

Unsolved: The Translation Analysis of Culture-Bound Terms

Ahmad Krisna Murthy¹ and Mazroatul Ishlahiyah²

^{1,2}Universitas Islam Negeri Maulana Malik Ibrahim, Malang, Indonesia

¹ahmadkrisna46@gmail.com

²mazroatul@uin-malang.ac.id

Article History: Submitted October 10th, 2023; Accepted January 22nd, 2024; Published January 25th, 2024

Abstract. This research delved into the translation of culture-bound terms within the context of the Netflix series *Unsolved*. The study aimed to elucidate the types of culture-bound terms based on Newmark's classification (1988), describe the translation techniques employed following Molina and Albir's framework (2002), and analyze the underlying translation ideology as per Venuti's perspective (1995). This research used a descriptive qualitative approach by using written text to classify and identify the types of culture-bound terms, translation techniques, and the ideology used to translate culture-bound terms. The findings revealed that there are 87 data of culture-bound terms. The researchers found all 5 types of culture-bound terms namely ecology, material culture, social culture, social organization, and gesture & habit. The findings also revealed that there are 10 translation techniques used by the translator to translate culture-bound terms such as amplification (5 data), borrowing (35 data), calque (4 data), description (5 data), established equivalent (9 data), generalization (8 data), literal (15 data), particularization (4 data), reduction (1 data), and variation (1 data). Furthermore, the dominant type of culture-bound terms is social organization. For the translation technique, borrowing becomes the most common technique used by the translator. For the translation ideology, the analysis of the translation results, which predominantly favored the target language, suggests that the translator adhered to a domestication ideology. Depart from the findings, further research is needed to analyze other aspects such as the acceptability and readability of the translation.

Keywords: culture-bound terms; film; ideology; translation; translation techniques

Abstrak. Penelitian ini menyelidiki penerjemahan istilah-istilah yang terikat budaya dalam konteks dari serial Netflix *Unsolved*. Penelitian ini bertujuan untuk menjelaskan jenis-jenis istilah yang terikat budaya berdasarkan klasifikasi Newmark (1988), mendeskripsikan teknik penerjemahan yang digunakan berdasarkan teori Molina dan Albir (2002), dan menganalisis ideologi penerjemahan berdasarkan perspektif Venuti (1995). Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan menggunakan teks tertulis untuk mengklasifikasikan dan mengidentifikasi jenis istilah terikat budaya, teknik penerjemahan, dan ideologi yang digunakan untuk menerjemahkan istilah terikat budaya. Temuan mengungkapkan bahwa ada 87 istilah-istilah budaya. Peneliti menemukan 5 jenis istilah yang terikat budaya, yaitu ekologi, budaya material, budaya sosial, organisasi sosial, dan sikap & kebiasaan. Temuan juga mengungkapkan bahwa ada 10 teknik penerjemahan yang digunakan oleh penerjemah untuk menerjemahkan istilah-istilah budaya. Teknik-teknik tersebut adalah amplifikasi, peminjaman, kalque, deskripsi, kesetaraan, generalisasi, literal, partikularisasi, reduksi, dan variasi. Temuan menunjukkan bahwa tipe organisasi sosial menjadi tipe yang paling dominan muncul. Untuk teknik penerjemahan, teknik peminjaman menjadi teknik yang paling sering dipakai oleh penerjemah. Dari segi ideologi penerjemahan, analisis hasil penerjemahan yang mayoritas berpihak pada bahasa sasaran menunjukkan bahwa penerjemah menganut ideologi domestikasi. Berangkat dari temuan tersebut, penelitian lebih lanjut diperlukan untuk menganalisis aspek lain seperti keberterimaan atau keterbacaan terjemahan.

Kata kunci: film; ideologi; istilah budaya; penerjemahan; teknik penerjemahan

INTRODUCTION

In today's globalization era, translation thrives not only in the area of literary text such as books or novels but also in audio-visual entertainment such as film (Sulistijani & Parwis, 2019). In the film industry, translation services are needed to create subtitles. The subtitle, referring to Abdelaal (2019) is a transcription text in the same or different language that pops up on the screen. Subtitles have become a vital component of audio-visual entertainment, particularly in films (Rahmawati, 2018). It becomes vital because subtitles can be a bridge to accommodate audiences across cultures and languages. The use of subtitles can help viewers who have different language backgrounds to understand the film. In addition, besides solving the language barrier problem, the use of subtitles can also help viewers with hearing loss (Khalaf, 2018).

Audio-visual translation become the most rapidly growing strand of translation studies within the past fifteen years (Baihaqi & Subiyanto, 2021). Subtitle is a type of translation specifically in the audio-visual area that involves voice-over, dubbing, and audio description (Khalaf, 2018). Movie translation, which can be called subtitling, is a different kind of translation because it is limited by time and space. Hatim and Mason (2000) state that subtitling involves complicated procedures that are not common in other translation works of written text because subtitling is limited both by the time of the character's expression in the movies as well as the time for the reader to read the text and by the space of the screen.

Besides being limited by time and space, rendering a concept from one culture to another also becomes one of the common problems in movie translation (Attamami, 2020). Translation of culture-bound terms becomes a problem when the target language (TL) does not have the same cultural concept as the term from the source language (SL), so the exact equivalent meaning cannot be found (Kuncara, 2017). Therefore, words or expressions in SL will lose some of their meaning or message when translated to TL when there is no proper equivalent in the culture of the TL. For example, culture-bound terms such as "*Crips*" which is the name of a gang in America, there is no exact equivalent word in Indonesian culture because the gang does not exist in Indonesia. Newmark (1988) categorized culture-bound terms into five categories such as social culture, ecology, gestures and habits, social organization, and material culture.

However, a translation aims to transfer meaning accurately. To do that, translators may or are required to make deviations or changes in the form or grammatical structure of the text in SL. The way the translator makes deviations or changes in the form of the grammatical structure can be seen in the translation technique proposed by Molina and Albir. In the translation process, the translation technique is usually performed by the translator in the early stages of translation (Farahsani et al., 2023). The application of translation techniques will help translators determine the form and structure of words, phrases, clauses, and sentences of the translations to create a good quality translation (Hadi et al., 2020). There are 18 types of translation techniques proposed by Molina & Albir (2002) 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.

Besides the use of translation techniques, ideology plays an important role in the decisions taken by translators (Hunadah & Lidinillah, 2023). In this case, in the process of translation, all decisions (including choosing the translation technique used) made by the translator depend on the ideology of the translator (Permatahati et al., 2021; Volf, 2020; Briliyanti, Setyaji & Kustatinah, 2017). There are two basic ideologies of translation involving linguistic and culture-bound terms; those are

foreignization and domestication (Pahlawanita, 2018). Those terms came from an American translation theorist, Lawrence Venuti. According to (Venuti, 1995), foreignization refers to the strategy used by a translator to emphasize the foreign values of the source language, in other words, it is called source language oriented. On the other hand, domestication refers to the strategy used by a translator to make the target language fluent and reduce the foreign value of the source language, in other words, it is called target language oriented.

Several studies related to the translation of culture-bound terms have been done by Rahmawati (2018) which analyzed translation procedures of culture-bound terms in a film, Pahlawanita (2018) which analyzed translation ideology in the translation of culture-bound terms in a novel, Yuliani (2018) which analyzed translation quality of the translation of cultural terms in a novel, Rodiyah (2019) which analyzed translation strategy of cultural terms in a booklet, and Krisnawati & Setianingsih (2019) which analyzed translation strategies in translating cultural terms in tourism media. Previous research above analyzes the translation strategy of culture-bound terms, both specific and general, in various objects such as films, novels, or information boards in a museum. Previous research on the translation of cultural terms above has the same tendency which discussing the translation of Indonesian culture to a foreign culture. Most of them also used text-based objects as the research object.

Then, several studies related to the translation technique and ideology were done by Hunadah & Lidinillah (2023), which analyzed translation technique and ideology in a film subtitle. The gap between this research and Hunadah's research is in the focus of the research object. This research focused only on culture-bound terms, while Hunadah's research was on the subtitle in general. There is also a study conducted by Permatahati et al. (2021) which analyzed the translation ideology of culture-specific items in a novel translation. The gap between this research with Permatahati's research can be seen in the translation object where this research used an audio-visual object while Permatahati's research used text-based objects. Next is the study conducted by Putri et al. (2023) which analyzed translation technique and translation ideology of cultural terms in a webtoon. The difference between this research with Permatahati's research is that this research analyzed the translation of foreign cultural terms into the Indonesian language, while Permatahati's research analyzed the translation of Indonesian cultural terms into foreign language. There are also several studies related to translated strategy that have been done by Yastanti et al. (2020), and Murodi (2020). Previous research on translation strategies above uses different theories, such as Newmark, Molina, and Albir. The results of the above studies describe the translation strategies used in the translation process, as well as describe the percentage of translators' tendencies towards the translation strategies that they use.

In contrast to previous studies, this research examined the translation techniques and ideological considerations involved in the translation of culturally specific terminology from a foreign culture into Indonesian culture. The researchers selected culture-bound terms as the focus of analysis due to their significance in examining words that may be well-known in one culture but unfamiliar in another. Culture-bound concepts possess substantial significance within a specific cultural context, influencing their interpretation and rendering. The omission, mistranslation, or alteration of a culture-specific term can result in the loss of meaning and sense, potentially impacting the audience's comprehension of the transmitted message.

The selection of the Netflix series *Unsolved* as the primary data source was based on multiple factors. Firstly, this series encompasses a wealth of cultural components. Furthermore, the series is situated in a realistic setting that draws upon cultural elements from the real world. The temporal setting spans

two distinct decades, namely the 1990s and 2000s, thereby providing a diverse range of cultural references. Thirdly, this series focuses on the investigation surrounding the homicide cases of renowned American rap artists, Tupac and Biggie. Consequently, it encompasses various cultural aspects, including American culture in general, the culture specific to American legal institutions, particularly the police department, the culture of both African American and Caucasian-American communities, as well as the culture of American hip-hop music.

This research departs from the assumption of the researchers about the existence of culture-bound terms translation differences between different cultures. Furthermore, this case is getting on topic nowadays by the massive production of audio-visual translation, which the researchers think is important to reveal this phenomenon. This research focused on analyzing three aspects. First, this research analyzed the type of culture-bound terms. Second, this research analyzed the translation technique used to translate culture-bound terms. Last, this research analyzed the translation ideology applied in translating the culture-bound term. The results of this research can be used by readers especially translators as an evaluation, provide new ideas, and gain more understanding of culture-bound terms, especially novel/film translator in which there are cultural words so that they can use appropriate translation techniques to be able to produce a culturally compatible translation for the target reader.

In this study, the researchers use three theories that are needed to answer all the research questions. First is Newmark's (1988) theory of culture-bound terms to classify the types of culture-bound terms that appear in the series, second is Molina & Albir's (2002) theory of translation technique to classify the types of translation techniques used by translators in translating culture-bound terms, and last is Venuti (1995) theory of translation ideology as a reference for determining the ideology of the translator in translating culture-bound terms. Through the analysis of the translation technique and ideology in translating culture-bound terms in the subtitle of Netflix's *Unsolved* series, the researchers will describe how culture-bound terms in one culture are rendered into another culture through translation.

METHOD

This research used a descriptive qualitative research method since it aims to describe the translation technique and ideology in the translation of culture-bound terms in the subtitle of the *Unsolved* series. According to Moleong (2010), descriptive qualitative is a method that uses mostly words and sentences to describe the phenomenon of the subject's behavior, action, perception, motivation, etc. holistically. Since the focus of this research is culture-bound terms, within this method, this research will be able to build a deep understanding of the topic under study.

The data used in this research is the words and phrases categorized as culture-bound terms that appeared in episodes 1,3, and 6 of the Netflix *Unsolved* series. The *Unsolved* series is an American true crime drama anthology television miniseries. The miniseries is based on the 1996 murder of Tupac Shakur and the murder of The Notorious B.I.G. Premiered February 27, 2018, on USA Network. The duration of each episode is around 45 minutes. The researchers chose only episodes 1,3, and 6 because those episodes are considered to contain richer culture-bound terms than other episodes. Also, all types of culture-bound terms appeared in those episodes. There are three theories used in this research, those are Newmark's (1988) theory of culture-bound terms, Molina & Albir's (2002) theory of translation technique, and Venuti's (1995) theory of translation ideology. In collecting the data, the researchers watched the film as well as juxtaposed the English and Indonesian

subtitles. After the data was collected, first, the researchers listed and sorted the collected data by its types of culture-bound terms based on Newmark's theory. Second, the researchers compared the SL and the TL of the culture-bound terms to analyze the translation technique using Molina and Albir's theory. Last, the researchers analyzed the ideology of translation of each translated culture-bound terms using theory of translation ideology by (Venuti, 1995). The analysis of the translation ideology is associated with the selection of the translator in using the translation technique to translate culture-bound terms. Either the translator tends to use a translation technique that translates results from SL-oriented, which is the reflection of foreignization ideology or tends to use a translation technique that translates results from TL-oriented, which is the reflection of domestication ideology.

RESULTS AND DISCUSSION

The finding reveals 87 terms which categorized as culture-bound terms. The result of this research reveals that the *Unsolved* series contains five types of culture-bound terms which consist of ecology, material culture, social culture, social organization, and gesture and habit. The type of culture-bound term that appeared the most is the social organization with 30 data, followed by the material culture with 28 data, and social culture with 27 data. On the other hand, ecology and gesture & habit are the least appeared types of culture-bound terms with only 1 data from each type. In the scope of translation technique, this research reveals that the translator applied 10 translation techniques proposed by Molina & Albir (2002). Those techniques are amplification, borrowing, calque, description, established equivalent, generalization, literal, particularization, reduction, and variation. The borrowing technique is the most used technique by the translator with a total of 35 data, followed by the literal technique with 15 data, established equivalent with 9 data, generalization technique with 8 data, description technique, and amplification technique both have 5 data, calque, and particularization technique both have 4 data, and the least technique applied is reduction and variation with only 1 data for each technique. As for the translation ideology, based on the translation technique used that mostly tends to target language, the researchers conclude that the translator applied domestication ideology to translate culture-bound terms.

Culture-Bound Terms

Culture-bound terms are words, phrases, or expressions that are associated with a particular language or the culture of its speaker. It is used by members of a particular culture to express certain concepts related to their culture. Newmark (1988) proposed 5 types of culture-bound terms which are ecology, material culture, social culture, social organization, and gesture and habit.

Table 1 Types of Culture-Bound Terms

Type of culture-bound term	Number of occurrences	Frequency
Ecology	1	1%
Material Culture	28	32%
Social Culture	27	31%
Social Organization	30	35%
Gesture and Habit	1	1%
	87	100%

The findings conclude that all types of culture-bound terms appear in the *Unsolved* series. The social organization most frequently appears with a percentage of 35% (30 data), followed by material culture

at 32% (28 data), social culture at 31% (27 data), and the most rarely appears ecology and gesture and habit with the percentage 1% (1 data of each type). A thorough explanation of each type of culture-bound term along with the examples as well as the context of each utterance are presented as follows:

1. Ecology

Everything related to the physical environment and geographical features such as fauna, flora, wind in certain areas, seasons, mountains, plains, etc. The researchers found 1 data classified as ecology, the analysis of the data is presented as follows:

Excerpt 1

SL : Did it come from the grassy knoll, maybe?

TL : Apa itu berasal dari bukit pasir?

According to Cambridge Online Dictionary, the term "knoll" means a small round hill that is usually not very high. The term "knoll" is classified as a culture-bound term in the category of ecology, since it is related to the name of the type of plain. In the story, Detective Miller and Detective Poole explain to Lieutenant Larson the strange things that happened in Christopher Wallace's case. One of the oddities is an unspecified white SUV that cuts off Christopher's motorcade. Lieutenant Larson interrupted by saying that the car might have come from a grassy knoll. Detective Poole thought it was a joke since Larson mentioned the term "grassy knoll", which shows that Larson doubts the investigation he has done. In American culture, the term "grassy knoll" is often used as a shorthand for any conspiracy theory when it comes to murder cases. The translator used a **generalization** technique to translate the term "knoll" into "*bukit*". The term "knoll" is translated into "*bukit*" which has a more general meaning to make it easier for the target audience to understand the meaning the term wants to convey. Indonesian people usually use the term "*bukit*" to refer to any type of hill instead of mentioning the name of the type of hill. The use of this technique reflects the application of **domestication ideology**.

Seen from the conversation in the datum 1 which discussed about murder case, the researchers concluded that the meaning of the term "grassy knoll" in the datum 1 does not refer to the type of a plain but refers to the term "conspiracy theory". It also can be seen from the response of Detective Poole after he heard that term spoken by Lieutenant Larson. The way Detective Poole responds by saying "This isn't a joke, sir" shows that he feels disappointed because after what he did to investigate the case, Lieutenant Larson just considered it as a conspiracy theory. Therefore, the researcher concluded that the meanings of the English "knoll" and the Indonesian "*bukit*" are different in the context of the conversation. The way the translator translated the term "grassy knoll" into "*bukit pasir*" shows that there is a translation error which makes the message of the SL not properly conveyed. The better translation to translate the sentence "Did it come from the grassy knoll, maybe?" could be "*Bukankah itu hanya teori konspirasi?*". Translated it that way will make it easier for the audience to understand because it is more relevant to the response given by Detective Poole.

2. Material Culture

Material culture includes things that are the result of human creation and initiative. Newmark (1988) divides material culture into four sub-cultural elements such as food, clothes, houses and towns, and

transportation. The researcher found 28 pieces of data which classified as material culture. An example is written below to explain the findings:

Excerpt 2

SL : Come on, he had a receipt for a \$1,000 steak dinner in his wallet, he had a Mercedes, he wore a Versace shirt to work, and you think he did all that on a cop's salary?"

TL : *Ayolah, dia punya bon steik 1.000 dolar di dompetnya, dia punya Mercedes, memakai baju Versace. Dia beli dengan gaji polisi?*

According to the Cambridge Online Dictionary, the term “steak” refers to “a thick, flat piece of meat or fish, especially meat from a cow.” The term “steak” is a culture-bound term that is classified in the category of material culture, as Newmark's (1988) theory states that the name of the food is part of material culture. In the story, Detective Russell Poole is explaining the possibility of Gaines' involvement with illegal activities as evidenced by the possession of expensive goods, one of which is a receipt for a \$1,000 steak, which is almost impossible to get with just a policeman's salary. In the U.S., steak is often associated with luxury dining and status. The translator used a **naturalized borrowing technique** to translate the term “steak” into “*steik*”. The translator changes the letter “a” into “i” to make it adapt to the pronunciation rules in the TL. The use of this technique reflects the application of **domestication ideology**. The way the translator translated the term “steak” into “*steik*” effectively communicates the cultural connotation of an expensive, luxurious meal to an Indonesian audience. In Indonesia, the term “steak” is also associated with a portion of fancy food. This can be seen from the menus in luxury restaurants which usually use the terms steak or “*steik*”, instead of using a term that has local nuance such as “*daging panggang*”.

Excerpt 3

SL : The first Suburban made the light on Wilshire. The second one, the one with Wallace riding shotgun, didn't. Car number three, the Blazer driven by Officer Blaylock was pulling up the rear when a white SUV tried to get between the second Suburban and the Blazer.

TL : *Suburban pertama tiba di lampu merah Wilshire. Yang kedua, mobil tempat Wallace duduk di depan, tak sampai. Mobil ketiga, Blazer yang disetir Petugas Blaylock berusaha menyusul saat SUV putih mencoba menyalip antara Suburban kedua dan Blazer.*

In Excerpt 3, the term “SUV” is an abbreviation for Sport Utility Vehicle. It is a type of car that combines elements of road-going passenger cars with features from off-road vehicles, such as raised ground clearance and four-wheel drive. The term “SUV” is a culture-bound term that is classified in the category of material culture since it is a term that refers to the name of transportation. In the story, Detective Kelly Cooper is telling Detective Poole about the chronology of Christopher Wallace's murder, in which in the story, there are several cars involved, one of which is a white SUV. In datum 3 the term “SUV” is used to refer to a type of car involved in Wallace's murder. The translator used a **pure borrowing technique** to translate the term “SUV” into “SUV”. By using this technique, the term is translated without changing any element of the term. The use of pure borrowing technique makes the translation result SL oriented which reflects the application of **foreignization ideology**. The way the translator translated the term makes the message not conveyed properly since the term “SUV” does not exist in the Indonesian dictionary. In Indonesia, people often use the name of the model (Fortuner, Pajero, Innova, etc.) to refer to a car instead of the type of car (SUV, coupe, minivan, etc.). The way the translator translated the term will make the Indonesian audience hard to imagine

what the character wants to refer to by saying the term “SUV”. Instead of translating it into just “SUV”, the translator can use an amplification technique by adding the word “*mobile*” before the word “SUV” so the translation will be “*mobil SUV*”. Using this technique will make the translation result TL-oriented and will make it easier for the target audience to understand that the term “SUV” refers to a type of car.

3. Social Culture

According to Newmark (1988), sub-categories of social culture include profession and occupation, social class, archaism, and leisure activities (national games, non-team games, card games, gambling games, dance, music instruments, music genres, etc.). The researcher found 27 pieces of data which classified as social culture. Below is the example to interpret and elaborate the findings:

Excerpt 4

SL : They're victims. You can't forget that. I know it's easy sometimes, but then this is just a job. I always prefer baseball to golf anyway.

TL : Mereka korban. Jangan lupa itu. Aku tahu itu sering terjadi, tapi ini hanya pekerjaan. Aku lebih suka bisbol.

According to <https://www.oxfordlearnersdictionaries.com/definition/english/baseball?q=baseball>) the term “baseball” in Excerpt 4 refers to “a game played especially in the US by two teams of nine players, using a bat and ball. Each player tries to hit the ball and then run around four bases before the other teams can return the ball”. The term “baseball” is classified as a social culture since it is a term that refers to the name of a sport, in line with Newmark's (1988) theory which states that leisure activity such as sport is included in the category of social culture. In the story, Detective Miller and Detective Poole are having a conversation in the car on their way to investigate the Christopher Wallace murder case. Detective Miller who is not happy about the case says that he should be playing golf instead of investigating the case. Responding to this statement, Detective Poole said that he preferred playing baseball to playing golf. In the context of the conversation, Poole used this term to refer to the name of a sport popularly played in the US. The translator used a **naturalized borrowing technique** to translate the term “baseball” into “*bisbol*”. By using this technique, several letters change to fit the spelling rules in the TL. Since this sport originated in England, both American baseball and Indonesian *bisbol* have the same concept as the original one. The difference is in the level of popularity where baseball is very popular for Americans but less popular for Indonesians. However, translating the term “baseball” into “*bisbol*” is better than translating it into a different type of sport that is popular in Indonesia such as “football” because it will change the context of the conversation and the message cannot conveyed properly. Besides, even though baseball is not very popular in Indonesia, most Indonesian people may understand that the term “*bisbol*” refers to the name of a sport. In the context of the conversation between the SL and TL, the researcher found no meaningful difference between English “baseball” and Indonesian “*bisbol*” since both of the terms refer to the same kind of sport. The way the translator translated the term reflects the **domestication ideology**. Since baseball has been adopted in Indonesian culture by the name “*bisbol*”, translating it that way makes the term no longer related to American sports but refers to Indonesian sports.

Excerpt 5

SL : All right, cause I will have punk fire that ass, nigga.

TL : Baiklah. Karena aku akan menembaknya, Bung.

In Excerpt 5, the term “nigga”, respelling for the word “nigger”, is a racial slur against black people used by white people. Today, this word is often used by black people as a term to express greeting to fellow black people. This term is classified as **social culture** since this term refers to the name of a social status. In the story, this term was spoken by Biggie when he was talking with Dan, who is black while waiting for Tupac to come to meet them. In the context of the conversation, this term is used as a greeting word since both Biggie and Dan are black people. The translator applied the **variation technique** to translate the term “nigga” into “bung”. By using this technique, the term in the SL is translated into a term which related to a style of social dialect in the TL. Those two terms are different in meaning since the term “nigga” is an offensive word that refers to a particular race while the term “bung” is not. However, in the context, since the term “nigga” is spoken by black people to black people, that term loses the offensive effect and becomes the same function as the term “bung” which is used as greeting words. The use of the variation technique translates result TL-oriented. It can be seen by the loose connection of the term with a dialect that exists in the culture of the SL dan becomes connected to the dialect that exists in the culture of the TL. Thus, it can indicate that the translator applied **domestication ideology**.

4. Social Organization

Each culture has its own political and institutional terms that are reflected in social life. Social culture refers to organizations, customs, activities, procedures, and concepts, which are divided by Newmark (1988) into four areas such as political and administrative, historical, international, religious, and artistic. The researcher found 30 data which classified as social organization. An example is written below to explain the findings:

Excerpt 6

SL : Jesus Christ, a rap war. I should be playing golf right now you know that, and do not call the artists.

TL : Astaga, perang rap. Aku seharusnya bermain golf sekarang. Jangan sebut mereka artis.

The term “Jesus Christ” refers to the name of God believed by Christians. This word is often used for swearing, by Americans, especially Christians. This term is classified as a **social organization** since this term belongs to religious terms. In the story, Detective Miller uses this term to show an expression of surprise at Detective Miller's opinion which states that Christopher Wallace's murder was related to the music war between East-Coast rappers and West-Coast rappers. As how this term is used in the conversation above, this term is often used for swearing by Americans, especially Christians. Since the majority of religion in Indonesia is Islam, swearing the words Jesus Christ sounds unfamiliar to Indonesians. Indonesian especially Muslims often say “*ya Allah*” that has the same concept as the term “Jesus Christ” in Christianity which is to swear by mentioning the name of God. However, Islam is not the only religion in Indonesia, therefore to make it familiar to all Indonesians. The translator used an **established equivalent** technique to render the word Jesus Christ into “*astaga*” instead of “*ya Allah*”. Since the use of religious terms for swearing may be considered offensive or disrespectful in some cultures, the translator's choice to separate the religious elements of the term “Jesus Christ” in the SL by translating it into “*astaga*” is considered the right decision to maintain cultural sensitivity and can still convey the surprise effect that expressed in the SL. The way the translator translated the term reflects the application of **domestication ideology**.

Excerpt 7

SL : That's the upside to working Narcotics. So, how are things in Robbery Homicide?

TL : *Itu keuntungan bekerja dengan Narkotika. Jadi, bagaimana Pembunuhan dan Perampokan?*

The term “Robbery Homicide” refers to the name of a division in LAPD. Robbery Homicide is a division that has a job to investigate or provide surveillance support for a wide variety of select crimes that are often high profile, especially something related to robbery and homicide. Since this is a term that refers to a concept in an organization The term “Robbery Homicide” is a culture-bound term which classified in the category of social organization. In the story, Detective Greg Kading, who was working in the narcotics division asked about the circumstances in the Robbery Homicide Division in connection with being called to meet Officer Brian Tyndall who worked in the Robbery Homicide Division.

From the context of the conversation above, the term “Robbery Homicide” is used to refer to the name of a division in the LAPD. The challenge of translating organizational names or titles, such as "Robbery Homicide," is that the term has no direct equivalent in the target culture. To overcome that, in this translation, the translator applied the **amplification technique** to translate that term into “*Pembunuhan dan Perampokan*”. By translating that way, the term is no longer associated with the police division which exists in the culture of the SL. It shows the application of **domestication ideology**.

For an American audience, it will be easy to understand that the term “Robbery Homicide” refers to the name of a division in the police department because it exists in their culture. However, for the Indonesian audience, it will not be the same because the Indonesian police department does not have a division with the name “*Pembunuhan dan Perampokan*”. Therefore, there will be a meaning change in the context of the term which make the term not be considered as a name of division in a police department. On the other hand, the term “*Pembunuhan dan Perampokan*” will be considered as a case related to robbery and homicide instead of the name of a police division. In this case, translating the term "Robbery Homicide" into “*Pembunuhan dan Perampokan*” may not be immediately clear to Indonesian readers, and the translator's decision to add "divisi" could enhance clarity while slightly deviating from the source. It would be better for the audience if the translator translated the term “Robbery Homicide” into “*divisi Pembunuhan dan Perampokan*”. By adding the word “*divisi*”, the audience will understand that the term refers to a name of a police division.

5. Gesture and Habit

Gesture and habit refer to the movement of the human body that expresses a particular meaning, which the meaning may be different from one culture to another. The researcher only found 1 data which classified as gesture and habit, the analysis of the data is presented as follows:

Excerpt 8

SL : And last, but certainly not least, I think we all owe a round of applause to Detective Poole. Through determination, solid police work, and a complete lack of sleep, it looks like he put an end to the Kevin Gaines-Frank Lyga nightmare.

TL : *Terahir, tapi yang terpenting, kurasa kita harus beri tepuk tangan untuk Detektif Poole. Lewat kegigihan, pekerjaan polisi hebat, dan kekurangn tidur, tampaknya dia mengakhiri mimpi buruk Kevin Gaines-Frank Lyga.*

According to the Oxford Learners Dictionary, the term “applause” means “the noise made by a group of people clapping their hands and sometimes shouting to show their approval or pleasure” (<https://www.oxfordlearnersdictionaries.com/definition/english/applause>). The term “applause” is a culture-bound term included in the category of gesture and habit since it is a part of the body movement which functions to express an idea or feeling. In the story, Lieutenant Larson gives a compliment to Detective Poole for his hard work in solving inter-police shooting cases and orders other police officers to give applause as congratulations to Detective Poole. The context in the conversation above is a praise for Detective Poole for his excellent job. In this case, the term “applause” is used to express the gesture of praising Detective Poole. The translator decided to use an established equivalent technique to translate the term “applause” into “*tepuk tangan*”. The use of an established equivalent technique translates the result TL oriented. The Indonesian “*tepuk tangan*” has a slight difference from the English “applause” in the definition where the term “*tepuk tangan*” is a gesture of clapping hands and does not involve shouting as the term “applause”. However, the translated text still conveys similar expressive meaning, and the message is properly conveyed. The way the translator translated the term shows that the translator applied domestication ideology. In short, the translation techniques used and the usage in translating culture-bound terms are presented in Table 2 and Table 3.

Table 2 Types of Translation Technique

Types of translation technique	Number of occurrences	Frequency
Borrowing	35	40%
Literal	15	17%
Established Equivalent	9	10%
Generalization	8	9%
Amplification	5	6%
Description	5	6%
Calque	4	5%
Particularization	4	5%
Reduction	1	1%
Variation	1	1%
	87	100%

Table 3 Translation Techniques Based on the Categories of Culture-bound Terms

Ecology	Material Culture	Social Culture	Social Organization	Gesture & Habit
Generalization: 1	Borrowing: 12 Literal: 8 Generalization: 4 Established Equivalence: 2 Amplification: 1 Particularization: 1	Borrowing: 8 Established Equivalence: 3 Literal: 4 Description: 3 Calque: 2 Generalization: 3 Particularization: 2 Amplification: 1 Variation: 1	Borrowing: 15 Amplification: 3 Established Equivalence: 4 Calque: 2 Description: 2 Literal: 2 Particularization: 1 Reduction: 1	Literal: 1

The findings reveal that there are 10 translation techniques used to translate culture-bound terms in the Unsolved series. Borrowing technique leads with 40%, literal technique is the second with 27%,

followed by established equivalent with 10%, generalization with 9%, description, and amplification have the same occurrence with 6% each, calque and particularization also have the same occurrence with 5%, and the least is reduction and variation with only 1% each.

Table 3 displays the translation technique used in each category of culture-bound terms. There is only one translation technique, which is the generalization technique, used in the ecology category since there is only one culture-bound term found in the category of ecology. In the category of material culture, there are 6 translation techniques used, those are Borrowing, literal technique, generalization, established equivalence, amplification, and particularization. The borrowing technique became the most used technique with 12 occurrences, while amplification and particularization became the least used technique with only 1 occurrence each. In the category of social culture, there are 9 translation techniques used, those are borrowing, established equivalence, literal technique, description, calque, generalization, particularization, amplification, and variation. The borrowing technique became the most used technique with 8 occurrences, while amplification and variation became the least used technique with only 1 occurrence each. As for the social organization category, there are 8 translation techniques used namely borrowing, amplification, established equivalence, calque, description, literal technique, particularization, and reduction. The borrowing technique becomes the most used technique with 15 occurrences, while particularization and reduction become the least used technique with only 1 occurrence each. Similar to the ecology category, there is only one translation technique, which is the literal technique, used in the category since there is only one culture-bound term found in the category of gesture & habit.

Discussion

In this section, the researchers elaborated on the findings of culture-bound terms, translation techniques, and translation ideology applied in the Netflix series *Unsolved*. The result of this research revealed that the *Unsolved* series contains five types of culture-bound terms which consist of ecology, material culture, social culture, social organization, and gesture and habit. Regarding the culture-bound terms found, the appearance of social organization may be related to the theme of the series itself. Since the series is about the police investigation of a murder case, it is natural that the terms related to law enforcement organizations were mentioned more in the story. In addition, the setting of the story takes place and time in 90s Los Angeles, where many crime organizations exist in the city. Some of those crime organizations were mentioned in the series such as Piru, Bloods, Crips, and Aryan Brotherhood. This finding is in line with the previous study conducted by Krisnawati & Setianingsih (2019) and Yuliani (2018) which also revealed that the most appeared type of culture-bound term in their research is the category of social organization. The difference is found in the sub-category of social organization where the most appeared sub-category of social organization in this research is the political and administrative, while the most appeared sub-category of social organization in Krisnawati and Yuliani is the religious terms.

On the other hand, this finding is different from the research conducted by Rodiyah (2019). In her research, Rodiyah analyzes the translation strategies of culture-bound terms and the object of the study is the booklet on Jakarta's cultural heritage. The difference found in the findings of Rodiyah's research reveals that the most culture-bound in her research is material culture. This difference is related to the different kinds of research objects. As it is related to cultural heritage, it is normal to mention more historical objects most of them are classified as a material culture than terms related to the organization or the name of the profession. Thus, the type or theme of the object of the study indirectly influences the most dominant culture-bound term found in the research.

The least appearance of culture-bound terms in this research is ecology and gesture & habit. The reason for the least appearance of ecology may be influenced by the theme of the movie used as the research object of this research. Naturally, ecological terms will appear more often in textual or visual-based research objects that focus on discussing geographical features such as documentary programs which are usually broadcasted on the Nat Geo channel, or an encyclopedia about geographical features such as animals, plants, etc. As for gesture and habit, the research assumed that these types of culture-bound terms will appear more often in a textual-based research object such as a novel, book, pamphlet, etc. The reason why this type of culture-bound term rarely appears in the film is that the gestures and habits in the film are portrayed by the character so that it does not appear in the form of speech or text. Rodiyah (2019) analyzes the translation strategies of culture-bound terms in the booklet on Jakarta's cultural heritage. In her research, gesture, and habit become the second most appearance type of culture-bound terms with 31 data or 18% of total data below material culture with 90 data or 54% of the total 165 data. For example, the term “*sistem susun sirih*” translates into “*simpang sirih*”. The term “*simpang sirih*” is a technique for parking phinisi ships at Sunda Kelapa Harbor. All captains who dock at the harbor must park their ships in the formation as the arrangement of the lines in the betel leaf so that the port can load more parked ships to board and unload various commodities. Although this type is not the most appeared, it proves that this type of culture-bound term appears more often in textual objects. Based on the discussion above, the researcher concluded that the most and least appearance of the type of Culture-bound terms is affected by the types and theme of the research object.

In the scope of translation technique, this research reveals that the translator applied 10 translation techniques proposed by Molina & Albir (2002). Those techniques are amplification, borrowing, calque, description, established equivalent, generalization, literal, particularization, reduction, and variation. The borrowing technique is the most used technique by the translator with a total of 35 data, followed by the literal technique with 15 data, established equivalent with 9 data, generalization technique with 8 data, description technique, and amplification technique both have 5 data, calque, and particularization technique both have 4 data, and the least technique applied is reduction and variation with only 1 data for each technique. As for the translation technique, the appearance of the borrowing technique may be influenced by the many categories of social organizations that have emerged, since in that category there are a lot of terms that refer to the name of an institution that does not exist in the culture of the TL.

This finding has the same result as the previous research conducted by Murodi (2020) and Rahmawati (2018), even though they use different theories to analyze the translation strategy. Murodi's research analyzed the translation strategy to translate Islamic terms, while Rahmawati's research analyzed the translation strategy to translate cultural terms. Both two research used Newmark's theory to analyze the translation strategy. The findings of this research revealed that the most used translation strategy is **transference**, which has the same concept as the **borrowing** technique in Molina and Albir's theory. The similarity of results regarding the most used translation techniques is influenced by the focus of the study. Murodi's research and Rahmawati's research have the same research focus. All three of them are researching translation strategies for terms that are related to certain cultures. Since it is related to certain cultures most of these terms are terms that only exist to that culture and do not have equivalent concepts in other cultures. Therefore, the translator needed to use borrowing technique or transference technique, in order to make the message conveyed properly.

In the category of ecology, since there is only one data found, there is only one translation technique used by the translator which is the **generalization technique**. The generalization technique is used because the culture-bound term found in this category, which is the term “knoll”, has particular

meanings that do not have an exact equivalent in the Indonesian language. On the other hand, Indonesian people often use the term that has a more general meaning, which is the term “*bukit*”, to refer to a knoll. Therefore, the generalization technique is used to make sure that the message of the SL can be properly conveyed to the TL and can be easily understood by the target audience. In this case, there is a misunderstanding from the translator in translating the term. From its literal meaning, the term knoll refers to the geographical feature which is a small rounded hill. If we see from the literal meaning, the term is well translated by the translator. However, in this context, the term is not used to refer to a geographical feature but as another word to refer to a conspiracy theory. Therefore, in context, the message of the term is not conveyed properly in the TL.

In the category of material culture, the borrowing technique became the translator’s most used technique with a total of 12 data which 9 data is pure borrowed while 3 data is naturalized. The reason why the translator applied pure borrowing more often is that the culture-bound terms found in this category are dominated by terms that refer to the name of a brand or product. When it is related to the name of a brand or product, even in Indonesia itself, the name of the brand is retained and not translated. For example, the term “*panther*” which is the name of the type of car from the brand Isuzu is still called “*Panther*” and not translated into “*macan kumbang*”. Therefore, the borrowing technique will be the best option that the translator can take to translate those terms.

In the category of social culture, borrowing also became the translator’s most used technique with a total of 8 data which 4 data is pure borrowed while 4 data is naturalized. Slightly different from the previous category, pure borrowing is not dominating in the use of borrowing techniques. In this case, it may be because the culture-bound terms found in this category are dominated by the name of a job and sport which also exist in Indonesia. Thus, the translator can be more flexible in translating those terms by adjusting how those job and sports is called in Indonesia. Some of those terms are also loanwords which officially included in the Indonesian dictionary (KBBI).

As for the category of social organization, borrowing becomes the most used technique with 15 data which 10 data is pure borrowed, while the other 5 data is naturalized. The reason why the translator mostly used pure borrowing is because most of the culture-bound terms in this category are terms that refer to the name of an institution in the United States which do not exist in Indonesia. For example, in datum 31, the term DEA refers to the name of a federal law enforcement agency that deals with crimes related to drugs and narcotics. In Indonesia, we have an agency that has the same concept and task as DEA called BNN (*Badan Narkotika Nasional*). However, DEA and BNN are two different agencies. The term “DEA” cannot be translated into “BNN” because it will cause an error in conveying the message of the SL. The message of the SL should conveyed that the agency that deals with drug-related crime in the story is the DEA, which is an American drug enforcement agency, and will change and make BNN replace the DEA’s role in the story. That will lead to misunderstanding for the target audience who might think that there is an Indonesian drug enforcement agency that deals a drug-related crimes that happened in the United States which should not be their jurisdiction. Therefore, pure borrowing becomes the best technique to use so the translator can still keep the original meaning and context of the SL.

Same as the category of ecology, there is only 1 data found in the gesture & habit category. The translator used the **literal technique** to translate the culture-bound term found in this category. The literal technique is used since the culture-bound term found in this category is a term that has the exact equivalence in the TL. Therefore, this technique is used so as not to cause significant changes that could change the message that the SL wants to convey.

Regarding the translation ideology, from all translation techniques used above, the translation result produced by amplification, naturalized borrowing, description, established equivalent, generalization, literal, particularization, reduction, and variation techniques reflected the domestication ideology. On the other hand, translation results produced by pure borrowing and calque technique reflected the foreignization ideology. Translation techniques used by the translator will determine the translation ideology (Permatahati et al., 2021; Volf, 2020; Briliyanti, Setyaji & Kustatinah, 2017) Therefore, based on the finding revealed that the translation technique used is the translation technique that mostly tends to target language, the researchers conclude that the translator applied domestication ideology to translate culture-bound terms. The reason why the translator tends to apply domestication ideology may be because the translator wants to avoid misunderstanding and wants to keep the naturalness that makes the text closely conform to the culture of the target language. The other reason could be related to the impact on the target audience. Since the translator cannot take control of who will be the audience of this series, the language used must be easy to understand which means that the translator cannot retain all cultural elements of the SL because not all audience understand the cultural background of the SL. Since the story is taken from the real event about the investigation of the murder of the famous hip-hop artist, Biggie and Tupac, the audience which is a hip-hop music lover who knows about Biggie and Tupac will easily understand to the meaning of the most of terms in the American culture, but this does not apply to ordinary people. Therefore, by applying domestication ideology the series will be able to reach broader audience.

Regarding the translation ideology, this finding was supported by Yudha & Setiawan (2019), Domestication ideology is usually applied to the translation of poetry, children's stories, film dubbing, and subtitles. Since the translation object is the subtitle, the application of domestication ideology could be the best decision because the language used must be easy to understand. To achieve that, the translator cannot retain all cultural elements of the SL and has to adapt the cultural element of the TL more. It is because not all audiences understand the cultural background of the The findings of this research are in line with the previous research conducted by Pahlawanita (2018), which analyzes translation ideology in the translation of culture-bound terms. That research reveals that the translator tended to apply the domestication ideology to translate culture-bound terms. The difference between this research and Pahlawanita's research can be found in the object of the study. The object of this study is a film while Pahlawanita's research object is a novel. Another difference is on the language of the object. This research analyzed the translation analysis of an English language which translated into Indonesia while Pahlawanita's research analyzed the translation of Indonesian language into English. Since it is related to ideology, the researched concluded that the ideology of translation is affected by the translator itself because all decisions regarding the results of the translation is on the translator itself.

CONCLUSION

In the *Unsolved* series, there are five types of culture-bound terms based on Newmark (1988) found in 87 data. These are ecology, material culture, social culture, social organization, and gesture & habit. It consists of 30 data found as social organization, followed by material culture with 28 data, social culture with 27 data, ecology with only 1 data, and gesture & habit with also 1 data. This research reveals that the most appeared type of culture-bound term is social organization with 30 data, while the least appeared is ecology and gesture & habit with only 1 data for each type. This finding is related to the theme of the *Unsolved* series which is about the police investigation of a murder case, it is natural that the terms related to law enforcement organizations were mentioned more in the story. Therefore, there are several culture-bound terms related to the name of a brand or product, a

profession and sport, or a division in an organization found in the *Unsolved* series. Based on the discussion, the research concluded that the most and the least appearance of the type of culture-bound term is affected by the types of the research object.

Furthermore, this research found 10 of 18 translation techniques used to translate culture-bound terms in the *Unsolved* series. Those techniques are amplification, borrowing, calque, description, established equivalent, generalization, literal, particularization, reduction, and variation. The borrowing technique became the most applied technique by the translator with a total of 35 data, followed by the literal technique with 15 data, established equivalent with 9 data, generalization technique with 8 data, description technique, and amplification technique both have 5 data, calque, and particularization technique both have 4 data, and the least technique is reduction and variation with only 1 data each.

Since there is only 1 culture-bound term found in the category of ecology, there is also only one translation technique used in this category which is the generalization technique. Borrowing technique especially pure borrowing become the most used technique in three categories of culture-bound terms material culture, social culture, and social organization. In material culture, the dominant use of borrowing technique may affected by the culture-bound terms found in the category which is dominated by the name of a brand or product. In the social culture use of pure and naturalized borrowing has the same ratio which may affected by the culture-bound term found in the category that is dominated by the name of a profession and sport which also exists in Indonesia. In the category of social organization, the borrowing technique, especially pure borrowing becomes the most used technique because the culture-bound term found in the category is dominated by a term related to the name of a division in an organization which not exist in Indonesia. Similar to the ecology category, there is only one translation technique used in the category of gesture and habit because there is only one culture-bound term found in this category. The translation technique used in this category is the literal.

As for the translation ideology, based on the translation technique used that mostly tends to target language, the researcher concluded that the translator applied domestication ideology to translate culture-bound terms in the *Unsolved* series. Since this is about terms bound to the foreign culture, applying this ideology shows the translator wants to minimize misunderstanding and wants to keep the naturalness which translates result closely conform to the culture of the target language. Also, since the translation object is the subtitle, the application of domestication ideology could be the best decision because the language used must be easy to understand. To achieve that, the translator cannot retain all cultural elements of the SL and has to adapt the cultural element of the TL more. It is because not all audiences understand the cultural background of the SL. Therefore, by applying domestication ideology the series will be able to reach a broader audience.

In this research, the researcher only focused on the analysis of translation techniques and ideology in the translation of culture-bound terms. Departing from the result of this research, further research is needed to analyze the aspect of acceptability, readability, and the accuracy of the translation of culture-bound terms. Future research could delve deeper into assessing the acceptability of translated culture-bound terms among the target audience. This would involve conducting surveys or interviews with viewers to gauge their perceptions of the translated terms. Additionally, analyzing the readability of subtitles with culture-bound terms and ensuring the accuracy of the translation in conveying the intended cultural nuances would be valuable.

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