **Comparative Hyperbole**, **Phrasal Hyperbole,** and **Clause/Sentence Hyperbole** with each total of eleven instances. This indicates that the speakers in the videos tend to use exaggerated comparisons to reinforce the messages they deliver. One example can be seen in the expression *"delivering education over a smartphone is like hoping that people will eat their broccoli"*, which compares mobile learning to the unappealing experience of eating vegetables. This rhetorical technique is used to emphasize that the method may not be engaging. In line with the view of Burgers et al., such hyperbolic comparisons are often employed in public communication to create a striking effect that can influence the audience's attitude or understanding.[46] In addition, Christodoulidou in Marpaung also emphasizes that the use of extreme comparisons in hyperbole often serves as an *interpretive technique* that elicits emotional responses from the audience.[47]

Furthermore, **Phrasal Hyperbole** was found eleven times in the data. This type refers to phrases that convey a hyperbolic meaning as a whole,

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[45] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

[46] Burgers, C., Konijn, E. A., & Steen, G. J. (2016). Figurative framing: Shaping public discourse through metaphor, hyperbole, and irony. *Communication theory*, *26*(4), 410-430.

[47] MARPAUNG, S. (2022). Hyperbolic Expression on Commercial Advertising on Television.

rather than relying on a single word. One example is the phrase *"wildly pessimistic"*, which is used to describe an extremely negative prediction about the future. The use of phrasal hyperbole supports Claridge's view that this type is the most productive in everyday speech due to its flexibility in shaping both structure and meaning.[48] Phrasal hyperbole is often more contextual and capable of conveying a subtle yet sharp emotional tone.

Repetition Hyperbole, which appeared only four times in the data, involves the intense repetition of words or phrases to emphasize an expression. For instance, in the sentence *"lecture, homework, lecture, homework..."*, the repetition reflects a sense of boredom caused by a monotonous routine. This form of hyperbole is usually used in a spoken language such as in conversation or it can be called a phenomenon in spoken language.[49] However, in a structured context such as TED Talks, this kind of repetition appears to be a deliberate rhetorical technique aimed at evoking the audience's empathy.

Superlative Hyperbole appeared in eight instances and is characterized by the use of superlative forms (such as *nicest*, *warmest*, *strongest*) to express an extreme level of excellence. For example, in the sentence *"Elsa's the nicest, gentlest, warmest person ever"*, the speaker idealizes the character in an exaggerated manner. According to Claridge, superlative hyperbole is used to convey a sense of peak quality and is

[48] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

[49] Haryadi, R., & Yusmalinda, Y. (2022). An Analysis of Hyperbole Used in Heart of Darkness by Joseph Conrad. *LINGUA LITERA: journal of english linguistics and literature*, *7*(2), 12-22.

commonly found in promotional, motivational, and emotionally driven discourse.[50] Yusmalinda and Haryadi stated that Superlative makes something sound so excessive and extreme.[51] This indicates that superlative hyperbole is employed to emphasize concepts or descriptions that are highly excessive and extremely exaggerated, often surpassing the boundaries of plausibility to create a heightened rhetorical effect.

Clause/Sentence Hyperbole was found in eleven cases and typically consists of full sentences containing clearly unrealistic statements. For instance, the sentence *"the owl broke into your house to get you to learn language"* is used as a humorous hyperbolic metaphor to illustrate the persuasive push of a learning application. Burgers et al. refer to this form as **figurative framing**, a rhetorical approach that wraps a message in hyperbolic narrative to make it more engaging.[52]

Numerical Hyperbole was also found in ten instances, such as the expression *"thousands of memes."* These exaggerated numbers are used to create a sense of scale or massiveness. According to Christodoulidou, the use of numerical hyperbole is common in everyday conversation as a way to convey intensity without literal intent.[53] In motivational videos, numerical hyperbole is often used to draw attention to the urgency or magnitude of a particular phenomenon.

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[50] Ibid

[51] Opcit

[52] Burgers, C., Konijn, E. A., & Steen, G. J. (2016). Figurative framing: Shaping public discourse through metaphor, hyperbole, and irony. *Communication theory*, *26*(4), 410-430.

[53] Christodoulidou, M. (2011). Hyperbole in everyday conversation. *Selected papers on theoretical and applied linguistics*, *19*, 143-152.

Finally, **Single-word Hyperbole** was found nine in the data. One example is the word *"exhausting"* in the sentence *"Actually, it was exhausting,"* which is used to describe how draining the meditation experience was. According to Claridge, single-word hyperbole carries a dense and economical expressive power, as a single word can evoke a strong emotional impression.[54] Although its usage is less frequent, its rhetorical impact remains significant.

In conclusion, the findings indicate that TED Talks speakers strategically employ various types of hyperbole to create emotional appeal, shape the audience's imagination, and strengthen the persuasive power of their inspirational messages. The diversity of hyperbolic forms found also highlights the rhetorical complexity of public communication that aims to transform the audience's way of thinking.

2. Translation Technique of Hyperbolic Expression

In translating hyperbole from English into Indonesian in the subtitles of four TED Talks videos, the researcher applied the translation techniques categorized by Molina and Albir as cited in Anwar. These include: (1) Adaptation, (2) Amplification, (3) Borrowing, (4) Calque, (5) Compensation, (6) Description, (7) Discursive Creation, (8) Established Equivalent, (9) Generalization, (10) Linguistic Amplification, (11) Linguistic Compression, (12) Literal Translation, (13) Modulation, (14) Particularization, (15)

[54] Opcit

Reduction, (16) Substitution, (17) Transposition, and (18) Variation.[55] Each technique was selected by considering the emotional and rhetorical function of the hyperbole within a motivational context.

In this study, the researcher identified some translation techniques that oftenly used in translating the subtitles of inspirational videos from the TED Talks channel, namely: **Establish Equivalent**, **Amplification**, **Modulation**, and **Adaptation**. These techniques were not selected randomly but were based on contextual considerations, the type of hyperbole, and cultural appropriateness between the source language (English) and the target language (Indonesian). A total of 63 hyperbolic expressions were translated using a combination of these techniques, indicating that figurative translation requires a flexible and functional technique.

The most frequently used technique was **Establish Equivalent**, appearing in 38 out of 63 cases. This technique was primarily almost applied to **all type of hyperboles**, where the literal form and meaning remained relevant and understandable to the target audience without diminishing the hyperbolic effect. However, Establish Equivalent technique should be combined with another technique, like Establish Equivalent with amplification. For example, the phrase *"doubled our business 100 percent by word of mouth"* was translated into *"Melipatgandakan bisnis kami sebesar 100 persen hanya melalui promosi dari mulut ke mulut, tanpa iklan atau kampanye pemasaran besar-besaran."*, as the use of hyperbolic numbers is

[55] Anwar, F. Z. (2020). Strategies and techniques of translation in translating songs as 21st century curriculum. *Manajemen Pendidikan*, *15*(1), 34-43.

also common and rhetorically acceptable in Indonesian culture. This aligns with Molina and Albir's statement (as cited in Anwar) that **establish equivalent** can be used as a term or expression recognized (by dictionaries or language use) as an equivalent in the target language.[56]

The second most frequently used technique is **amplification**. This technique is applied to enhance the intensity of hyperbolic meaning that would not be fully conveyed if translated literally. One example is the sentence *"a pretty big deal"*, which is translated as *"luar biasa penting"*. The addition of the phrase *"luar biasa"* serves to preserve the hyperbolic effect within the cultural context of Indonesian. This technique supports Venuti's argument that translation is not merely a transfer of language, but also a reconstruction of cultural and emotional resonance through domestication strategies and rhetorical adjustment.[57]

Modulation was used to translate **phrasal hyperbole** and **single-word hyperbole**. This technique allows the translator to alter the semantic structure or perspective without changing the core meaning.[58] For example, the phrase *"wildly pessimistic"* was translated as *"amat sangat pesimis"*, which, although structurally different, still conveys the intended intensity. According to Vinay and Darbelnet, modulation is used when a literal form would sound unnatural in the target language and when a logical or psychological shift is

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[56] Anwar, F. Z. (2020). Strategies and techniques of translation in translating songs as 21st century curriculum. *Manajemen Pendidikan*, *15*(1), 34-43.

[57] Venuti, L. (2012). *Translation changes everything: Theory and practice*. Routledge.

[58] Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie Subtitles. *Langkawi: Journal of The Association for Arabic and English*, 275-292.

required to achieve equivalence.[59] Saputra and Fatmawati confirm that **modulation** frequently appears in subtitle translation due to its flexibility in adapting to the style of the target language.[60]

Meanwhile, **adaptation** was applied to **clause/sentence hyperbole** and **comparative hyperbole** that contain cultural elements or idiomatic structures that are difficult to retain in Indonesian. For example, the expression *"the owl broke into your house to get you to learn language"* was translated as *"seolah-olah burung hantu menerobos masuk ke rumahmu untuk ngajarin bahasa"*. Adaptation allows the translator to use phrases that are more culturally acceptable while still preserving the hyperbolic meaning. **Newmark** refers to this technique as *cultural equivalence*, which is applied when the original form cannot be translated directly due to its strong cultural attachment.[61]

Therefore, the translation strategies used for hyperbolic expressions in these inspirational videos demonstrate that the approach taken is not merely about transferring language, but also about preserving the psychological and rhetorical impact of the original message. **Establish equivalent**, **amplification**, and **modulation** emerged as the most commonly used techniques, as they effectively balance the original form with the need to make the message sound natural and emotionally engaging in the target language.

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[59] Vinay, J. P., & Darbelnet, J. (1995). Comparative stylistics of French and English.

[60] Saputra, N., & Fatmawati, E. (2022). Translation techniques of subtitle from English into Indonesian in a movie: A case on literature. *ScienceRise*, (2 (79)), 30-36.

[61] Newmark, P. (1988). *A textbook of translation* (Vol. 66, pp. 1-312). New York: Prentice hall.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After conducting this research, the researcher found that the type of hyperbole expressions in inspirational video on YouTube, especially in TED Talks Channel are comparative hyperbole, phrasal hyperbole, and clause/sentence hyperbole which are employed to create striking contrasts and emphasize key points. Moreover, regarding the translation technique of hyperbole expression found, the researcher found that there are variety of techniques was used to ensure that both the semantic and emotional weight of the original expressions was retained. The most common techniques used in translating subtitle from English to Indonesia on inspirational video from TED Talks channel on YouTube were Establish Equivalent and Amplification. These techniques were particularly effective in maintaining the intensity of hyperbole. Furthermore, this research is essential for English Education students as it integrates stylistics, audiovisual translation, and figurative literacy to enhance their academic, pedagogical, and professional competencies. By analyzing translation techniques applied to hyperbole, students develop an understanding of meaning equivalence and rhetorical effect across cultures; sharpen their *noticing* skills in language choices. Therefore, translation techniques are useful for students to increase the accuracy of translation from the source language to the target language which suit as the culture of the target language.

B. Suggestion

Based on the findings of this study, several suggestions can be offered for future research and practical applications. For future researchers, it is recommended to explore hyperbolic expressions in other audiovisual genres such as advertisements, comedy shows, or documentaries to examine whether similar types and translation techniques are employed. Further studies may also benefit from incorporating translation quality assessments, including evaluations of accuracy, acceptability, and readability. For professional translators, it is essential to consider not only the literal meaning but also the rhetorical and emotional functions of hyperbole, particularly in motivational content, where preserving the persuasive intent is crucial. Language and translation educators are encouraged to include practical materials involving hyperbolic language in their curriculum, enabling students to gain hands-on experience in recognizing and translating rhetorical figures.

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Qomariah, L. R., & Thahara, Y. (2015). The analysis of personification translation in the novel of Angels and Demons. *Unpublished Thesis. Situbondo: Abdurachman Saleh Situbondo University*.

Recchia, H. E., Howe, N., Ross, H. S., & Alexander, S. (2010). Children's understanding and production of verbal irony in family conversations. *British Journal of Developmental Psychology*, *28*(2), 255-274.

Retnomurti, A. B. (2016). Annotated Translation of Nights in Rodanthe by Nicholas Sparks. *Deiksis*, *8*(02), 189-198.

Ridder, H. G. (2014). Book Review: Qualitative data analysis. A methods sourcebook.

Saputra, N., & Fatmawati, E. (2022). Translation techniques of subtitle from English into Indonesian in a movie: A case on literature. *ScienceRise*, (2 (79)), 30-36.

Sari, Z. (2016). Translation methods of the translation of Sapardi Djoko Damono's poems in English. [Skripsi, Sumatera Utara University].

Situmorang, J. P., & Sihite, K. D. G. (2024). THE TRANSLATION OF HYPERBOLIC EXPRESSIONS FROM ENGLISH INTO INDONESIAN: A CASE STUDY IN HOLY BIBLE. *Muse: Jurnal of Art*, 13-22.

Situmorang, J. P., & Sihite, K. D. G. (2024). THE TRANSLATION OF HYPERBOLIC EXPRESSIONS FROM ENGLISH INTO INDONESIAN: A CASE STUDY IN HOLY BIBLE. *Muse: Jurnal of Art*, 13-22.

Stern, J. (2000). Metaphor in Context. London: MIT Press.

Teilanyo, D. I. (2007). Figurative Language in Translation: A Study of JP Clark's The Ozidi Saga. *META-MONTREAL-*, *52*(2), 309.

Venuti, L. (2012). *Translation changes everything: Theory and practice*. Routledge.

Vinay, J. P., & Darbelnet, J. (1995). Comparative stylistics of French and English.

Wilkinson, D., & Birmingham, P. (2003). Using Research Instruments: A Guide for Researchers. Routledge, P. 73.

Yudha, W. N. P. (2014). *Analisis Terjemahan Ekspresi Figuratif Metafora, Idiom, Personifikasi, Dan Simile Pada Subtitle Film Anak-Anak* (Doctoral dissertation, UNS (Sebelas Maret University)).

CHAPTER I

INTRODUCTION

This chapter encompasses the background context of the study, the objectives of the study, the research questions, the significance of the research, the importance of the study, the definitions of key terminology, and the structure of the thesis.

A. Background of the Research

The hyperbolic expression is one kind of figure of speech that exaggerates things with overstatement. This expression causes something that seems excessive than it does. Hyperbole cannot be taken therefore because the hyperbole has connotative meaning. The use of hyperbole generally conveys the feelings or emotions of the speaker, or of those with whom the speaker is talking. Hyperbolic can be used in the form of humor, joy, distress, and many other emotions, all depending on the context in which the speaker uses it. Claridge states that hyperbole is an expression that exceeds the literal expression and contains more semantic attributes of expression something.[62] Moreover, Hyperbole is a figure of speech that contains statements beyond reason[63]. Hyperbole can produce a very dramatic emphasize something. It attempts to exaggerate something, make it more dramatic or tragic and no one would believe that it is true.

[62] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

[63] Masruchin, U. N. (2017). *Buku pintar majas, pantun, dan puisi*. Penerbit Nauli Media.

Moreover, hyperbole is also effective to gain other's attention. It is used frequently in society to deliver a message to each other either in spoken or written language. Hyperbole is often used on TV shows as a sweetener or addition to the show to make the show more interesting to watch. However, hyperbolic expression becomes a difficult thing to understand if the audience or listener does not understand the meaning of the hyperbole sentence itself. So, in this case, there needs to be an accurate translation in knowing the meaning of the hyperbolic expression itself. When the hearer can understand the speaker's ideas, it means the hearer gets the point and grasps the meaning. But when the hearer fails to understand the speaker it will create communication error or misunderstanding.[64]

To find out about how ideas or expressions are conveyed, people can see them by looking into the translation of ideas from one language into another. As people see a translator must translate the ideas in terms of meaning rather than lexical or literal forms. Hence the result of the translation of the source language may be different from form the target language. In the process, to earn for an adequate or acceptable translation, a translator must understand the ideas and proportions and then change them into its equivalents using the grammatical rules of the target language. Muchtar and Kembaren stated that translation is the action performed by the translator when translating the text from the source language (SL) into another language[65].

[64] Situmorang, J. P., & Sihite, K. D. G. (2024). THE TRANSLATION OF HYPERBOLIC EXPRESSIONS FROM ENGLISH INTO INDONESIAN: A CASE STUDY IN HOLY BIBLE. *Muse: Jurnal of Art*, 13-22.

[65] Muchtar, M., & Kembaren, F. R. W. (2018). Basic theory of translation.

Translation can also be described as a means of interlingual communication that allows users of different languages to understand each other. Translation techniques are needed to obtain equivalence in the target text. Thus, the essence of translation is a process that involves the relationship between two or more languages which then transfers the meaning of the source language to the target language with the accuracy of the message, readability, and acceptability so that it leads to a good translation.

Translation techniques are recognized as being universal, and independent of the languages involved in the translation process. Translation techniques are a way of how a person is able to translate one language to another so that it has a meaning that is in accordance with the target language. According to Molina & Albir in Anwar, there are eighteen of translation techniques, namely Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive creation, Established equivalent, Generalization, Linguistic amplification, Linguistic compression, Literal translation, Modulation, Particularization, Reduction, Substitution, Transposition, and Variation.[66]

Furthermore, translation is not an easy thing, especially when translating figures of speech; the translator has to look for the right words to match them in the target language. As stated by Anshori et al. the quality of a translation should be evaluated as a whole, considering the various

[66] Anwar, F. Z. (2020). Strategies and techniques of translation in translating songs as 21st century curriculum. *Manajemen Pendidikan*, *15*(1), 34-43.

interconnected factors involved.[67] So the right technique will be needed when we are going to translate figures of speech. In this study, the researcher conducted a research related to translation techniques and one type of figure of speech, namely hyperbole. In this study, the researcher focused on inspirational videos on YouTube, namely from TED Talks Channel. The researcher did not only focus on motivator, but also the content delivered. TED Talks is a globally recognized platform that features presentations by experts in various fields, covering inspirational topics such as education, motivation, technology, humanity, and personal development. One of the distinctive characteristics of TED Talks is the frequent use of rhetorical language, including hyperbole, as a technique to emotionally engage the audience and emphasize the core messages. In this case, the researcher would translate the subtitles of the inspirational video from YouTube. Moreover, TED Talks Channel has 26 million subscribers which mean this channel has a lot of viewers. In the audiovisual field, one of the most important areas of development is known as subtitles which have been key to communicating with a wider range of viewers. Khalaf states that subtitling is a type of translation that includes dubbing, and audio descriptions.[68] In other words, the audiovisual translation of a TV show or film is transmitted in a specific form to be understood by audiences who are unfamiliar with the SL.

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[67] Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie Subtitles. *Langkawi: Journal of The Association for Arabic and English*, 275-292.

[68] Khalaf, M. H. (2016). Translation of Explicit Quranic Proverbs and Their Rhetorics Into English. *Universiti Sains Malaysia*.

In addition, there are some examples of hyperbolic figures that used in TED Talks channel such as "***This idea can change the world***, I've told this story a ***million times***, It was the most terrifying thing ***in the universe***, Everyone ***on Earth*** needs to hear this, and I felt like ***my heart exploded with joy***." From these examples, the researcher should find the translation used to make people understand the correct meaning of the sentences.

Meanwhile, translating a figurative meaning is always difficult because it has a complicated process. The process of translating figurative language must consider many aspects of translation because the result of the translation may be figurative or not figurative depending on the context of the target language. In this case, the researcher raises a theme related to figurative language which is very unique and different from other translations in general. The figurative language in this case is "hyperbole". This study tried to see how hyperboles in English are translated into the target language that is Indonesian.

Additionally, the researcher found some previous related studies. The first research was conducted by Sari[69], Translation Methods of The Translation of Sapardi Djoko Damono's Poems in English, and the goal is to identify and analyze the translator's methods, as well as how the translator communicates the message and purposes of the poems. The second study titled An Analysis of Figurative Language Translation in The Pursuit of

[69] Sari, Z. (2016). Translation methods of the translation of Sapardi Djoko Damono's poems in English. [Skripsi, Sumatera Utara University].

Happiness Movie was conducted by Pribadi[70]. The goal is to identify the types of figurative language in the movie using Abrams' theory, as well as to determine whether the translation of figurative language subtitles from English to Indonesian is correct or not using Larson's theory of acceptable translation. The next research titled The Translation of Figurative Language in The Fault in Our Stars Movie was conducted by Aulia[71]. Her research objectives are to determine the types of figurative language in the movie, particularly simile and personification, based on Newmark's theory, and to find the translation of figurative language, especially simile and personification, based on Leech's theory. Based on this some related studies, the researcher conducted a research which more specific to one figurative language, namely hyperbolic expression. Moreover, the researcher also sought to find out the translation techniques used from English to Indonesia. This research used the inspirational video on YouTube as the object of the research.

Therefore, the aim of this research is to determine the types of hyperbolic figures of speech and the translation techniques used of translating hyperbole figures of speech in subtitles from English into Indonesian in inspirational videos on YouTube. This research is essential for English Education students as it integrates stylistics, audiovisual translation, and figurative literacy to enhance their academic, pedagogical, and professional competencies. By analyzing translation techniques applied to hyperbole,

[70] Pribadi, W. K. (2018). An analysis of figurative language translation in The Pursuit of Happyness movie. [Skripsi, Sanata Dharma University]

[71] Aulia, M. (2019). The translation of figurative language in the Fault in Our Strars Movie (Skripsi, Universitas of Muhammadiyah Sumatera Utara, Medan).

students develop an understanding of meaning equivalence and rhetorical effect across cultures, sharpen their *noticing* skills in language choices. Based on the description above, then the researcher is motivated to conduct research with the title "**ANALYSIS OF THE TRANSLATION TECHNIQUE OF HYPERBOLIC FIGURES IN THE SUBTITLES OF INSPIRATIONAL VIDEOS ON YOUTUBE**"

B. Research question

Based on the problems, this research aims to know:

1. What are the types of hyperbole expressions in inspirational videos on YouTube?
2. What are the techniques for translating expressions containing hyperbole in inspirational videos from English to Indonesian?

C. Objective of the research

Based on the research questions above, the objective of the research is:

1. To find the expressions containing hyperbole in inspirational videos on YouTube.
2. To find the techniques for translating expressions containing hyperbole in inspirational videos from English to Indonesian.

D. Delimitation of the Research

This study examines the translation techniques used in subtitling YouTube content, focusing on inspirational videos. It also identifies and categorizes the types of hyperbole found in these videos, recognizing their rhetorical and cultural value. By applying the most suitable translation techniques, the research aims to preserve both meaning and rhetorical impact in the target language; ensuring subtitles remain accurate, engaging, and culturally appropriate.

E. Significance of the Research

The researcher expects that this research ccontributes some significant progresses both theoretically and practically. The following items are explained about the significances of this research;

1. For translators

   In finding the difficulties and factors that cause difficulties for translators in studying figures of speech related to the topics discussed in this research in the future, it can help translators to be aware of gaining knowledge about figures of speech. The results of the research can also minimize the difficulties faced by translators in learning types of metaphorical figures of speech.

2. For students

   The results of this research can be useful for students because students can find out what types of figures of speech are contained in

metaphorical figures of speech and it is hoped that students can also understand the importance of understanding the moral messages contained in inspirational videos.

3. For IT Developer

Each research result usually produces different results, so the author hopes that this research can be useful as a reference for future research.

F. Definition of Key Terms

The researcher describes the essential topics employed in this research to prevent misunderstandings.

1. Translation

Translation refers to a process of transferring the meaning of a text into another language according to the meaning intended to be conveyed by the original author of the text, helping to introduce the sharing of ideas, thoughts and culture from one language to another. As stated Catford in Situmorang and Sihite, translation is the process of substituting textual material in the source language with equivalent textual material in the target language.[72] With the development of technology and the emergence of various new methods and concepts, translators must integrate these things into daily practice.

[72] Situmorang, J. P., & Sihite, K. D. G. (2024). THE TRANSLATION OF HYPERBOLIC EXPRESSIONS FROM ENGLISH INTO INDONESIAN: A CASE STUDY IN HOLY BIBLE. *Muse: Jurnal of Art*, 13-22.

2. Hyperbolic figure of speech as a sentence

Hyperbole is a figure of speech that describes something in an exaggerated way, even though the description often does not make sense or is difficult to understand further. According to Henkemans, hyperbole is a rhetorical trope by means of which statements are made that are obviously exaggerated and thus untrue or unwarranted.[73] It means hyperbole is a language style in expressing something exaggeratedly even beyond of human logic.

G. Research Organization

This section provides an overview of the research's organization from chapter one to chapter five. Chapter I contains the introduction. It contains background data, objectives, questions, and restrictions on the research as well as operational definitions and research relevance. The Chapter II contains a review of related literature. Reviews of connected studies and reviews of pertinent reviews are offered. Chapter III is devoted to Research Methodology. It addresses the research methodology, research question, research instrument, technique for acquiring data, and method for analysing data. In Chapter IV is finding and discussion. The research's data is provided via the findings and discussion. The last chapter would be Chapter V, which contains conclusion.

[73] Henkemans, A. F. S. (2013). The Use of Hyperbole in the Argumentation Stage. OSSA Conference Archive, 1–9.

CHAPTER II

LITERATURE RIVIEW

A. Review of Related Theories

1. The Definition of Translation

Translation is the interpretation of the linguistic meaning of text from the source language to produce equivalent text in the target language that communicates a similar message.[74] According to Oxford, translation is the communication of a message from a source language to a target language using equivalent text. Where interpretation undoubtedly appeared before writing, translation only emerged after the emergence of writing (literature). One of the earliest translations discovered is the translation made in 2000BC of the legend of Gilgamesh from Sumerian into West Asian languages.

The person who translates is called a translator. Translators when translating must consider several constraints, including context, grammatical rules, writing conventions, and idioms, as well as anything else between the two languages.[75] Translators always face the risk of accidentally inserting language styles and idioms from the source language into the target language. On the other hand, infiltration of language styles and idioms can enrich the target language by the emergence of loan words.

[74] Lefevere, A. (1992). Chapter I. In Translation, rewriting and the manipulation of literary fame. Routledge.

[75] Anwar, F. Z. (2020). Strategies and techniques of translation in translating songs as 21st century curriculum. Manajemen Pendidikan, 15(1), 34-43.

In this way, translators are significantly involved in the process of language formation and development.

The main misunderstanding regarding translation may be the concept of a simple "word-for-word" relationship between two languages which then leads to translation often being considered to be straightforward and a mechanical process. In fact, historical differences between languages often provide differences in expression in both which make it impossible to transfer messages between languages perfectly. Translation science is a science that studies the theory and practice of translation systematically.

2. The Importance of Translation skill

Translation has played an important role in the spread of knowledge, culture, arts and sciences that cross national and cultural boundaries. This article is a glimpse views on the position of translation in the phenomenon of globalization which is also not free from progress technology and human mobility that require links between languages and cultures. Translation does not separated from language and culture because it contains certain linguistic activities and cultural content. Language and culture are inseparable because they influence the thinking process and create a value system within it. In the era of globalization, translation increasingly influences everyone's lives, including the translation profession and the life of a translator. Translation helps introduce the sharing of ideas, thoughts and culture one language to

another[76]. With the development of technology and the emergence of various new methods and concepts, translators must integrate these things into their daily practice. At a cultural level, Translation can bridge the gap between society and nation. Translation continues contribute to introducing various languages and cultures which ultimately leads to globalization.

3. The Aspect of Translation

There are three important aspects in translation, namely: price and time, price and quality, quality and time. The important aspects of price, quality and time are probably what every translation client is looking for, but the question is, as a set of three, to what point are they feasible? We must remember that translation is not a product, it's a service, so it's not something that's immediately available when a customer requests it. Therefore, a complex process begins from the moment a client requests a translation; and there are several factors that come into play in this process, all depending on the specific needs of the client.

Price and Quality: Time is sacrificed in this case in favor of better project management. The ideal working solution here is to have one translator handling translation, an editor working on editing, and a proof-reader to tackle the proofreading process. This combination offers the best possibility for maintaining style, coherence in terminology, and so on.

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[76] Situmorang, J. P., & Sihite, K. D. G. (2024). THE TRANSLATION OF HYPERBOLIC EXPRESSIONS FROM ENGLISH INTO INDONESIAN: A CASE STUDY IN HOLY BIBLE. *Muse: Jurnal of Art*, 13-22.

Price and Time: In this scenario, quality is sacrificed, and the reason for this is that more than one translator, and probably more than one editor will be used. This combination greatly reduces the ability to guarantee a coherent, high-quality product.

Quality and Time: The option of these two factors removes lowest cost as the deciding factor, with urgency being the overriding focus. Translators in the specific field must be located and because they'll be asked to work quickly and probably outside their usual working schedules, the agency will charge a higher rate for their services, and ultimately a higher total cost for the project.

4. The Translation Techniques

According to Molina & Albir in Anshori et al., to solve the problems of translation, it is important to understand the translation techniques:[77] (1) Adaptation, to change the cultural element that existed in original language and have a similar meaning in target language. (2) Amplification, paraphrasing and adding the information from original text that used to make the readers can catch the meaning easily. (3) Borrowing, translation technique which borrow the word or expression from source language in target language. (4) Calque, translating the word or phrase literally; it can be lexical or structural. (5) Compensation, this technique is affected by a stylistic in source language that cannot be applied in the target language. (6) Description, to replace a term or expression in source

[77] Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie Subtitles. *Langkawi: Journal of The Association for Arabic and English*, 275-292.

language by giving a description or explanation. (7) Discursive creation, to present the equivalent meaning which out of the context in order to attract the readers' attention. (8) Established equivalent is kind of translation techniques that use common term of expression based on dictionary and daily conversation. (9) Generalization used a general term to translate a specific term in source language. (10) Linguistic amplification, adding the linguistic element in target language. (11) Linguistic compression, linguistic elements are combined in the target language. (12) Literal translation, to translate the source language by translating word by word based on dictionary without considering the context. (13) Modulation applied to revamp the readers' viewpoint focus or cognitive aspect lexically or structurally linked to the source text. (14) Particularization, using a specific and concrete term to translate a general term in target language. (15) Reduction, to compress the information in source text into the target text. (16) Substitution, altering the element of linguistic into paralinguistic element such as intonations and gestures. (17) Transposition, changing the category of grammar. It is the process of category, unit and structure shifting. (18) Variation, this technique change linguistic or paralinguistic elements that influence into social dialect, style and tone changing

5. Meaning of hyperbole

Claridge states that hyperbole is an expression that exceeds the literal expression and contains more semantic attributes of expression something[78]. Hyperbole is a kind of figurative language where the speaker says something while meaning another thing[79]. In other words, the literal meaning of what is said does not match the intended meaning[80]. When using hyperbole, speakers do not say X, rather they say something is more than X[81]. They exceed the limits that the hearers expect by using exaggeration[82].

Hyperbole as a term has a long tradition; in the sense of 'exaggeration', it was already used in classical Greece. Roman rhetoricians, such as Quintilian, deal with the figure of overstatement in their handbooks and from there it has found its way into the European rhetorical tradition. It is found used in diverse sources; the Encyclopedia Britannica mentions love poetry, sagas, tall tales, classical mythology, political rhetoric, and advertising as texts containing hyperbole, illustrating the great range of the phenomenon regarding both time and genre.

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[78] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

[79] Stern, J. (2000). Metaphor in Context. London: MIT Press.

[80] Recchia, H. E., Howe, N., Ross, H. S., & Alexander, S. (2010). Children's understanding and production of verbal irony in family conversations. *British Journal of Developmental Psychology*, *28*(2), 255-274.

[81] Claridge, C. (2010). *Hyperbole in English: A corpus-based study of exaggeration*. Cambridge University Press.

[82] Burgers, C., Brugman, B. C., Renardel de Lavalette, K. Y., & Steen, G. J. (2016). HIP: A method for linguistic hyperbole identification in discourse. *Metaphor and Symbol*, *31*(3), 163-178.

Furthermore, hyperbole is not only an arcane rhetorical figure but rather, similar to metaphor, it is a common feature of everyday language use[83].

Burgers et al. define hyperbole as: 'An expression that is more extreme than justified given its ontological referent[84]. In other words, they suggest that there are three main elements that will help us define what hyperbole is. The first is an exaggeration. The second is the importance of the shift from the propositional meaning to what the speaker intended to say. Lastly, there must be a specific referent assigned when speaking hyperbolically. It will explain each of those elements starting with exaggeration.

From those definitions, it can conclude that hyperbole is a figure of speech that emphasizes a meaning with exaggeration of a statement. Hyperbole occurs in our everyday conversation. Hyperbole is a kind of language style that contains an exaggerated statement, by exaggerating something[85]. In short, hyperbole is a language style that contains an exaggerated statement of the meaning of the word. So, hyperbole is a statement in a way that exaggerates something. Hyperbole is an exaggeration that is created to emphasize a point or bring out a sense of humor. It is often used in conversation.

An example of hyperbole is, "I would die for you." The sentence does not necessarily mean that one person is willing to die for the other,

[83] Leech, Geoffrey N. 1983. Principles of pragmatics. Longman, Harlow.
[84] Op. Cit. (2016)
[85] Keraf, G. (2010). Gaya Bahasa dan Diksi. Jakarta: PT. Gramedia Pustaka Utama.

but it is used to exaggerate the amount of love that one person has for another person. Death is only used to show the extent of affection.

6. Type of Hyperbole

There are seven type of hyperbole according to Claridge, namely single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition[86].

a. Single Word Hyperbole

This form only occurs when there is an exaggerated content in an utterance or sentence. If the word is omitted, the hyperbolic meaning will completely disappear in the advertisement, one word hyperbole is more effective and economic. There are also universal quantifiers referring to single word hyperbole referring to number. They are all, every, everybody, nothing.

Example:

1) For the first time in *forever*, there'll be music, there'll be light, for the first time in forever, I'll be dancing through the night.

Explanation: Forever in this statement does not mean really "forever" but it refers to a very long time. In the sentence the hyperbolic word is forever, if the word forever is removed from the sentence, the element of hyperbole in that sentence will also

[86] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

completely disappear. The single word hyperbole with the word "forever" exaggerates the emotion.

b. Phrasal Hyperbole

Phrasal hyperbole is a certain combination of words and senses that create hyperbolic meaning. Among the other forms, this form occurs frequently. A noun phrase is the most common, and an adjective phrase is somewhat uncommon to occur. Verb phrase has more numbers than adjective phrase and preposition phrase is rare. One of the examples of phrasal hyperbole is "This home costs my entire money" (Noun phrasal hyperbole). My entire money means all of the speaker's money until the debt remains. The speaker wants to emphasize that his house costs most of his money by saying my entire money.

Example:

1) "Oh me *sore* eyes can't wait to see the queen and the princess. I bet they're absolutely lovely"

   This statement is phrasal hyperbole. It is combination of words and sense. "Mesore" refers to sense. It is something that can only be felt. "Eyes" is a word explained by the sense. The phrase "me sore eyes" express how he cannot wait to meet the queen and the word is applied to make things seems to be exaggerated.

c. Clausal Hyperbole

Clausal hyperbole is a hyperbolic style that occurs by combining two or more clausal constituents. This form hardly occurs compared to the others. The example of the form taken from Claridge is “Nobody ever learns anything”.

Example:

1) “I’ve started *talking* to the pictures on the walls”

Talking is an activity that involves the speaker and hearer,it is impossible for a wall to be a hearer. This statement is clausal hyperbole, because clausal hyperbole is a hyperbolic style which occurs by combining one or more words.

d. Numerical Hyperbole

The number can be one of the hyperbolic signs and they occur frequently. Numerical hyperbole can be found in single word hyperbole, phrasal hyperbole, or clausal hyperbole. There are significant words to recognize numerical hyperbole; they are hundreds, thousands, millions, billions, etc. A sentence example of the significant word is “There are still thousands of works waiting for me tonight.” By saying thousands of works the speaker intends to say that he has so many works to do, but the number is not literally in thousand.

Example:

1) “Beautiful! Powerful! Dangerous! Cold! Ice has a magic can’t be controlled. Stronger than one, stronger than ten, stronger than a hundred men!”

   This statement contains numerical hyperbole and the use of numerical hyperbole with the word “hundred” makes the situation become bigger and impossible to happen. In the reality it would not be possible if some men could stronger than a hundred men.

e. The Role of Superlative

If there is superlative, there must be comparison and superlative form can indicate hyperbole. Superlative makes something sound so excessive and extreme, therefore it leads to overstatement. Example of superlative hyperbole: “It is the cheesiest thing that I’ve ever heard.”

Example:

1) “Yeah. I bet Elsa’s the *nicest, gentlest, warmest* person ever. Oh, look at that. I’ve been impaled”

   In this statement, there are 3 superlatives: nicest, gentlest and warmest. Superlative makes something sound so excessive and extreme.

f. Comparison

In comparison, there is something that is being compared, and it potentially contains hyperbole. However, not all comparative

phrases make sense to reach the goal. An example for a comparison hyperbole is “She misses more words out than she gets in”.

Example:

1) “There’s twenty feet of fresh powder down there; it’ll be like landing on a pillow……Hopefully”

   In this statements, the word like is classified into comparison hyperbole because the speaker uses the sentences to exaggerated her feelings and persuade the hearer to jump.

g. Repetition

Repetition in hyperbole mostly occurs in conversation or we can call it a phenomenon in spoken language. It appears from just saying “more X” by repeating for several times. The repetition here is repeating at the same thing in a strict combination without interruption. Not all repetitions are hyperbole; many of them are just common repetition. An example for repetition is “Sexy today, sexy tomorrow, and sexy forever.”

Example:

1) “Beautiful! Powerful! Dangerous! Cold! Ice has a magic can’t be controlled. *Stronger* than one, *stronger* than ten, *stronger* than a hundred men!”

This statement is repetition hyperbole. The word "strong" gives emphasis that the ice harvesters were very stronger than the other man.

7. The Strategies in Translating Hyperbole

As discussed previously, hyperbole is part of the figurative language. Inside hyperbole, there is cultural content that should be translated. This will raise the possibility that there will be untranslatability conditions. It is because the translator does not only consider both languages but also both cultures. Related to the translation difficulties due to culture, Maloku & Morina said that words encoding cultural information are difficult to translate since they involve cultural knowledge and cultural background[87]. In line with them, Larson cited in Retnomurti said that one of the most difficult problems in translating is found in the differences between cultures[88]. Basically, they have special connotations, and different cultures have different focuses. The source language and the target language have different aspects, so there are strategies or techniques involved in the translation process in order to achieve the equivalence of translated works. So, the translator should apply an appropriate translation technique or technique to produce a good translation. To overcome this

[87] Maloku-Morina, M. (2013). Translation issues. *Academic Journal of Interdisciplinary Studies*, *2*.

[88] Retnomurti, A. B. (2016). Annotated Translation of Nights in Rodanthe by Nicholas Sparks. *Deiksis*, *8*(02), 189-198.

phenomenon, Larson proposed three strategies in translating figurative language as follow[89]:

a. Retaining the word in the original, but to add the sense of the word

This should be used if there seems to be a component of emotions or impact which might otherwise be lost. For example: (1) Moses read in the Synagogue (2) He drank three cups

Sentence (1) might be translated 'the law (book) written by Moses is read in the Synagogue'. 'Moses' here means the law (book) that was written by Moses not 'Moses' which is understood as a prophet. Sentence (2) might be translated 'he drank three cups of tea' in which the adding of 'cups of tea' as a complement to the sentence. The result of translation keeps the word in original of source language, but adding sense of the word.

b. Substituting a figurative expression of the target language for the figurative expression of the source language

Sometimes translators use this technique when they do not find an equivalent meaning in the target language. In Aguaruna of Peru, pan, meaning "bread," would not carry the figurative sense of "food", but yujumak, which means "manioc," would. In one language, tongue may be used with a figurative meaning of "speech," in another language lips may have this figurative sense. In Aguaruna, mouth has a figurative sense of "speech." There will also be times in the translation when there is no

[89] Larson, M. L. (1997). *Meaning-based translation: A guide to cross-language equivalence*. University press of America.

figurative expression in the source language, but the best translation will be the use of a figurative expression in the receptor language. For example, 'he gave them strict orders' might well be translated in Mbembe (Nigeria) with the figurative expression 'he pulled their ears' .It is important that the same meaning is retained.

c. The sense of the word may be translated non-figuratively

It means that the intended meaning may be made plain, so that there is no longer a figurative sense in the target language translation. 'The kettle is boiling' would then be translated 'the water is boiling'. 'He has a good head' would be translated 'he has a good brain' or 'he is very intelligent'. 'The arm of the law' would be 'the authority of the law': the result of translation is not to translate sense of the word figuratively, instead non-figuratively

B. Previous Studies

Various studies on the analysis of figures of speech and the translation of figures of speech have been carried out several times. The following are several studies that raise the topic of figurative language, both figures of speech in general and hyperbole in particular. There are also several studies that simultaneously raise the topic of translating figures of speech or research using other approaches.

The first research is research conducted by Liu Qiong and Zhang Xiaobing entitled Towards the Translation of Figurative Language (A

Propos de la Traduction du Métaphore).[90] The focus of this research is to explain effective steps in translating figures of speech. There are five techniques proposed in translating figures of speech, namely: literal translation, transference translation, meaning translation, literal-meaning translation, and ellipsis translation. This research describes the techniques for translating figures of speech in general, while assessing the quality of the translations produced from these techniques is not analyzed.

Further research by Diri I. Teilanyo, in the journal Figurative Language in Translation: A Study of J.P Clark's The Ozidi Saga.[91] In its analysis, the research analyzes the shift in meaning of idioms and figurative language in translation into the target language. Apart from that, this research discusses translation patterns of literary texts that contain figurative expressions, such as: enfiguration, defiguration, alter-figuration, and literal refiguration. However, this research has not explained the techniques for translating idioms and figurative language into the target language. Apart from that, there has been no discussion about the impact of translation techniques which result in a shift in meaning thereby affecting the quality of the translation.

Other research is in a journal entitled Translation Techniques of Figure of Speech: A Case Study of George Orwell's 1984 and Animal

[90] Qiong, L., & Xiaobing, Z. (2005). Towards the translation of figurative language. *Canadian Social Science*, *1*(1).

[91] Teilanyo, D. I. (2007). Figurative Language in Translation: A Study of JP Clark's The Ozidi Saga. *META-MONTREAL-*, *52*(2), 309.

Farm.[92] This research was written by Elaheh Fadaee. In this research, Fadaee analyzed the techniques of translating figures of speech, especially metaphors and similes in two novels by George Orwell entitled 1984 and Animal Farm. The analysis in this research is about techniques for translating metaphors and similes from the source language (Persian) to the target language (English). However, this research has not explained the impact of using translation techniques which can affect the quality of the translation.

Next is research entitled Hyperbole in Everyday Conversation written by Maria Christodoulidou.[93] Research conducted by Christodoulidou focuses on the analysis of hyperbolic figures of speech in everyday conversation by the Greek Cypriot community. This research aims to determine the important elements in the conversation, such as in terms of lexicogrammar, context emergence, and acceptance by the listener (interlocutor). Apart from that, Christodoulodou limited this research to two types of hyperbolic figures of speech, namely hyperbole figures of speech expressed with numerical expressions, and the second with impossible descriptions. The data from this research are recordings of daily conversations carried out by a group of female school students. The results of the research show that both types of hyperbolic figures of speech, namely numerical expressions and impossible descriptions, appear

[92] Fadaee, E. (2011). Translation techniques of figures of speech: A case study of George Orwell's" 1984 and Animal Farm. *Journal of English and Literature*, *2*(8), 174-181.

[93] Christodoulidou, M. (2011). Hyperbole in everyday conversation. *Selected papers on theoretical and applied linguistics*, *19*, 143-152.

in conversation. Apart from that, the use of hyperbole is not only used by the speaker but also by the interlocutor. The context of the situation surrounding the conversation also influences the use of hyperbole. This research focuses on analyzing the emergence of hyperbolic figures of speech in everyday conversations using a conversation analytic perspective approach. This research does not include translation in its approach.

Next is research conducted by Naeeima Farahbakhsh and Ali Asghar Rostami Abusaeeidi entitled A Contrastive Analysis of Personification and Hyperbole in Translations of Alice's Adventures in Wonderland.[94] The research compared three language translations of the novel Alice's Adventures in Wonderland English to Persian are analyzed based on the translation procedure proposed by Newmark. This research analyzes the translation procedures for personification and hyperbole and compares the translation results from three different translators. Meanwhile, the translation quality of the three translations was not analyzed.

Then the next research is research entitled Hyperbole in the Tropological Quranic Text with Reference to Translation by Hamid H. Al-Hajjaj.[95] The research conducted by Al-Hajjaj analyzed the figurative language contained in the Koran, especially hyperbole figures of speech.

[94] Farahbakhsh, N., & Abusaeeidi, A., A., R. (2012). A Contrastive Analysis of Personification and Hyperbole in Translations of Alice's Adventures in Wonderland. Iranian EFL Journal. Volume 8 Issue 6

[95] AL-HAJJAJ, H. H. (2013). Hyperbole in the Tropological Quranic Text with Reference to Translation. 36-1), 61, (□□□□□□□□□□□ □□□□ □□□□.

Apart from that, this research also analyzes the amount of figurative and non-figurative language used in the Koran. Apart from that, this research also analyzes the grouping of hyperbole figures of speech based on their structure in Arabic rhetoric and their various functions in the text of the Qur'an. Al Hajjaj believes that by analyzing the structure of hyperbolic figures of speech, the process of translating hyperbolic figures of speech in the Arabic text of the Qur'an into English becomes easier.

The next research is a journal entitled Figurative Languages in Riordan's The Lightning Thief and Their Translations in Lightning Thief by Ni Wayan Cintya Surya Pratami.[96] This research examines the types of figures of speech found in the novel The Lightning Thief and its translation. This research also describes the method translating figurative language using the concept of equality proposed by Larson. There are two concepts of equality when analyzing data, namely lexical equality when the concept is known and lexical equality when the concept is unknown in translation. The results of the analysis show that there are five figurative languages that fulfill the concept of equality based on Larson's theory. This research has not analyzed the quality of the translation of figurative language contained in the translated novel

Another research that discusses figures of speech is research conducted by Wachid Nugroho Puspita Yudha with the title Translation Analysis of Figurative Expressions of Metaphor, Idiom, Personification

[96] PRATAMI, N. W. C. S. FIGURATIVE LANGUAGES IN RIORDAN'S THE LIGHTNING THIEF AND THEIR TRANSLATIONS IN PENCURI PETIR.

and Simile in the Subtitle of the Children's Film Surf's Up.[97] This research analyzes the various figurative expressions contained in the children's film Surf's Up. The figurative expressions analyzed include metaphors, idioms, personification, and similes. Then, the various kinds of figurative expressions are analyzed for the translation techniques applied by the translator. After that, the translation quality of the figurative expressions was analyzed based on the translation quality assessment parameters proposed by Nababan et al. Finally, this research analyzes the impact/influence of the implementation of translation techniques used by translators on the quality of their translations which are assessed based on aspects of accuracy and acceptability. Topics in this research include comparative figures of speech in the form of metaphors, personification and similes, as well as language styles in the form of idioms. This research includes research on translation which includes technical analysis and translation quality.

Next is research conducted by Yopi Thahara with the title Analysis of the Translation of Similes in the Novel Angels and Demons into Angels and Demons (Stylistic Approach).[98] The focus of this research is to analyze the simile style (simile imagery) used by the author and translator of the novel Angels and Demons. Then, this research also analyzes the

[97] Yudha, W. N. P. (2014). *Analisis Terjemahan Ekspresi Figuratif Metafora, Idiom, Personifikasi, Dan Simile Pada Subtitle Film Anak-Anak* (Doctoral dissertation, UNS (Sebelas Maret University)).

[98] Qomariah, L. R., & Thahara, Y. (2015). The analysis of personification translation in the novel of Angels and Demons. *Unpublished Thesis. Situbondo: Abdurachman Saleh Situbondo University*.

translation techniques used by translators in translating similes. The quality of the simile translation was also analyzed based on the parameters of the translation quality assessment instrument which include accuracy, acceptability and readability, proposed by Nababan et al. Apart from that, the impact of applying translation techniques on the quality of the translation of simile figures of speech is also an issue analyzed in this research. Apart from that, this research is also related to translation, which includes analysis of translation techniques and translation quality.

Based on a review of these studies, researcher has the opportunity to conduct research by exploiting existing gaps. Previous studies have left several topics unanalyzed, as previously explained in a review of previous research. From the conclusions of previous studies, researcher can summarize research gaps in the form of analysis of types of figures of speech other than comparative figures of speech (simile, metaphor, and personification) and narrowing the research topic by choosing one type of figure of speech. Moreover, analysis of figure of speech translation techniques with theories from different experts and the quality of the translation of figures of speech in the target language (reviewed from the aspects of accuracy, acceptability and readability).

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

Descriptive qualitative research is useful for seeking data in the form of phenomena that are not related to numbers. According to Cresswell, descriptive qualitative research is an approach to explore and understand the meaning derived from social or human problems.[99] Therefore, this method is suitable for researcher seeking data on analysing the translation techniques and hyperbolic expression in inspirational video from TED Talks YouTube channel. Descriptive qualitative research allows the researcher to collect in-depth data through document analysis, providing a deeper understanding of the phenomena under study and how participants interpret their experiences in a specific context.

In this study, the researcher utilizes textual analysis technique to select subtitle of inspirational video from TED Talks YouTube Channel. The researcher chose the inspirational video from YouTube based on some criteria, namely most watching, most like, most inspiration figure, and most subscribers. From the video the researcher would look for the hyperbole expression used by the figures in video. Moreover, the researcher also finds out what is the translation techniques used in subtitles of the video.

[99] Creswell, J.W. (2007). Qualitative Inquiry and Research Design: Choosing Among Five Approaches (2nd ed.). Thousand Oaks, CA: Sage Publications.

B. Data collection technique

Document analysis will be used as data collection methods in this study. In this study, these are crucial methods and tools for gathering primary data. In this study, the researcher will explain the data gathering methods through document analysis in the following ways.

1. Document Analysis

Document analysis is one of the data collection techniques involving the study and analysis of various documents or written data relevant to the research.[100] Document analysis is defined as a systematic method to review or evaluate documents, whether print or electronic. This technique involves content coding into themes and then translating qualitative data through the process of discovering patterns, categories, or case descriptions. These documents can include reports, records, archives, official documents, newspapers, magazines, books, scholarly journals, websites, and more. In this research, documentation techniques are utilized to gather primary data from inspirational video subtitle to find out hyperbole expression used and the translation techniques used. The steps to be taken in this document analysis are:

a. Watching the inspirational video several times to fully understand the hyperbole expression.
b. Downloading or copying the subtitles available on YouTube videos.

[100] Bowen, G. A. (2009). Document analysis as a qualitative research method. *Qualitative Research Journal,* 9(2), 27-40.

c. Checking the accuracy of the subtitles by matching them against the video recordings.
d. Carefully reading the obtained subtitles.
e. Put a checklist on the words in the subtitles that is suspected of being hyperbole expression and look for the translation techniques used.
f. Classify and analyze the types, forms of hyperbole expression and look for the translation techniques used.

C. Instruments of the Research

The instrument was the device a writer use in collecting data.[101] Based on the research problem, the researcher used checklist and document analysis as an instrument in this research. The researcher used laptop, pen, note, inspirational video on YouTube.

1. Document Cheklist (√)

An instrument used to help with recognizing, classifying, and evaluating the gathered document data is a document checklist. A checklist, according to Wilkinson and Birmingham, is a set of items or inquiriesintended to record the existence or non-existence of particular traits or behaviors.[102]

In this study, the documents under examination are the subtitles of inspirational video on YouTube and the translation techniques used to translate the hyperbolic expression found from English to Indonesia. The document checklist utilized in this study comprises a table containing indicators and sub-indicators related to types hyperbolic expression from

[101] Arikunto, S. (2006). Prosedur penelitian tindakan kelas. *Bumi aksara*, *136*(2), 2-3.
[102] Wilkinson, D., & Birmingham, P. (2003). Using Research Instruments: A Guide for Researchers. Routledge, P. 73.

Claridge, namely single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition[103]. Moreover, the translation techniques from Molina and Albir in Anshori et al, namely Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive creation, Established equivalent, Generalization, Linguistic amplification, Linguistic compression, Literal translation, Modulation, Particularization, Reduction, Substitution, Transposition, and Variation.[104]

Table 1. Instrument of Hyperbole Expression Found in Inspirational Video on YouTube

No	Type of Hyperbole	Indicator	Sub-Indicator/Example Keywords	Hyperbole Expression on Inspirational Video
1	Single-word hyperbole	Use of a single, extreme word to exaggerate	e.g., "amazing", "disastrous", "gigantic"	
2	Phrasal hyperbole	Exaggeration found in phrases	e.g., "out of this world", "over the moon"	
3	Clause/sentence hyperbole	Exaggeration expressed in full clause or sentence	e.g., "I could sleep for a year"	
4	Numerical hyperbole	Use of unrealistic numbers to exaggerate quantity/time/etc.	e.g., "a million times", "thousands of…"	
5	Superlative hyperbole	Use of superlative forms with exaggeration	e.g., "the best ever",	
6	Comparative Hyperbole	there is something that is being compared	e.g., “more than anything”	

[103] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

[104] Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie Subtitles. *Langkawi: Journal of The Association for Arabic and English*, 275-292.

7	Repetition hyperbole	Use of repetition to emphasize exaggeration	e.g., "very very big", "so so tired"	

(Source: Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press)

The researcher created abbreviations for each type of hyperbole above to make them easier to identify, as follows:

SWH : Single-word hyperbole
PH : Phrasal hyperbole
CSH : Clause/sentence hyperbole
NH : Numerical hyperbole
SH : Superlative hyperbole
CH : Comparative hyperbole
RH : Repetition hyperbole

Table 2. Instrument of Translation Techniques Used in subtitles of inspirational video on YouTube from English to Indonesia

No	Translation Technique	Indicator (Definition)	Sub-indicator (Linguistic Feature / Sample Case)	Checklist
1	Adaptation	Cultural substitution to suit target culture	Cultural references replaced with culturally appropriate equivalents	
2	Amplification	Adding information not present in source text	Explanation, addition of background info	
3	Borrowing	Taking a word/phrase directly from the source language	Pure (unaltered form) or Naturalized (adjusted to TL phonetics)	
4	Calque	Literal translation of a phrase or structure	Structural or lexical calque	
5	Compensation	Expressing meaning in another part when direct translation is not possible	Different placement of meaning	
6	Description	Replacing a term with a description of its function or form	Rephrasing with explanatory content	
7	Discursive Creation	Creating a temporary equivalence not semantically related	Invented or newly formed term in TL	
8	Established Equivalent	Using a recognized term or phrase in the target language	Standard dictionary or term usage in TL	

9	Generalization	Using a more general or neutral term	Replacing specific term with more generic expression	
10	Linguistic Amplification	Adding linguistic elements	Use of connectives, conjunctions, or additional modifiers	
11	Linguistic Compression	Synthesizing linguistic elements	Reduction, omission of redundant structures	
12	Literal Translation	Word-for-word translation that matches grammar and meaning	Syntactic and semantic matching directly	
13	Modulation	Changing semantics or perspective	Negation of the opposite, change of viewpoint or category	
14	Particularization	Using a more precise or concrete term	Replacing generic term with specific detail	
15	Reduction	Omitting information that is implied or unnecessary	Removal of detail while keeping core meaning	
16	Substitution	Changing linguistic elements with others (linguistic or paralinguistic)	Sound effects, gestures, or other non-verbal substitution	
17	Transposition	Changing grammatical categories	Verb → noun, adjective → adverb, etc.	
18	Variation	Changing linguistic or paralinguistic elements (e.g. tone, style, formality)	Dialect change, tone adjustment, formality level	

(Source: Molina and Albir in Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie)

The researcher created abbreviations for each type of translation technique above to make them easier to identify, as follows:

Ad. **:** Adaptation
Am. **:** Amplification
Bor. **:** Borrowing
Cal. **:** Calque
Com. **:** Compensation
Des. **:** Description
Dis. **:** Discursive Creation
Est. **:** Established Equivalent
Gen. **:** Generalization

Ling. Am : Linguistic Amplification
Ling. Com : Linguistic Compression
Lit. Trans : Literal Translation
Mod. : Modulation
Part. : Particularization
Red. : Reduction
Subs. : Substitution
Trans. : Transposition
Var. : Variation

D. Technique for Analyzing the Data

The procedures or approaches that researcher will employ to process and examine the data gathered for a study are known as techniques for data analysis. Gaining a thorough grasp of the topic under study and making inferences from the data are the objectives. The data analyzed through qualitative analysis, the writer used theory purpose by Miles and Huberman in Ridder said that the qualitative data analysis consists of three procedures.[105] Based on theory, the writer followed the step:

1. Data Reduction

   Data reduction processes to sort, focus, identify, simplify, abstract, and transform the data that were considered important. In conducting research, the researcher selected data that gave valuable information in research; the data was chosen by identify and classify the types of hyperbolic expression in inspirational video on YouTube and analyse the translation techniques used to translate the hyperbolic expression from English to Indonesia.

[105] Ridder, H. G. (2014). Book Review: Qualitative data analysis. A methods sourcebook.

2. Data Display

In the step to find data display, the data was reduced then the researcher was identified, classified, and analyzed the data to observe the YouTube video of inspirational video by identifying the video that uses hyperbole expression and translation techniques used to translate the hyperbolic expression from English to Indonesia..

3. Conclusion Drawing of Verification

Conclusion drawing of verification was the last step in the technique of analyzing data. In this step, data reduction and data display conclude by the support of data to the collection as evidence to strengthen the data which find in the YouTube inspirational video and the translation techniques used to translate the hyperbolic expression from English to Indonesia, in relevant columns of categories in the table data analysis.

CHAPTER IV

FINDING AND DISCUSSION

A. FINDING

The researcher has collected the data for this study and conducted an analysis of the data obtained. This research focuses on hyperbole expressions and the translation techniques used in the subtitles of inspirational videos on YouTube, particularly on words or phrases that contain hyperbole. The term 'translation' in this context refers to the translation from English into Indonesian. The inspirational videos used in this study are sourced from the **TED Talks** YouTube channel. The researcher selected the videos based on the number of views and the level of audience engagement.

1. Hyperbole Expression Used in Inspirational Video on YouTube

In collecting the data to answer the first research question, the researcher employed document analysis based on Claridge's theory, which identifies eight types of hyperbole expressions: Single-word hyperbole, Phrasal hyperbole, Clause/sentence hyperbole, Numerical hyperbole, Comparative/superlative hyperbole, Simile hyperbole, Literalization, and Repetition hyperbole. The data collection was conducted independently on May 15th, 2025. During the data collection process, the researcher used seven videos, which were selected according to predetermined criteria. The following are the links to the videos used in this study: (https://youtu.be/-MTRxRO5SRA?list=PLOGi5-fAu8bGiEvsxHyAvT8oIwkV8aOVk (Lets teach mastery. Not for test

scores); https://youtu.be/-moW9jvvMr4 (Simple way to break bad habit); https://youtu.be/P6FORpg0KVo (How to make learning as addictive as social media); https://youtu.be/n8QoLnT4ygo (Work is broken. Gen Z can help fix it)); https://youtu.be/KM4Xe6Dlp0Y (Looks aren't everything. Believe me, I'm a model); https://youtu.be/fLJsdqxnZb0 (The happy secret to better work); https://youtu.be/y9Trdafp83U (There's more to life than being happy). The data obtained can be seen in the table below:

Table 3. The Results of Type Hyperbole Expression in TED Talks

No	Videos	Title	Hyperbole Expression	Depth Analysis
1	Video 1	Let's teach mastery. Not for test scores	**(7)** 1. Superlative hyperbole 2. Phrasal hyperbole 3. Phrasal hyperbole 4. Clause/sentence hyperbole 5. Numerical hyperbole 6. Superlative hyperbole 7. Repetition hyperbole	***phrasal hyperbole*** digambarkan seolah-olah tertanam secara genetis. Ini berfungsi untuk mengkritik sistem pendidikan yang membuat nilai buruk terasa seperti identitas permanen.
2	Video 2	Simple way to break bad habit	**(7)** 1. Single word hyperbole 2. Clause/sentnce hyperbole 3. Comparative hypebole 4. Phrasal hyperbole 5. Phrasal hyperbole 6. Clause/sentence hyperbole 7. Comparative hyperbole	***Comparative Hyperbole*** karena disini terdapat sebuah perbandingan antara ***Smoking*** dan ***Shit*** dimana merokok disandingkan dengan kotoran dimana hal ini bermaksud mengatakan betapa buruknya merokok.
3	Video 3	How to make learning as	**(8)**	***Superlative Hyperbole*** menggambarkan media

		addictive as social media	1. Superlative hyperbole 2. Superlative hypebole 3. Comparative hyperbole 4. Comparative hyperbole 5. Numerical hyperbole 6.Clause/sentence hyperbole 7. Numerical hyperbole 8. Superlative hyperbole	sosial seolah seperti narkotika. Dimana disini memberikan penekanan dampak yang sangat ekstrim dan adiktif dari sebuah platform digital.
4	Video 4	Work is broken. Gen Z can help fix it	**(6)** 1. comparative hyperbole 2. repetition hyperbole 3. comparative hyperbole 4. comparative hyperbole 5. phrasal hyperbole 6. numerical hyperbole	***Repetition Hyperbole*** karena terdapat pengulangan pada kata "to rush" dimana ini memperkuat tekanan waktu dan kelelahan ibu bekerja. Ini menggambarkan siklus stres secara hiperbolis.
5	Video 5	Looks aren't everything. Believe me, I'm a model	**(13)** 1. single word hyperbole 2. phrasal hyperbole 3. clause/sentence hyperbole 4. numerical hyperbole 5. superlative hyperbole 6. superlative hyperbole 7. phrasal hyperbole 8. repetition hyperbole 9. superlative hyperbole 10. clause/sentence hyperbole 11. clause/sentence hyperbole 12. clause/sentence hyperbole 13. numerical hyperbole	***numerical Hyperbole*** karena pada kalimat terdapat penekanan dengan penggunaan angka yang pada konteksnya seperti melebih-lebihkan
6	Video 6	The happy secret to better work	**(10)** 1. single word hyperbole 2. phrasal hyperbole 3. single word hyperbole 4. phrasal hyperbole 5. single word hyperbole 6. single word hyperbole 7. repetition hyperbole	***Single Word Hyperbole*** karena pada ujaran ini menjadikan anak perempuan pembicara sebagai makhluk mitologis dipakai sebagai jurus psikologis untuk mengalihkan perhatiannya dari rasa sakit.

			8.numerical hyperbole+comparative hyperbole 9.numerical hyperbole + comparative hyperbole 10.numerical hyperbole + comparative hyperbole	
7	Video 7	There's more to life than being happy	**(9)** 1.clause/sentence hyperbole 2. phrasal hyperbole 3.clause/sentence hyperbole 4. single word hyperbole 5. numerical hyperbole 6.clause/sentence hyperbole 7. single word hyperbole 8. single word hyperbole 9. phrasal hyperbole	***clause/sentence hyperbole*** karena penggunaan kata "whole purpose" secara hiperbolik untuk menegaskan obsesi budaya terhadap kebahagiaan sebagai satu-satunya tujuan.

(Source: Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press)

Based on the data that researcher found, it can be concluded that the seven selected inspirational videos exhibit a comprehensive range of hyperbolic expressions. These include Single-word hyperbole, Phrasal hyperbole, Clause/Sentence hyperbole, Numerical hyperbole, Comparative Hyperbole, Superlative hyperbole, and Repetition hyperbole. Despite the presence of these categories, the frequency and intensity of hyperbolic usage appear to be relatively moderate. This is likely due to the nature of the content, as inspirational speeches often prioritize emotional resonance and clarity over excessive exaggeration. Among the types identified, Comparison Hyperbole, Phrasal Hyperbole, and Clause/sentence Hyperbole emerge as the most dominant form employed by the speakers. Numeric hyperboles follow as the

second most prevalent type, indicating that motivational speakers tend to utilize form of number to convince the audience. These findings highlight the strategic use of hyperbole in motivational discourse—not as a means of distortion, but as a rhetorical device to enhance engagement and emotional impact.

4. Translation Technique Used in Subtitle from Inspirational Video on YouTube

To gain a deeper understanding of how hyperbolic expressions are transferred from English to Indonesian, this study incorporates a translation technique analysis based on the model proposed by Molina and Albir, which outlines eighteen distinct strategies used in translation practice. Since hyperbole is inherently expressive and often culturally loaded, the choice of technique plays a crucial role in preserving not only the semantic content but also the rhetorical and emotional force of the original utterances. By examining how translators handle various types of hyperbole, ranging from single-word exaggerations to metaphorical and numerical expressions. This section aims to identify patterns in technique usage and provide insight into the translator's decision-making process. Each hyperbolic expression extracted from the four selected inspirational videos is classified according to its type, followed by a detailed account of the translation technique applied and a rationale explaining the suitability of that approach in the target language context.

Table 4. The Results of Type Translation Technique on Hyperbole Expression in TED Talks Subtitle

No	Videos	Title	Hyperbole Expression	Translation Technique	Depth Analys
1	Video1	Let's teach mastery. Not for test scores	**(7)** 1. Superlative hyperbole 2. Phrasal hyperbole 3. Phrasal hyperbole 4. Clause/sentence hyperbole 5. Numerical hyperbole 6. Superlative hyperbole 7. Repetition hyperbole	**(7)** 1. modulation 2. modulation 3. reduction+modulation 4. adaptation 5. establish equivalent 6. modulation 7. establish equivalent+adaptation	Ada penyesua makna ***structu*** agar lebih natu dan muc dipahami dal budaya bah Indonesia. Terjemahan tid 100% liter melainkan disesuaikan dengan konte (fisik a abstrak).
2	Video 2	Simple way to break bad habit	**(7)** 1. Single word hyperbole 2. Clause/sentnce hyperbole 3. Comparative hypebole 4. Phrasal hyperbole 5. Phrasal hyperbole 6. Clause/sentence hyperbole 7. Comparative hyperbole	**(8)** 1. establish equivalent 2. reduction+establish equivalent 3. modulation+compensation 4. establish equivalent+reduction 5. amplification 6. amplification+modulation 7. reduction 8. amplification+modulation	Ini termas kedalam amplifikasi kare ada penambah informasi (sang sekali, menyeng tajam) un memperjelas makna kata ***stir*** agar lebih ter kuat dalam bah Indonesia. Hal ini membua pesan lebih natu dan sesuai konte budaya pembaca BSa.
3	Video 3	How to make learning as addictive as social media	**(8)** 1. Superlative hyperbole 2. Superlative hypebole 3. Comparative hyperbole 4. Comparative hyperbole 5. Numerical hyperbole 6. Clause/sentence hyperbole 7. Numerical hyperbole 8. Superlative hyperbole	**(8)** 1. transposition 2. discoursive creation 3. literal translation 4. establish equivalent 5. reduction+borrowing 6. modulation 7. establish equivalent+reduction 8. amplification	kata **"unicor** tidak dialihbahasakan istilah Indones melainkan dipinjam langsu dari bahasa Ingg karena k **Unicorn** suc dikenal secara lu dalam buda

					populer (donge film, litera modern).
4	Video 4	Work is broken. Gen Z can help fix it	**(6)** 1. comparative hyperbole 2. repetition hyperbole 3. comparative hyperbole 4. comparative hyperbole 5. phrasal hyperbole 6. numerical hyperbole	**(7)** 1. establish equivalent 2. amplification 3. modulation+generalization 4. modulation+transposition 5. paraphrase 6. amplification 7. establish equivalent+amplification	Penerjemah mengkompensas vulgaritas/kejijik dari "shit" deng menambahkan dampak baha yang jauh le besar mela "minum racu sehingga e hiperbolis te kuat dan berteri di bahasa target. Jika "sh diterjemahkan menjadi "kotora mungkin tid akan memberik efek "peringa bahaya" yang k seperti di SL.
5	Video 5	Looks aren't everything. Believe me, I'm a model	**(13)** 1. single word hyperbole 2. phrasal hyperbole 3. clause/sentence hyperbole 4. numerical hyperbole 5. superlative hyperbole 6. superlative hyperbole 7. phrasal hyperbole 8. repetition hyperbole 9. superlative hyperbole 10.clause/sentence hyperbole 11.clause/sentence hyperbole 12.clause/sentence hyperbole 13. numerical hyperbole	**(13)** 1. establish equivalent 2. establish equivalent 3.establish equivalent+amplification+borrowing 4. establish equivalent 5. establish equivalent 6. establish equivalent+transposition 7. establish equivalent 8. establish equivalent 9. establish equivalent 10. establish equivalent 11. establish equivalent 12. establish equivalent 13. establish equivalent	Perbandingan ekstrem (me sosial = narko direkonstruksi a tetap retoris sesuai deng konteks buda target.
6	Video 6	The happy secret to better work	**(10)** 1. single word hyperbole 2. phrasal hyperbole 3. single word hyperbole 4. phrasal hyperbole	**(10)** 1. establish equivalent 2. establish equivalent + borrowing 3. establish equivalent	"Lecture" diartikan langsu menjadi "presentasi" (padanan ya

			5. single word hyperbole 6. single word hyperbole 7. repetition hyperbole 8.numerical hyperbole+comparative hyperbole 9.numerical hyperbole + comparative hyperbole 10.numerical hyperbole + comparative hyperbole	4. establish equivalent + trasnposition 5. establish equivalent + amplification 6. establish equivalent 7. establish equivalent 8. establish equivalent 9. establish equivalent 10. establish equivalent+transposition	secara luas dike dalam Bahas Karena pada ka ini mempertahanka keutuhan mak dan fungsi uja dalam kont aslinya
7	Video 7	There's more to life than being happy	**(9)** 1.clause/sentence hyperbole 2. phrasal hyperbole 3.clause/sentence hyperbole 4. single word hyperbole 5. numerical hyperbole 6.clause/sentence hyperbole 7. single word hyperbole 8. single word hyperbole 9. phrasal hyperbole	**(10)** 1. establish equivalent 2. establish equivalent 3. establish equivalent 4. establish equivalent 5. establish equivalent 6. establish equivalent 7. amplification 8. transpositon 9. establish equivalent 10. pharaprase	“waking hou (lebih spesif diterjemahkan "waktu" (le umum)

(Source: Molina and Albir in Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie)

Based on the analysis of four inspirational videos containing various forms of **hyperbolic expressions**, it can be concluded that all major types of hyperbole, namely *Single-word hyperbole, Phrasal hyperbole, Clause/Sentence hyperbole, Numerical hyperbole, Superlative hyperbole, Comparative hyperbole,* and *Repetition hyperbole* are presented across the data. In translating these expressions from English into Indonesian, a range of **translation techniques** were employed to preserve both the literal meaning and the rhetorical impact intended by the source texts. Among these, **Establish Equivalent** and **Amplification** emerged as the most frequently used

technique, primarily applied to enhance emotional intensity and rhetorical strength, especially in motivational and persuasive contexts.

Establish Equivalent was predominantly used in emotionally charged statements such as "*hundreds of people", "thousands of pages"* to preserve the hyperbolic impact on the target audience. **Establish Equivalent** was prospere technique used to translate the subtitle of inspirational video on YouTube, especially from TED Talks Channel. It was frequently employed to shift perspectives or alter sentence structure for better naturalness in the target language, as seen in expressions like *"never been more important"* and *"Work, as we know it, is broken.* Other techniques, including **Amplification**, **Transposition**, and **Borrowing**, were utilized to translate idiomatic or metaphorical language in a culturally sensitive and contextually meaningful manner. Overall, the translation of hyperbolic expressions in inspirational discourse requires not only semantic accuracy but also a deep understanding of the **pragmatic and emotional functions** of the language. The diverse use of translation techniques highlights the importance of flexibility and rhetorical awareness in rendering expressive language like hyperbole.

B. DISCUSSION

In this section, the researcher presents the discussion of the findings obtained during the research process. This study discusses the types of hyperbolic expressions and the translation techniques used to translate

hyperbolic expressions found on the TED Talks YouTube channel from English into Indonesian.

1. Type of Hyperbolic Expressions

According to Claridge, there are seven hyperbole expressions, namely single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, superlative hyperbole, comparison, and repetition[106]. The most dominant type of hyperbole found in the data is **Comparative Hyperbole**, **Phrasal Hyperbole,** and **Clause/Sentence Hyperbole** with each total of eleven instances. This indicates that the speakers in the videos tend to use exaggerated comparisons to reinforce the messages they deliver. One example can be seen in the expression *"delivering education over a smartphone is like hoping that people will eat their broccoli"*, which compares mobile learning to the unappealing experience of eating vegetables. This rhetorical technique is used to emphasize that the method may not be engaging. In line with the view of Burgers et al., such hyperbolic comparisons are often employed in public communication to create a striking effect that can influence the audience's attitude or understanding.[107] In addition, Christodoulidou in Marpaung also emphasizes that the use of extreme comparisons in hyperbole often serves as an *interpretive technique* that elicits emotional responses from the audience.[108]

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[106] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

[107] Burgers, C., Konijn, E. A., & Steen, G. J. (2016). Figurative framing: Shaping public discourse through metaphor, hyperbole, and irony. *Communication theory*, *26*(4), 410-430.

[108] MARPAUNG, S. (2022). Hyperbolic Expression on Commercial Advertising on Television.

Furthermore, **Phrasal Hyperbole** was found eleven times in the data. This type refers to phrases that convey a hyperbolic meaning as a whole, rather than relying on a single word. One example is the phrase *"wildly pessimistic"*, which is used to describe an extremely negative prediction about the future. The use of phrasal hyperbole supports Claridge's view that this type is the most productive in everyday speech due to its flexibility in shaping both structure and meaning.[109] Phrasal hyperbole is often more contextual and capable of conveying a subtle yet sharp emotional tone.

Repetition Hyperbole, which appeared only four times in the data, involves the intense repetition of words or phrases to emphasize an expression. For instance, in the sentence *"lecture, homework, lecture, homework..."*, the repetition reflects a sense of boredom caused by a monotonous routine. This form of hyperbole is usually used in a spoken language such as in conversation or it can be called a phenomenon in spoken language.[110] However, in a structured context such as TED Talks, this kind of repetition appears to be a deliberate rhetorical technique aimed at evoking the audience's empathy.

Superlative Hyperbole appeared in eight instances and is characterized by the use of superlative forms (such as *nicest*, *warmest*, *strongest*) to express an extreme level of excellence. For example, in the sentence *"Elsa's the nicest, gentlest, warmest person ever"*, the speaker

[109] Claridge, C. (2011). Hyperbole in English: A corpus-based study of exaggeration. Cambridge University Press.

[110] Haryadi, R., & Yusmalinda, Y. (2022). An Analysis of Hyperbole Used in Heart of Darkness by Joseph Conrad. *LINGUA LITERA: journal of english linguistics and literature*, *7*(2), 12-22.

idealizes the character in an exaggerated manner. According to Claridge, superlative hyperbole is used to convey a sense of peak quality and is commonly found in promotional, motivational, and emotionally driven discourse.[111] Yusmalinda and Haryadi stated that Superlative makes something sound so excessive and extreme.[112] This indicates that superlative hyperbole is employed to emphasize concepts or descriptions that are highly excessive and extremely exaggerated, often surpassing the boundaries of plausibility to create a heightened rhetorical effect.

Clause/Sentence Hyperbole was found in eleven cases and typically consists of full sentences containing clearly unrealistic statements. For instance, the sentence *"the owl broke into your house to get you to learn language"* is used as a humorous hyperbolic metaphor to illustrate the persuasive push of a learning application. Burgers et al. refer to this form as **figurative framing**, a rhetorical approach that wraps a message in hyperbolic narrative to make it more engaging.[113]

Numerical Hyperbole was also found in ten instances, such as the expression *"thousands of memes."* These exaggerated numbers are used to create a sense of scale or massiveness. According to Christodoulidou, the use of numerical hyperbole is common in everyday conversation as a way to convey intensity without literal intent.[114] In motivational videos, numerical

[111] Ibid
[112] Opcit
[113] Burgers, C., Konijn, E. A., & Steen, G. J. (2016). Figurative framing: Shaping public discourse through metaphor, hyperbole, and irony. *Communication theory*, *26*(4), 410-430.
[114] Christodoulidou, M. (2011). Hyperbole in everyday conversation. *Selected papers on theoretical and applied linguistics*, *19*, 143-152.

hyperbole is often used to draw attention to the urgency or magnitude of a particular phenomenon.

Finally, **Single-word Hyperbole** was found nine in the data. One example is the word *"exhausting"* in the sentence *"Actually, it was exhausting,"* which is used to describe how draining the meditation experience was. According to Claridge, single-word hyperbole carries a dense and economical expressive power, as a single word can evoke a strong emotional impression.[115] Although its usage is less frequent, its rhetorical impact remains significant.

In conclusion, the findings indicate that TED Talks speakers strategically employ various types of hyperbole to create emotional appeal, shape the audience's imagination, and strengthen the persuasive power of their inspirational messages. The diversity of hyperbolic forms found also highlights the rhetorical complexity of public communication that aims to transform the audience's way of thinking.

2. Translation Technique of Hyperbolic Expression

In translating hyperbole from English into Indonesian in the subtitles of four TED Talks videos, the researcher applied the translation techniques categorized by Molina and Albir as cited in Anwar. These include: (1) Adaptation, (2) Amplification, (3) Borrowing, (4) Calque, (5) Compensation, (6) Description, (7) Discursive Creation, (8) Established Equivalent, (9)

[115] Opcit

Generalization, (10) Linguistic Amplification, (11) Linguistic Compression, (12) Literal Translation, (13) Modulation, (14) Particularization, (15) Reduction, (16) Substitution, (17) Transposition, and (18) Variation.[116] Each technique was selected by considering the emotional and rhetorical function of the hyperbole within a motivational context.

In this study, the researcher identified some translation techniques that oftenly used in translating the subtitles of inspirational videos from the TED Talks channel, namely: **Establish Equivalent**, **Amplification**, **Modulation**, and **Adaptation**. These techniques were not selected randomly but were based on contextual considerations, the type of hyperbole, and cultural appropriateness between the source language (English) and the target language (Indonesian). A total of 63 hyperbolic expressions were translated using a combination of these techniques, indicating that figurative translation requires a flexible and functional technique.

The most frequently used technique was **Establish Equivalent**, appearing in 38 out of 63 cases. This technique was primarily almost applied to **all type of hyperboles**, where the literal form and meaning remained relevant and understandable to the target audience without diminishing the hyperbolic effect. However, Establish Equivalent technique should be combined with another technique, like Establish Equivalent with amplification. For example, the phrase *"doubled our business 100 percent by word of mouth"* was translated into *"Melipatgandakan bisnis kami sebesar*

[116] Anwar, F. Z. (2020). Strategies and techniques of translation in translating songs as 21st century curriculum. *Manajemen Pendidikan*, *15*(1), 34-43.

100 persen hanya melalui promosi dari mulut ke mulut, tanpa iklan atau kampanye pemasaran besar-besaran.", as the use of hyperbolic numbers is also common and rhetorically acceptable in Indonesian culture. This aligns with Molina and Albir's statement (as cited in Anwar) that **establish equivalent** can be used as a term or expression recognized (by dictionaries or language use) as an equivalent in the target language.[117]

The second most frequently used technique is **amplification**. This technique is applied to enhance the intensity of hyperbolic meaning that would not be fully conveyed if translated literally. One example is the sentence *"a pretty big deal"*, which is translated as *"luar biasa penting"*. The addition of the phrase *"luar biasa"* serves to preserve the hyperbolic effect within the cultural context of Indonesian. This technique supports Venuti's argument that translation is not merely a transfer of language, but also a reconstruction of cultural and emotional resonance through domestication strategies and rhetorical adjustment.[118]

Modulation was used to translate **phrasal hyperbole** and **single-word hyperbole**. This technique allows the translator to alter the semantic structure or perspective without changing the core meaning.[119] For example, the phrase *"wildly pessimistic"* was translated as *"amat sangat pesimis"*, which, although structurally different, still conveys the intended intensity. According

[117] Anwar, F. Z. (2020). Strategies and techniques of translation in translating songs as 21st century curriculum. *Manajemen Pendidikan*, *15*(1), 34-43.

[118] Venuti, L. (2012). *Translation changes everything: Theory and practice*. Routledge.

[119] Anshori, S., Arbain, A., Kendenan, E. S., Zain, A. R., & Khoshimov, M. (2024). Translating Lexical Collocations in Elemental Movie Subtitles. *Langkawi: Journal of The Association for Arabic and English*, 275-292.

to Vinay and Darbelnet, modulation is used when a literal form would sound unnatural in the target language and when a logical or psychological shift is required to achieve equivalence.[120] Saputra and Fatmawati confirm that **modulation** frequently appears in subtitle translation due to its flexibility in adapting to the style of the target language.[121]

Meanwhile, **adaptation** was applied to **clause/sentence hyperbole** and **comparative hyperbole** that contain cultural elements or idiomatic structures that are difficult to retain in Indonesian. For example, the expression *"the owl broke into your house to get you to learn language"* was translated as *"seolah-olah burung hantu menerobos masuk ke rumahmu untuk ngajarin bahasa"*. Adaptation allows the translator to use phrases that are more culturally acceptable while still preserving the hyperbolic meaning. **Newmark** refers to this technique as *cultural equivalence*, which is applied when the original form cannot be translated directly due to its strong cultural attachment.[122]

Therefore, the translation strategies used for hyperbolic expressions in these inspirational videos demonstrate that the approach taken is not merely about transferring language, but also about preserving the psychological and rhetorical impact of the original message. **Establish equivalent**, **amplification**, and **modulation** emerged as the most commonly used

[120] Vinay, J. P., & Darbelnet, J. (1995). Comparative stylistics of French and English.

[121] Saputra, N., & Fatmawati, E. (2022). Translation techniques of subtitle from English into Indonesian in a movie: A case on literature. *ScienceRise*, (2 (79)), 30-36.

[122] Newmark, P. (1988). *A textbook of translation* (Vol. 66, pp. 1-312). New York: Prentice hall.

techniques, as they effectively balance the original form with the need to make the message sound natural and emotionally engaging in the target language.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After conducting this research, the researcher found that the type of hyperbole expressions in inspirational video on YouTube, especially in TED Talks Channel are comparative hyperbole, phrasal hyperbole, and clause/sentence hyperbole which are employed to create striking contrasts and emphasize key points. Moreover, regarding the translation technique of hyperbole expression found, the researcher found that there are variety of techniques was used to ensure that both the semantic and emotional weight of the original expressions was retained. The most common techniques used in translating subtitle from English to Indonesia on inspirational video from TED Talks channel on YouTube were Establish Equivalent and Amplification. These techniques were particularly effective in maintaining the intensity of hyperbole. Furthermore, this research is essential for English Education students as it integrates stylistics, audiovisual translation, and figurative literacy to enhance their academic, pedagogical, and professional competencies. By analyzing translation techniques applied to hyperbole, students develop an understanding of meaning equivalence and rhetorical effect across cultures; sharpen their *noticing* skills in language choices. Therefore, translation techniques are useful for students to increase the accuracy of translation from the source language to the target language which suit as the culture of the target language.

B. Suggestion

Based on the findings of this study, several suggestions can be offered for future research and practical applications. For future researchers, it is recommended to explore hyperbolic expressions in other audiovisual genres such as advertisements, comedy shows, or documentaries to examine whether similar types and translation techniques are employed. Further studies may also benefit from incorporating translation quality assessments, including evaluations of accuracy, acceptability, and readability. For professional translators, it is essential to consider not only the literal meaning but also the rhetorical and emotional functions of hyperbole, particularly in motivational content, where preserving the persuasive intent is crucial. Language and translation educators are encouraged to include practical materials involving hyperbolic language in their curriculum, enabling students to gain hands-on experience in recognizing and translating rhetorical figures.

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Memperhatikan :
1. Permohonan Saudara Enthry Tiara Tama tanggal 18 Mei 2025 dan kelengkapan persyaratan pengajuan SK Pembimbing Skripsi
2. Berita Acara Seminar Proposal Pada Hari Jumat, 7 Maret 2025

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Menetapkan

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NAMA	:	**Enthry Tiara Tama**
NIM	:	**19551023**
JUDUL SKRIPSI	:	**Analysis of Translation Techniques for Expressions Containing Hyperbole in Inspirational Video Subtitles on Youtube**

Kedua : Proses bimbingan dilakukan sebanyak 12 kali pembimbing I dan 12 kali pembimbing II dibuktikan dengan kartu bimbingan skripsi ;

Ketiga : Pembimbing I bertugas membimbing dan mengarahkan hal-hal yang berkaitan dengan substansi dan konten skripsi. Untuk pembimbing II bertugas dan mengarahkan dalam penggunaan bahasa dan metodologi penulisan ;

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JUDUL SKRIPSI	:	Analysis Of Translation Technique Of Hyperbolic Figures In The Subtitles Of Inspirational Videos On Youtube
MULAI BIMBINGAN	:	19 - Mei - 2024
AKHIR BIMBINGAN	:	07 - Juni - 2025

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2	21 -mei -2024	Konsultasi teknik penerjemahan	
3	13 - Juni, -2024	bimbingan bab 1 dan 2	
4	20 - Juni -2024	Revisi perbaikan bab 1 dan 2	
5	17 - Juli - 2024	konsultasi bab 3	
6	12 -agustus-2024	Revisi bab 1, 2 dan 3	
7	19 Maret 2025	Revisi hasil Seminar	
8	10- Juni -2025	Konsultasi bab 4 dan 5	
9	07 - Jul. -2025	Revisi bab 4 dan 5 dan di acc	
10			
11			
12			

BERPENDAPAT BAHWA SKRIPSI INI SUDAH
AT DIAJUKAN UJIAN SKRIPSI IAIN CURUP,

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- Lembar **Belakang** Kartu Bimbingan Pembimbing II
- Kartu ini harap dibawa pada setiap konsultasi dengan Pembimbing I dan Pembimbing II

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MULAI BIMBINGAN	:	19 - Mei - 2024
AKHIR BIMBINGAN	:	07 - Jul - 2025

NO	TANGGAL	MATERI BIMBINGAN	PARAF PEMBIMBING II
1.	19 Mei 2024	konsultasi Masalah Materi hiperbola	
2.	21. Mei. 2024	konsultasi teknik penerjemahan	
3.	12-Juni 2024	bimbingan bab 1, 2, &	
4.	20. Juni. 2024	revisi perbaikan bab 1 dan 2	
5.	17 - Jul. - 2024	Konsultasi bab 3	
6.	26. agustus. 2024	revisi. bab 1, 2 dan 3	
7.	19. Maret - 2025	revisi hasil Seminar	
8.	10 Jun. 2025	konsultasi bab 4 dan 5	
9.	07 - Jul. 2025	Revisi bab 4 dan 5 dan di acc	
10.			
11.			
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Table 3. The Results of Type Hyperbole Expression

No	Expressions	Type of Hyperbole Expression							Explanation
		SWH	PH	CSH	NH	SH	CH	RH	
	First Video	9	11	11	10	8	11	4	
1	"I thought that was **a pretty big deal**."					√			Termasuk kedalam superlative hyperbole karena penekanan pada kata ***Pretty*** menandakan bahwa terdapat masalah yang cukup serius.
2	"we know that that prediction would have been **wildly pessimistic**"		√						Frasa ini menyatakan bahwa estimasi masa lalu tentang kemampuan literasi sangat meremehkan. Kata ***"wildly"*** menguatkan bahwa kekeliruan ini bukan biasa, tapi sangat jauh dari kenyataan.
3	"It doesn't mean that you have a **C branded in your DNA somehow**."		√						Frasa ***C branded in your DNA somehow*** digambarkan seolah-olah tertanam secara genetis. Dimana pembicara ingin menekankan bahwa sistem pendidikan yang membuat nilai buruk terasa seperti identitas permanen.
4	"...while you're building the third floor, **the whole structure collapses**."			√					Kalimat ini digunakan dalam analogi membangun rumah dengan pondasi lemah, yang menggambarkan sistem pendidikan tradisional. Gaya hiperbolis ini mengilustrasikan bagaimana sistem bisa gagal total jika fondasi konsep tidak dikuasai.
5	"If we were to go **400 years into the past**..."				√				Angka ***400 years*** digunakan untuk

									menciptakan kontras ekstrem dengan masa kini. Ini menekankan betapa dramatis perubahan akses terhadap pendidikan dari zaman dahulu.
6	"I think it's going to be a **pretty exciting time to be alive**."					√			Kalimat ini mengandung superlatif implisit. Menyiratkan bahwa kita hidup di masa yang paling menjanjikan dalam sejarah, padahal itu sangat subjektif.
7	"The next morning, we'll review **the homework, then another lecture, homework, lecture, homework.**"							√	Repetisi ini digunakan untuk menggambarkan betapa monoton dan mekanisnya sistem pembelajaran konvensional. Pengulangan memberi kesan stagnasi yang membosankan.
	Second Video	SWH	PH	CSH	NH	SH	CH	RH	**Explanation**
9	"Yet I'd sit on these silent retreats, sweating through T-shirts in the middle of winter. I'd take naps every chance I got because it was really hard work. Actually, (it was **exhausting**.)"	√							Kata "exhausting" digunakan untuk menggambarkan betapa beratnya aktivitas meditasi diam. Ini hiperbolis karena secara umum meditasi diam dipersepsikan sebagai aktivitas tenang, bukan melelahkan. Digunakan untuk membalik ekspektasi audiens.
10	"Now, with these same brain processes, we've gone from learning to survive to **literally killing ourselves** with these habits."			√					menggambarkan efek jangka panjang kebiasaan buruk seperti merokok sebagai "membunuh diri sendiri." Frasa ini mengejutkan, emosional, dan menyoroti urgensi perubahan perilaku.
11	"What she discovered just by being curiously						√		Disini terdapat sebuah

	aware when she smoked was that **smoking tastes (like shit**.)"								perbandingan antara ***Smoking*** dan ***Shit*** dimana merokok disandingkan dengan kotoran dimana hal ini bermaksud mengatakan betapa buruknya merokok.
12	"These are bite-size pieces of experiences that we can manage from moment to moment rather than getting (clobbered by this **huge, scary craving** that we choke on.)"		√						Frasa ini sangat dramatis—menggambarkan craving seperti makhluk besar yang menindas, hingga menciptakan pengalaman tersedak secara metaforis. Memunculkan ketakutan dan urgensi.
13	"It will just be another chance to perpetuate one of our **endless and exhaustive habit loops**..."		√						"Endless" dan "exhaustive" menciptakan kesan jebakan tanpa henti. Hiperbola ini menggambarkan betapa mengakar dan melelahkannya siklus kebiasaan buruk.
14	"This isn't to say that, **poof, magically we quit smoking**."			√					Kalimat ini hiperbolik karena menyindir asumsi umum bahwa berhenti merokok bisa terjadi tiba-tiba dan tanpa usaha. Digunakan untuk meruntuhkan ekspektasi tidak realistis.
15	"Mindful smoking: **smells like stinky cheese and tastes like chemicals**, YUCK!"						√		Perbandingan langsung yang melebih-lebihkan rasa tidak enak rokok untuk membentuk asosiasi negatif yang kuat.
	Third Video	SWH	PH	CSH	NH	SH	CH	RH	**Explanation**
16	"However, if you're trying to deliver education with a smartphone, you run into a					√			Kata "humongous" melebih-lebihkan ukuran masalah. Ini

	humongous problem."								menekankan betapa seriusnya tantangan bersaing dengan aplikasi hiburan saat memberikan edukasi via ponsel.
17	"And it is smartphones come equipped with some of **the most addictive drugs that humanity has ever engineered**."					√			Menggambarkan media sosial seolah seperti narkotika. Ini perbandingan ekstrem untuk menekankan dampak adiktif platform digital.
18	"See, delivering education over a smartphone is **like hoping that people will eat their broccoli**..."						√		Termasuk kedalam Comparative Hyperbole karena adanya perbandingan yang dilakukan dimana pendidikan itu disandingka dengan broccoli yang mana broccoli merupakan sayuran yang tidak enak.
19	"The way we've done this is by **making the broccoli taste like dessert**."						√		Ini termasuk kedalam comparative hyperbole karena frasa ini menunjukkan bagaimana Duolingo mengubah persepsi terhadap belajar agar menyenangkan seperti hiburan.
20	"So this is what a very sophisticated **millions of dollars of AI** found."				√				Menggunakan jumlah seperti ***millions of Dollars of AI*** dimana ini menunjukan atau merpresentasikan sangat banyak jumlah AI ada pada masa sekarang
21	"And then there's an intruder alert, the owl **broke into your house to get you to learn language**."			√					Kalimat hiperbolis digunakan sebagai contoh meme. Tujuannya adalah menyindir secara humoris dorongan ekstrem dari aplikasi.
22	"And there's **thousands of memes, there's SNL skits** about it."				√				Hiperbola numerik untuk menunjukkan sejauh mana

									pengaruh Duolingo dalam budaya populer.
23	"But the single most important thing that I can end this talk with, is a reminder to **please, pretty please, I beg you**, do your language lessons today."					√			Kata ***pretty please*** ini menekankan secara berlebihan untuk meminta seseorang untuk menggunakan duolinggo atau melakukan pembelajaran mulai dari saat ini.
	Fourth Video	SWH	PH	CSH	NH	SH	CH	RH	Explanation
24	"If that's you or you manage a team of office workers, I'm glad you're here, because I want to argue that this topic, right now, has **never been more important**."						√		Termasuk kedalam comparative hyperbole karena terdapat kata ***More*** yang dijadikan sebagai penekanan dimana topic yang sedang dibahas merupakan hal yang lebih penting
25	"And I found myself, because of the standard accepted 8 to 5 work hours, I was **waking my kids up to rush them to daycare, to rush to work, to rush back**..."							√	Repetisi frasa "to rush" memperkuat tekanan waktu dan kelelahan ibu bekerja. Ini menggambarkan siklus stres secara hiperbolis.
26	"**We were spending more waking hours apart than together**."						√		Termasuk kedalam Comparative Hyperbole karena adanya kata more sebagai penekanan bahwa pembicara lebih banyak menghabiskan waktu bekerja ketimbang bersama dengan keluarga.
27	"In the past four years, we've seen a massive shift in how knowledge workers work. Hybrid work is on the rise. This is the (**perfect) time to rethink norms** for the next era."						√		Ini termasuk kedalam comparative hyperbole karena kata ***perfect*** bermakna untuk mengatakan bahwa masa sekarang adalah waktu yang lebih baik untuk hal dimasa yang akan datang

28	"(It's simply **the air they breathe.)**"		√						Frasa metaforis yang menekankan betapa alamiahnya hybrid work bagi Gen Z, digambarkan setara dengan oksigen.
29	"This group of powerful women **effectively doubled our business 100 percent by word of mouth**..."				√				Hiperbola numerik untuk menekankan pertumbuhan luar biasa tanpa promosi formal.
	Fifth Video	SWH	PH	CSH	NH	SH	CH	RH	Explanation
30	"The real way that I became a model is **I won a (genetic lottery)** and I am the recipient of a legacy"	√							Istilah "genetic lottery" menekankan keberuntungan fisik sebagai sesuatu yang luar biasa dan bukan hasil usaha, jadi sangat hiperbolik.
31	"You could be the President of the United States, or the inventor of the next Internet, or **a ninja cardiothoracic surgeon poet**, which would be awesome, because you'd be the first one."		√						Gabungan profesi yang absurd dan tak mungkin sebagai cara hiperbolik untuk menunjukkan bahwa anak-anak bisa bercita-cita setinggi mungkin.
32	"Saying that you want to be a model when you grow up **is (akin) to saying that you want to win the Powerball**."			√					Dibuat untuk menggambarkan betapa tidak realistisnya harapan menjadi model, disamakan dengan menang lotre besar.
33	"...and then you look back at your imaginary friends, **300, 400, 500 times.**"				√				Ini termasuk kedalam kategori numerical karena pada kalimat terdapat penekanan dengan penggunaan angka yang pada konteksnya seperti melebih-lebihkan
34	"They have **the thinnest thighs, the shiniest hair and the coolest clothes.**"					√			Tiga superlatif hiperbolik yang membesar-besarkan citra ideal kecantikan dalam industri modeling.

35	"They're **the most physically insecure women probably on the planet.**"					√			Pernyataan ekstrem yang ironis karena wanita 'sempurna' justru merasa sangat tidak aman.
36	"Look I've received all these benefits from **a deck stacked in my favor**."		√						Idiom poker digunakan untuk mengekspresikan sistem sosial yang secara tidak adil menguntungkan dirinya.
37	"But unfortunately, I have to inform you that in 2007, a very inspired NYU Ph.D. student counted all the models on the runway (**every) single one** that was hired..."							√	Repetisi kata "every single" menekankan totalitas ekstrem, digunakan untuk menyoroti kurangnya keberagaman secara dramatis.
38	"Because I'm not in charge of anything, and you could be the editor in chief of American Vogue or the CEO of H&M, or **the next Steven Meisel**."					√			Hiperbolik karena menyamakan cita-cita seseorang dengan ikon besar fotografi fesyen; menggambarkan harapan yang sangat tinggi.
39	"Unfortunately, after you've gone to school, and you have a résumé and you've done a few jobs, **you can't say anything anymore** so if you say you want to be the President of the United States, but your résumé reads, "Underwear Model: 10 years," people give you a funny look."			√					Dilebihkan untuk menyampaikan bahwa orang tidak akan dianggap serius karena masa lalunya sebagai model pakaian dalam.
40	"**They are (constructions** by a group of professionals), by hairstylists and makeup artists and photographers and stylists and all of their assistants and pre-production and post-production, and they build this."			√					Menggambarkan bahwa citra model hanyalah 'bangunan palsu' yang dibuat oleh tim besar, dilebihkan untuk mengontraskan realitas vs ilusi.
41	"When I was a teenager, I was driving with my friend who was an awful driver and she ran a red and of course, we got pulled over, **and all it took was a 'Sorry, officer'** and we			√					Dilebihkan untuk menekankan betapa mudahnya dia lolos dari masalah karena penampilannya, bukan karena keadilan.

	were on our way."								
42	"...it's not a question of 'Will I get stopped?' but **'How many times will I get stopped?'**"				√				Pertanyaan retoris hiperbolik untuk menunjukkan betapa seringnya kaum minoritas mengalami diskriminasi polisi.
	Sixth Video	SWH	PH	CSH	NH	SH	CH	RH	Explanation
43	"I said, "Amy, wait. Don't cry. Did you see how you landed? **No human lands on all fours like that.**"						√		Ekspresi hiperbolik yang menegaskan betapa luar biasanya pendaratan sang anak menggunakan penegasan absolut ("no human") untuk efek dramatis.
44	"I think this means **you're a (unicorn).**"	√							Hiperbolik satu kata yang menjadikan anak perempuan pembicara sebagai makhluk mitologis dipakai sebagai jurus psikologis untuk mengalihkan perhatiannya dari rasa sakit.
45	"Instead of crying or ceasing our play, instead of waking my parents, with all the negative consequences for me, a smile spread across her face and she scrambled back up onto the bunk bed **with all the grace of a baby unicorn**"		√						Frasa hiperbolik yang menciptakan gambaran visual ekstrem untuk menggambarkan keceriaan dan keberanian si anak perempuan.
46	"If I got this data studying you, **I would be (thrilled)**, because there's a trend there, and that means I can get published, which is all that really matters."	√							Ekspresi emosional dilebihkan ("thrilled") untuk menunjukkan betapa pembicara sangat menginginkan tren data untuk diterbitkan.
47	"There is one **weird red dot** above the curve there's one weirdo in the room -- I know who you are, I saw you earlier -- that's no problem. That's no problem, as most of you		√						"Weird red dot" sebagai hiperbola visual; "delete that dot" melebihkan kekuasaan ilmuwan dalam memanipulasi data demi

	know, because I can just **delete that dot.**"								hasil yang diinginkan.
48	"During the first year of medical training , as you read through a list of all the symptoms and diseases, you suddenly realize **you have all of them.**"	√							Ekspresi hiperbolik yang menunjukkan paranoia berlebihan—warna keilmuan medis yang membuat mahasiswa merasa memiliki semua penyakit.
49	"Which, even at Yale, is extraordinarily rare. But I had no idea how to console poor Bobo because he had just gotten over an **entire week of menopause.**"	√							Hiperbolik emosional untuk menggambarkan kesulitan yang ekstrem dan konyol sebagai bahan humor.
50	"**(Every) single business outcome** improves."							√	Terdapat kata ***Every single*** dimana ini menekankan pengulangan atau setiap hasil bisnis akan berkembang
51	"Your brain at positive is **31% more productive** than your brain at negative, neutral or stressed."				√		√		Ini termasuk kedalam dua kategori yakni numerical dan comparative karena pada kalimat terdapat penekanan dengan penggunaan angka sekaligus ada kata penekanan ***more***
52	"You're **37% better at sales**."				√		√		Ini termasuk kedalam dua kategori yakni numerical dan comparative karena pada kalimat terdapat penekanan dengan penggunaan angka sekaligus ada kata penekanan pada ***better***
53	"Doctors are **19 percent faster**"				√		√		Bukan sekadar klaim, tapi juga angka yang dilemparkan secara dramatik untuk memperkuat pesan.
	Seventh Video	SWH	PH	CSH	NH	SH	CH	RH	Explanation
54	"I used to think the **whole purpose of life**			√					Menggunakan "whole purpose"

	was pursuing happiness."								secara hiperbolik untuk menegaskan obsesi budaya terhadap kebahagiaan sebagai satu-satunya tujuan.
55	"Even though life is getting objectively better by nearly (**every) conceivable standard**, more people feel hopeless, depressed and alone."		√						Frasa hiperbolik untuk menggambarkan perbaikan hidup yang dijamin secara ekstrem untuk menegaskan kontrasnya dengan situasi mental.
56	"It's a **lack of something else**, a lack of having meaning in life."			√					Penegasan dramatis bahwa bukan kebahagiaan yang hilang, tapi makna—menggunakan kalimat absolut.
57	"Our culture is **obsessed with happiness**, but I came to see that seeking meaning is the more fulfilling path."	√							"Obsessed" sebagai hiperbola satu kata untuk menunjukkan kecenderungan ekstrim budaya modern.
58	"I spent five years interviewing **hundreds of people** and reading through **thousands of pages** of psychology, neuroscience and philosophy."				√				Jumlah besar dilebih-lebihkan untuk menunjukkan ketekunan dan keseriusan riset.
59	"Transcendent states are those rare moments when you're lifted above the hustle and bustle of daily life, your sense of self **fades away**, and you feel connected to a higher reality."			√					Mengandung kesan dramatis ekstrem untuk menggambarkan kondisi transendensi.
60	"Before my injury, my life was **purposeless**. I partied a lot and was a pretty selfish guy."	√							Hiperbola satu kata untuk menekankan kondisi hidup yang sangat hampa sebelum transformasi cerita.
61	"Whenever that happens to me I remember a **powerful experience** I had with my father."	√							"Powerful" digunakan untuk menguatkan makna pengalaman ayahnya—menekankan kesan

									dramatis.
62	"He wanted our names to be the **last words he spoke on earth** if he died."		√						Frasa hiperbolik yang menggarisbawahi betapa emosional dan berarti moment itu bagi sang ayah.

Table 4. The Results of Type Translation Technique on Hyperbole Expression

Video 1

No	Line Frame	Source Language	Translation	Translation Technique	Justification
1	00:01:04	a pretty big deal	"luar biasa penting"	Modulation	Diterjemahkan menjadi "luar biasa penting" untuk memperkuat dampak emosional. Tambahan unsur intensitas memperjelas makna hiperbolis.
2	00:07:42	wildly pessimistic	'sangat pesimis'	Modulation	Perspektif diubah dari 'sangat pesimis' ke 'jauh dari kenyataan' untuk menekankan kesalahan ekstrem prediksi secara kontekstual.
3	00:05:35	You have C branded in your DNA somehow	"Tertanam dalam dirimu secara permanen"	Reduction + Modulation	Struktur idiomatik tetap dipertahankan (calque), diterjemahkan literal agar makna metaforis tetap terasa dalam budaya target.
4	00:04:37	the whole structure collapses	"sistem gagal total"	Adaptation	Gaya bangunan fisik disesuaikan menjadi "sistem gagal total" agar analoginya lebih kontekstual dan familiar dalam dunia pendidikan.
5	00:07:13	400 years into the past	"400 tahun ke masa lalu"	Establish Equivalent	Angka spesifik tetap dipertahankan karena dapat dimengerti secara universal dan sudah memberi efek hiperbolik.
6	00:10:41	pretty exciting time to be alive	"masa paling menjanjikan".	Modulation	Ungkapan implisit superlatif diubah menjadi bentuk yang tetap menunjukkan intensitas, misalnya "masa paling menjanjikan".
7	00:02:41	lecture, homework, lecture, homework...	"Presentasi, PR, Presentasi, PR"	Establish Equivalent + Adaptation	Pola pengulangan dipertahankan dan diperkuat agar kesan monoton tetap terasa kuat dalam bahasa target.

Video 2

No	Line Frame	Source Language	Translation	Translation Technique	Justification
1	00:00:33	exhausting	“Melelahkan”	Establish Equivalent	Kata ini sudah umum dan tetap hiperbolis dalam konteks target. Tidak perlu dimodifikasi karena makna kuat tetap terasa.
2	00:02:59	literally killing ourselves	“membunuh diri sendiri”	Reduction + Establish Equivalent	“Literally” dipertahankan untuk efek kejutan, sementara metafora “membunuh diri sendiri” tetap disesuaikan secara kontekstual.
3	00:04:22	smoking tastes like shit	“Rasanya seperti minum racun”	Modulation + Compensation	Frasa vulgar diganti dengan ekspresi yang lebih sopan dalam bahasa target, tetap menjaga efek jera.
4	00:06:57	huge, scary craving	“Besar dan menakutkan”	Establish Equivalent + Reduction	Ditambahkan penekanan dalam bentuk seperti “hasrat besar dan menakutkan” agar efek emosional tetap terasa.
5	00:09:02	endless and exhaustive habit loops	“...salah satu pola kebiasaan	Amplification	Makna diperluas untuk menunjukkan kelelahan dan keterjebakan ekstrem akibat kebiasaan buruk.

			buruk yang terus-menerus berulang dan sangat melelahkan secara fisik maupun mental.”		
6	00:07:50	sucked in, takes us for a ride	"...ketika kita larut di dalamnya dan kehilangan kendali atas diri kita."	Amplification + Modulation	Perbandingan metaforis dijelaskan ulang agar lebih masuk akal secara budaya, sekaligus menggeser perspektif emosionalnya.
7	00:06:03	poof, magically we quit smoking	“tiba-tiba saja”	Reduction	“Poof” dan “magically” diubah menjadi sesuatu yang bisa dipahami audiens target, seperti “tiba-tiba saja”.
8	00:04:05	smells like stinky cheese...	“memiliki aroma yang sangat busuk”	Amplification + Modulation	Perbandingan kasar diperkuat untuk membentuk citra negatif yang kuat terhadap rokok.

Video 3

No	Time Line	Source Language	Translation	Translation Technique	Justification
1	00:05:17	humongous problem	“masalah yang sangat besar”	Transposition	Kata “humongous” diterjemahkan menjadi “masalah yang sangat besar” untuk mempertahankan efek hiperbolis dari skalanya.
2	00:05:24	most addictive drugs that humanity has ever	“..smartphone kini hadir bak 'candu digital'	Discursive Creation	Perbandingan ekstrem (media sosial = narkoba) direkonstruksi agar tetap retoris dan sesuai dengan konteks budaya target.

		engineered	paling mematikan yang pernah diciptakan manusia."		
3	00:05:30	like hoping that people will eat their broccoli, but right next to it, you put the most delicious dessert ever made	"seperti memakan brokoli sebagai makanan penutup paling enak"	Literal Translation	diterjemahkan secara langsung karena cukup familiar dan efektif dalam bahasa target.
4	00:05:52	make the broccoli taste like dessert	"membuat brokoli terasa seperti makanan penutup	Establish Equivalent	Frasa metaforis tetap dipertahankan karena bentuk dan maknanya dapat dipahami tanpa modifikasi.
5	00:08:15	millions of dollars of AI	"jutaan AI"	Reduction + Borrowing	Angka hiperbolik tetap dipertahankan secara literal karena sudah menyampaikan kesan satir dan skala besar.
6	00:09:39	broke into your house to get you to learn language	"mendobrak rumah dan memaksa belajar bahasa"	Modulation	Kalimat hiperbolik direka ulang agar tetap terdengar seperti sindiran atau humor ekstrem yang khas dari meme.
7	00:09:44	thousands of memes, SNL skits	"ribuan meme"	Establish Equivalent + Reduction	Ungkapan numerik dan referensi budaya populer dipertahankan untuk menunjukkan seberapa luas dampaknya.
8	00:11:50	please, pretty please, I beg	"tolonglah, aku benar-	Amplification	Pengulangan dan intensifikasi frasa dipertahankan untuk menjaga gaya persuasif hiperbolik yang ringan tapi emosional.

		you	benar meminta tolong agar kamu belajar”		

Video 4

No	Time Line	Source Language	Translation	Translation Technique	Justification
1	00:02:21	never been more important	“belum pernah sepenting ini.”	Establish Equivalent	Pandangan absolut diubah menjadi bentuk komparatif yang menunjukkan urgensi ekstrem, misalnya “belum pernah sepenting ini.”
2	00:03:37	rush them to daycare, to rush to work...	“...saya membangunkan anak-anak saya terburu-buru, mengantar mereka ke penitipan anak dengan tergesa-gesa, lalu buru-buru pergi kerja, dan kemudian kembali dengan penuh kelelahan dan kecemasan waktu.”	Amplification	Repetisi diterjemahkan apa adanya dan diperkuat dengan gaya tekanan emosional dalam bahasa target, menunjukkan siklus kelelahan.
3	00:03:42	spending more waking hours apart than together	“lebih banyak menghabiskan waktu diluar ketimbang bersama-sama”	Modulation + Generalization	Struktur literal tetap dipertahankan, tapi disertai penekanan emosional untuk memperkuat dramatisasi kehidupan keluarga.

4	00:05:12	perfect time to rethink norms	“waktu yang tepat untuk menyusun ulang norma”	Modulation + Transposition	“Perfect” diperluas dalam terjemahan untuk menekankan bahwa ini momen penting meski kenyataan kompleks.
5	00:06:28	the air they breathe	“sebagaimana mereka bernapas”	Parapharase	Frasa idiomatik diganti dengan penjelasan metaforis seperti “sebagaimana mereka bernapas” untuk menjaga makna hiperbolik.
6	00:04:51	life peaks in your mid-career... recipe for burnout	“Hidup mencapai puncaknya di pertengahan karier... ini adalah cara untuk memiliki kelelahan mental.”	Amplification	Gabungan metafora dan hiperbola dipertahankan tapi disesuaikan dengan padanan bahasa target yang tetap menggambarkan bahaya karier.
7	00:10:54	doubled our business 100 percent by word of mouth	“Melipatgandakan bisnis kami sebesar 100 persen hanya melalui promosi dari mulut ke mulut, tanpa iklan atau kampanye pemasaran besar-besaran.”	Establish Equivalent + Amplification	Angka dan klaim hiperbolis tetap dipertahankan dan diperkuat dengan nada afirmatif dalam bahasa target.

Video 5

No	**Timeline**	**Hyperbole Expression**	**Translation (ID)**	**Technique**	**Explanation**
1	00:02:52	**"I won a genetic lottery"**	Aku memenangkan undian genetik	Establish Equivalent	Istilah “genetic lottery” menekankan keberuntungan fisik sebagai sesuatu yang luar biasa dan bukan hasil usaha, jadi sangat hiperbolik.

2	00:04:10	**"a ninja cardiothoracic surgeon poet"**	Seorang ninja, ahli bedah jantung, dan juga penyair	Establish Equivalent	Gabungan profesi yang absurd dan tak mungkin sebagai cara hiperbolik untuk menunjukkan bahwa anak-anak bisa bercita-cita setinggi mungkin.
3	00:04:32	**"is akin to saying you want to win the Powerball"**	Seperti mengatakan ingin menang undian Powerball	Establish Equivalent + Amplification + Borrowing	Dibuat untuk menggambarkan betapa tidak realistisnya harapan menjadi model, disamakan dengan menang lotre besar.
4	00:05:06	**"300, 400, 500 times"**	300, 400, 500 kali	Establish Equivalent	Angka-angka ini sangat dilebihkan untuk menggambarkan betapa sering model harus mengulang gerakan untuk hasil foto yang sempurna.
5	00:08:28	**"the thinnest thighs, the shiniest hair and the coolest clothes"**	Paha paling ramping, rambut paling berkilau, dan pakaian paling keren	Establish Equivalent	Tiga superlatif hiperbolik yang membesar-besarkan citra ideal kecantikan dalam industri modeling.
6	00:08:29	**"the most physically insecure women probably on the planet"**	Wanita yang paling tidak percaya diri secara fisik di planet ini	Establish Equivalent + Transposition	Pernyataan ekstrem yang ironis karena wanita ‘sempurna’ justru merasa sangat tidak aman.
7	00:08:42	**"a deck stacked in my favor"**	Kartu telah ditumpuk untuk menguntungkan saya	Establish Equivalent	Idiom poker digunakan untuk mengekspresikan sistem sosial yang secara tidak adil menguntungkan dirinya—sebuah metafora hiperbolik.
8	00:03:42	**"every single one"**	Setiap satu pun yang dipekerjakan	Establish Equivalent	Repetisi kata “every single” menekankan totalitas ekstrem, digunakan untuk menyoroti kurangnya keberagaman secara dramatis.
9	00:04:26	**"the next Steven**	Steven Meisel berikutnya	Establish Equivalent	Hiperbolik karena menyamakan cita-cita seseorang dengan ikon besar fotografi fesyen; menggambarkan harapan yang sangat tinggi.

		Meisel"			
10	00:05:22	**"you can't say anything anymore"**	Kamu tidak bisa mengatakan apa pun lagi	Establish Equivalent	Dilebihkan untuk menyampaikan bahwa orang tidak akan dianggap serius karena masa lalunya sebagai model pakaian dalam.
11	00:06:13	**"They are constructions"**	Itu semua adalah konstruksi	Establish Equivalent	Menggambarkan bahwa citra model hanyalah 'bangunan palsu' yang dibuat oleh tim besar, dilebihkan untuk mengontraskan realitas vs ilusi.
12	00:06:54	**"all it took was a 'Sorry, officer'"**	Hanya butuh berkata "Maaf, Pak Polisi"	Establish Equivalent	Dilebihkan untuk menekankan betapa mudahnya dia lolos dari masalah karena penampilannya, bukan karena keadilan.
13	00:07:23	**"How many times will I get stopped?"**	Berapa kali aku akan diberhentikan?	Establish Equivalent	Pertanyaan retoris hiperbolik untuk menunjukkan betapa seringnya kaum minoritas mengalami diskriminasi polisi.

Video 6

No	Timeline	Source Language	Translation (ID)	Technique	Explanation
1	00:02:02	**"No human lands on all fours like that"**	Tidak ada manusia yang mendarat merangkak seperti itu	Establish Equivalent	Ekspresi hiperbolik yang menegaskan betapa luar biasanya pendaratan sang saudari—menggunakan penegasan absolut ("no human") untuk efek dramatis.
2	00:02:05	**"you're a unicorn"**	kamu adalah seekor unicorn	Establish Equivalent + Borrowing	Hiperbolik satu kata yang menjadikan adik sebagai makhluk mitologis—dipakai sebagai jurus psikologis untuk mengalihkan perhatiannya dari rasa sakit.
3	00:02:43	**"with all the grace of a baby unicorn"**	dengan segala keanggunan seekor unicorn bayi	Establish Equivalent	Frasa hiperbolik yang menciptakan gambaran visual ekstrem untuk menggambarkan keceriaan dan keberanian si adik.
	00:03:30	**"I would be thrilled"**	Aku akan sangat senang	Establish Equivalent +	Ekspresi emosional dilebihkan ("thrilled") untuk menunjukkan betapa peneliti sangat menginginkan tren data untuk diterbitkan.

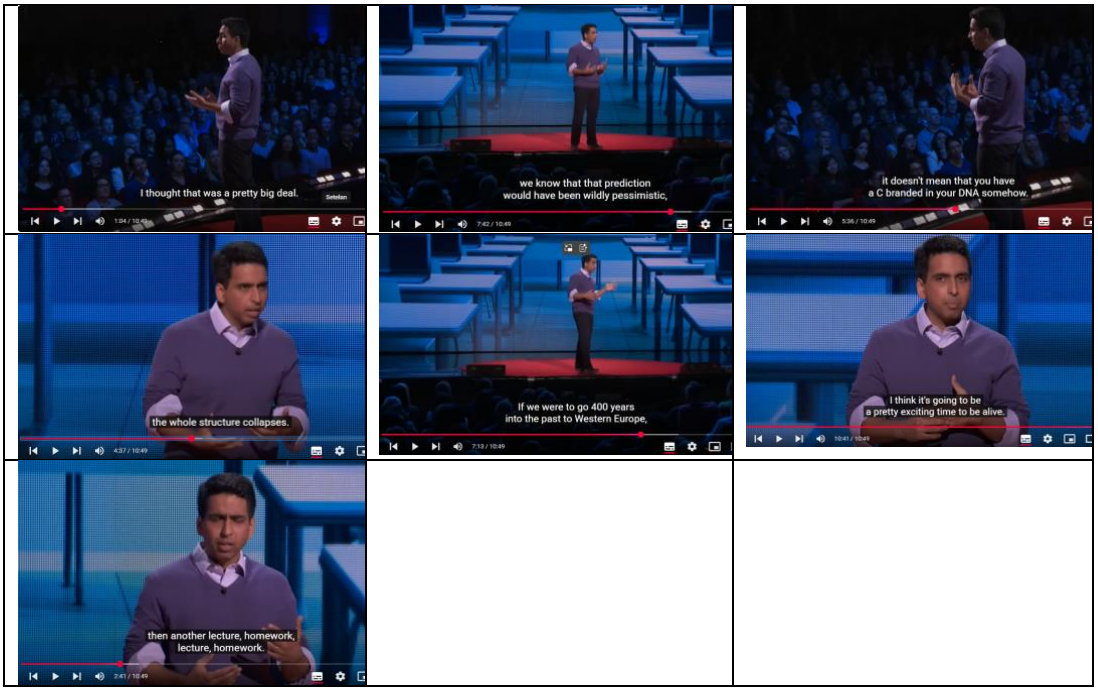
				Transposition	
4	00:03:38	**"weird red dot" / "delete that dot"**	dot merah aneh / aku bisa saja menghapus titik itu	Establish Equivalent + Amplification	“Weird red dot” sebagai hiperbola visual; “delete that dot” melebihkan kekuasaan ilmuwan dalam memanipulasi data demi hasil yang diinginkan.
5	00:05:51	**"you have all of them"**	kamu memiliki semuanya	Establish Equivalent	Ekspresi hiperbolik yang menunjukkan paranoia berlebihan—warna keilmuan medis yang membuat mahasiswa merasa memiliki semua penyakit.
6	00:06:16	**"entire week of menopause"**	seminggu penuh menopause	Establish Equivalent	Hiperbolik emosional untuk menggambarkan kesulitan yang ekstrem dan konyol sebagai bahan humor.
7	00:10:26	**"Every single business outcome"**	Setiap hasil bisnis satu pun meningkat	Establish Equivalent	Repetisi “every single” menekankan universalitas peningkatan—hiperbolik untuk menyoroti kekuatan positif.
8	00:10:28	**"31% more productive"**	31% lebih produktif	Establish Equivalent	Angka spesifik memberikan kesan ilmiah, tapi secara retoris berlebihan untuk efek meyakinkan.
9	00:10:33	**"37% better at sales"**	37% lebih baik dalam penjualan	Establish Equivalent + Transposition	Sama seperti sebelumnya—angka persentase hiperbolik untuk menekankan efek dramatis positivity.

Video 7

No	Timeline	Hyperbole Expression	Translation (ID)	Technique	Explanation
1	00:00:16	**"whole purpose of life"**	seluruh tujuan hidup	Establish Equivalent	Menggunakan “whole purpose” secara hiperbolik untuk menegaskan obsesi budaya terhadap kebahagiaan sebagai satu-satunya tujuan.
3	00:01:11	**"every conceivable standard"**	segala standar yang terpikirkan	Establish Equivalent	Frasa hiperbolik untuk menggambarkan perbaikan hidup yang dijamin secara ekstrem—untuk menegaskan kontrasnya dengan situasi mental.
4	00:01:36	**"lack of something else"**	kekurangan sesuatu yang lain	Establish Equivalent	Penegasan dramatis bahwa bukan kebahagiaan yang hilang, tapi makna—menggunakan kalimat absolut.
5	00:02:16	**"obsessed**	terobsesi	Establish	“Obsessed” sebagai hiperbola satu kata untuk menunjukkan

		with happiness"	dengan kebahagiaan	Equivalent	kecenderungan ekstrim budaya modern.
6	00:02:39	**"hundreds of people", "thousands of pages"**	ratusan orang / ribuan halaman	Establish Equivalent	Jumlah besar dilebih-lebihkan untuk menunjukkan ketekunan dan keseriusan riset.
7	00:05:56	**"fades away"**	menghilang begitu saja	Amplification	Mengandung kesan dramatis ekstrem untuk menggambarkan kondisi transendensi.
8	00:07:44	**"purposeless"**	tanpa tujuan	Transpositon	Hiperbola satu kata untuk menekankan kondisi hidup yang sangat hampa sebelum transformasi cerita.
9	00:10:51	**"powerful experience"**	pengalaman yang kuat	Establish Equivalent	“Powerful” digunakan untuk menguatkan makna pengalaman ayahnya—menekankan kesan dramatis.
10	00:11:29	**"last words he spoke on earth"**	kata-kata terakhir di bumi	Paraphrase	Frasa hiperbolik yang menggarisbawahi betapa emosional dan berarti moment itu bagi sang ayah.

Picture Video 1



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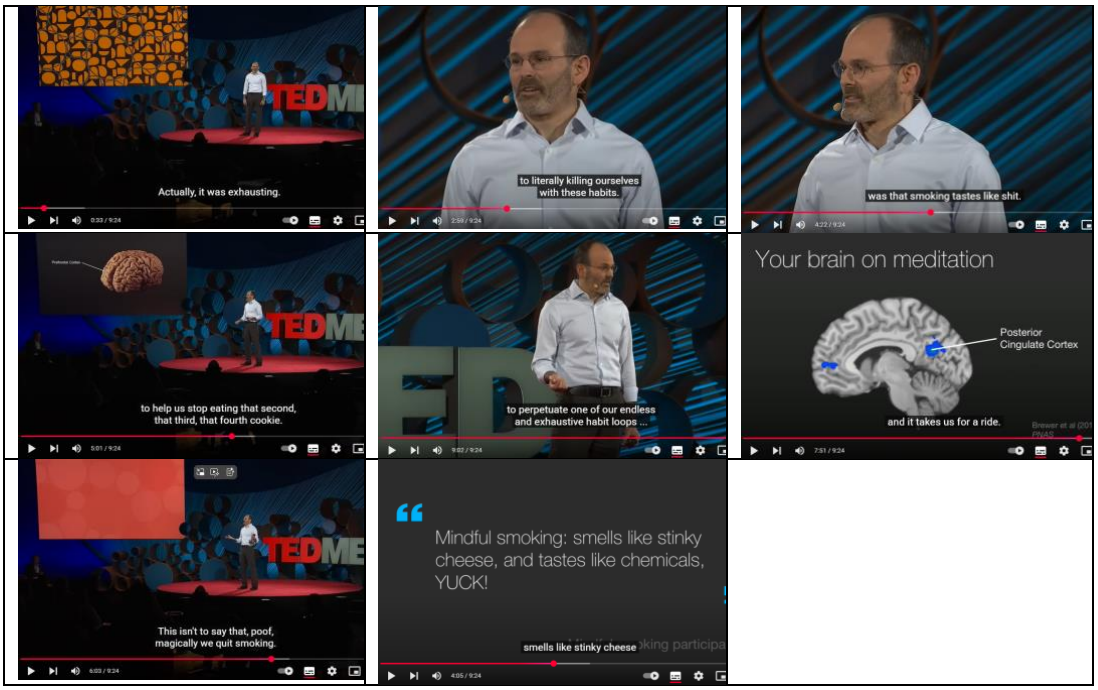

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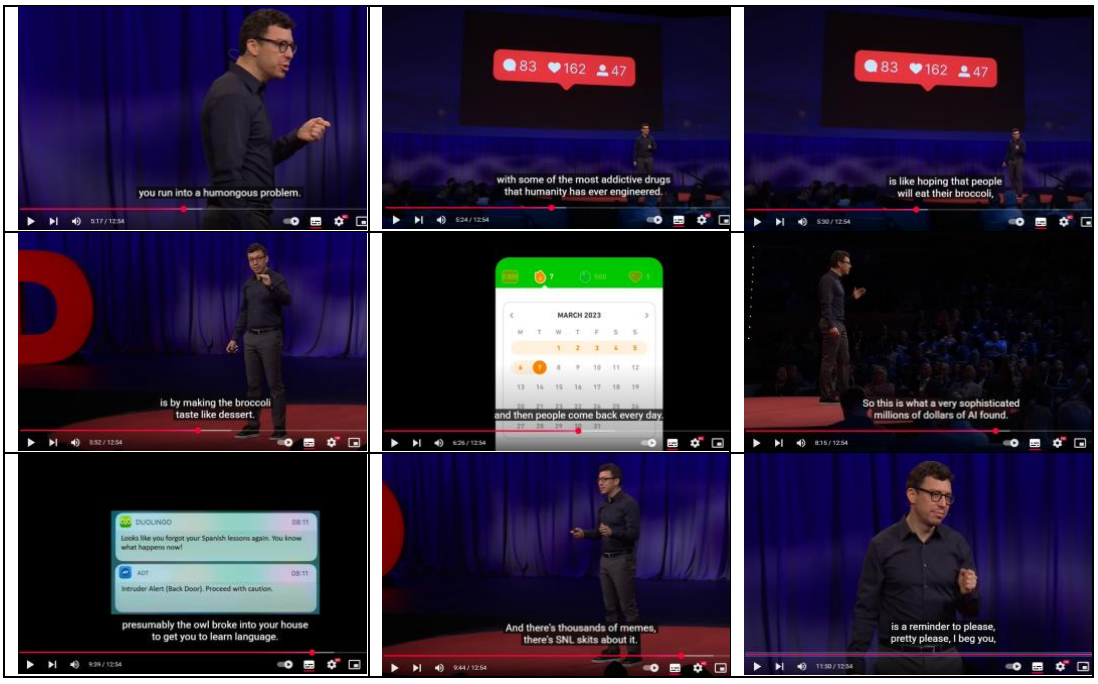
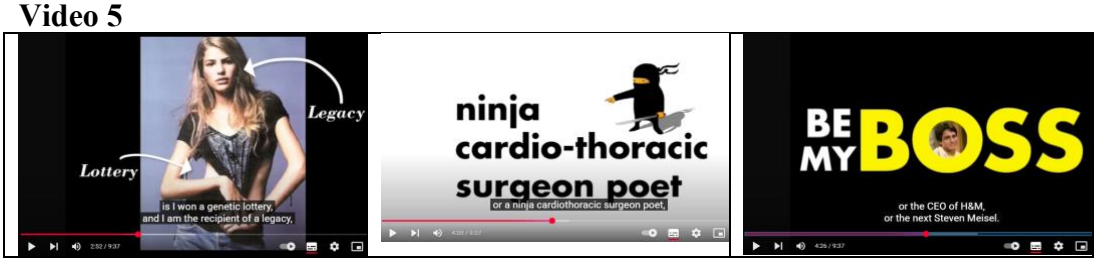


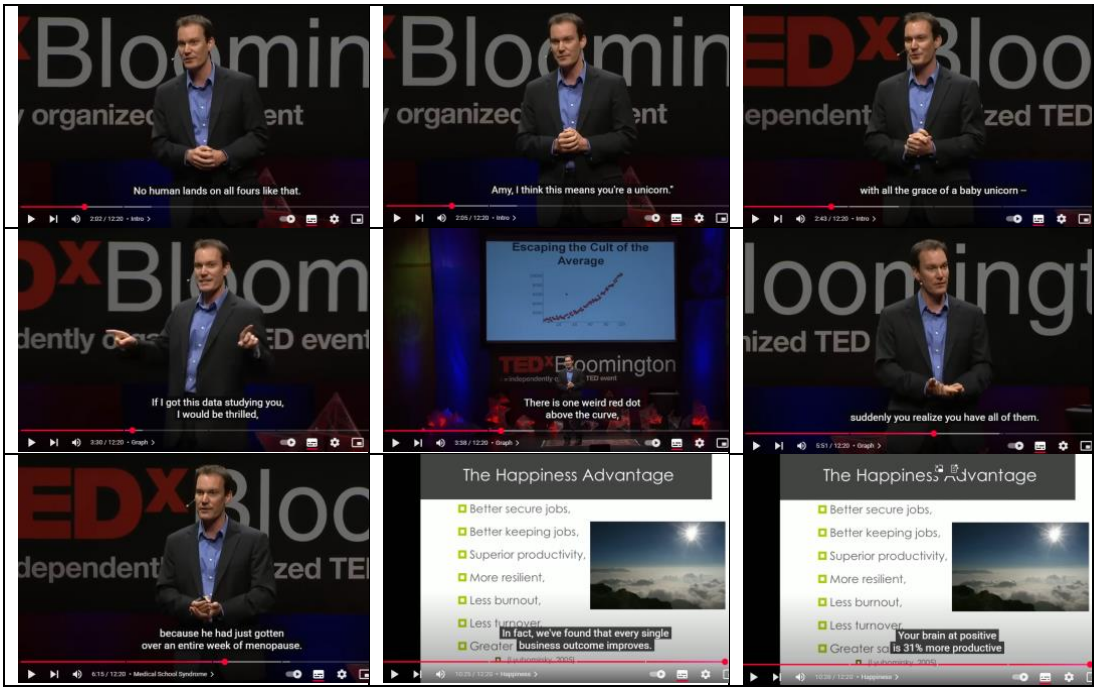
Video 4

Video 5



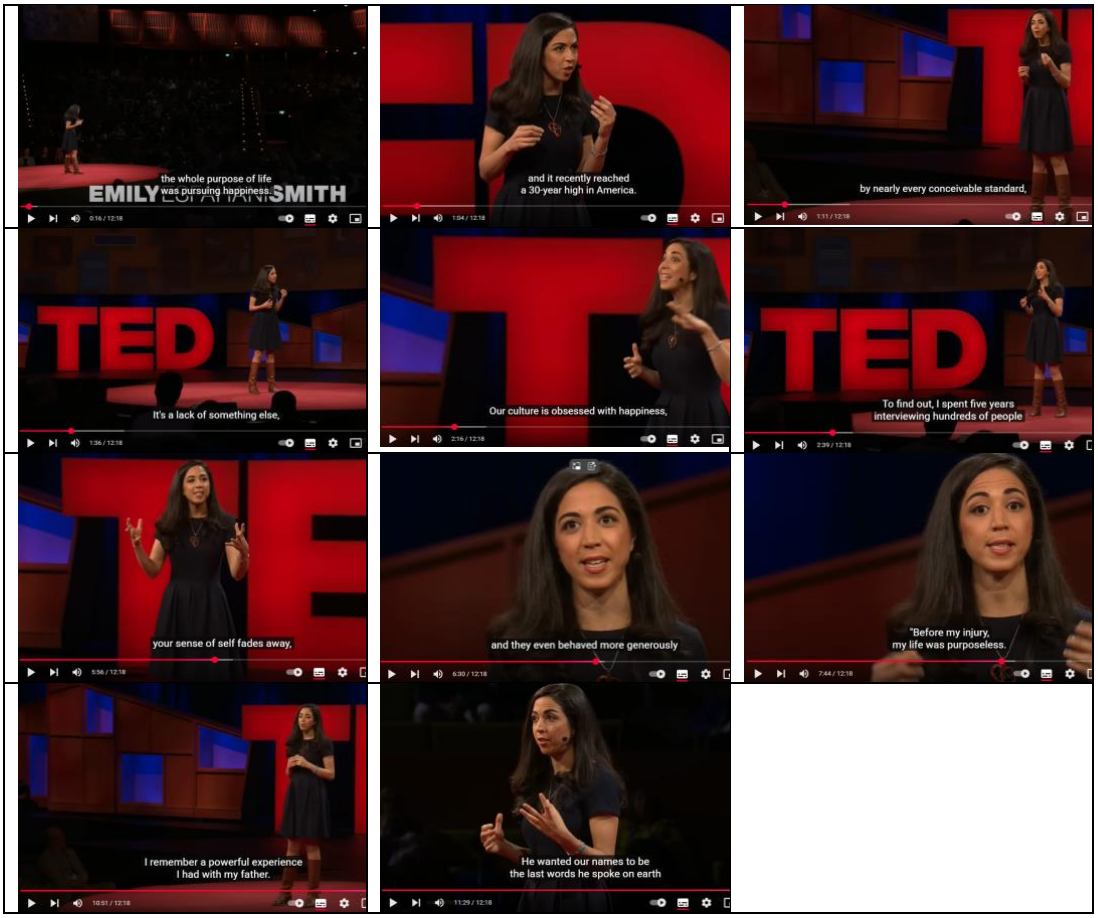
is akin to saying that you want to win the Powerball when you grow up.
300, 400, 500 times.
and they're the most physically insecure women probably on the planet.
"Look I've received all these benefits from a deck stacked in my favor,"
counted all the models on the runway, every single one that was hired,
you can't say anything anymore,
and all it took was a "Sorry, officer," and we were on our way.
but "How many times will I get stopped? When will I get stopped?"

Video 6


No human lands on all fours like that.
Amy, I think this means you're a unicorn."
with all the grace of a baby unicorn –
If I got this data studying you, I would be thrilled,
Escaping the Cult of the Average
There is one weird red dot above the curve,
suddenly you realize you have all of them.
because he had just gotten over an entire week of menopause.
The Happiness Advantage
Better secure jobs,
Better keeping jobs,
Superior productivity,
More resilient,
Less burnout,
In fact, we've found that every single business outcome improves.
Your brain at positive is 31% more productive

The Happiness Advantage
Better secure jobs,
Better keeping jobs,
Superior productivity,
More resilient,
Less burnout,
Less turnover,
You're 37% better at sales.

Video 7


the whole purpose of life
was pursuing happiness.
and it recently reached
a 30-year high in America.
by nearly every conceivable standard,
It's a lack of something else,
Our culture is obsessed with happiness,
To find out, I spent five years
interviewing hundreds of people
your sense of self fades away.
and they even behaved more generously
"Before my injury,
my life was purposeless.
I remember a powerful experience
I had with my father.
He wanted our names to be
the last words he spoke on earth

BIOGRAPHY

The researcher's name is EnthryTiaraTama . she was born in Bengkulu, on agust 02th 1998. e is the first child of Mr. Yarmi heri and Andriansyah, she has two siblings. She completed her earch using youtube media based on inspirational videos. Her junior high school finished in 2013 SMP Tsanawiyah baitul makmur Negri curup, and her senior high school finished in 2016 at drasah Aliyah negri curup.

In 2019, the researcher continued her study to English Study Program at IAIN Curup in ademic year 2019/2020