

# Unsolved Series: The Translation Analysis

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## Unsolved Series: The Translation Analysis of Culture-Bound Terms

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**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), investigate 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 of translation result to classify and identify the types of culture-bound terms, translation technique, and the ideology used in translating culture-bound terms. The findings revealed that there are 87 data of culture-bound terms. The researcher found all types of culture-bound terms. Those are ecology, material culture, social culture, social organization, and gesture & habit. The findings also revealed that there are 10 translation technique used by the translator to translate culture-bound term. Those are amplification, borrowing, calque, description, established equivalent, generalization, literal, particularization, reduction, and variation. The findings also revealed that the dominant type of culture-bound terms is social organization. For the translation technique, borrowing becomes the most 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 aspect such as acceptability and readability on the translation.

**Keywords:** translation; culture-bound term; translation technique; ideology; film

**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 mengungkap 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 social 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.

## INTRODUCTION

The development of technology in today's globalization era also affects the development of the translation industry. Translation thrives not only in a literary text such as book or novel, but also in audio-visual entertainment, such as film (Sulistijani, 2019). Translation has a vital role in transferring messages from one language to another languages (Bielsa, 2005). According to Newmark, translation is "a craft consisting in the attempt to replace a written message and/or a statement in one language by the same message and/or statement in another language," (Newmark, 1981, 7).

In the film industry, translation services are crucial for creating subtitles. According to Gottlieb (1992), subtitles are transcriptions of film or TV dialogue, displayed on screen simultaneously. Subtitle have become a vital component of audio-visual entertainment, particularly in films (Rahmawati, 2018). It becomes important because subtitle can be a bridge to accommodate audiences across culture and language. Movie translation, which can be called as subtitling, is a different kind of translation because it is limited by time and space. Hatim and Mason (2000) states that subtitling involves complicated procedures that are not common in other translation work of written text because subtitling is limited both by the time of the character's expression in the movies as well as time for the reader to read the text and by the space of the screen.

Besides limited by time and space, rendering a concept from one culture to another also becomes one of the common problems in movie translation, such as subtitle (Attamami, 2020). Translation of culture-bound terms becomes a problem when the target language does not have the same cultural concept, so the exact equivalent meaning cannot be found (Paramarta, 2009). Words or expressions in source language (SL) will lose some of their meaning or message when translated to target language (TL) when there is no proper equivalent in the culture of the TL (Hartono, 2003). 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, the aim of a translation is to transfer meaning accurately. In order to do that, translators may or are required to make deviations or changes the form or grammatical structure of the text in SL. The translator is the only one who has the authority to decide how the text in SL will be translated into TL. It depends on the ideology of the translator. 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, or 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 to be fluent and reduce the foreign value of the source language, or in other words, it is called target language oriented.

In the translation process, translation technique usually performed by translator in the early stages of translation. Translators use translation techniques to achieve high-quality translation results at this stage (Farahsani et al., 2022). Molina and Albir (2002) proposed 18 types of translation

techniques such as adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation.

Several studies related to the translation strategies have been done by Kaparang et al. (2017), which analyzed the strategy of translating metaphors in novels; Rahmawati (2018) which analyzed the strategy of translating culture-bound terms in films, Destaria et al. (2019) which analyzed strategies for translating idioms in films, and Yastanti et al. (2020) which analyzed the strategy of translating implicature conversations in novels, and Murodi (2020) which analyzed translation procedures of Islamic terms in a book. Previous research on translation strategies above uses different theories, such as Newmark, Baker, and 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. Then, several studies on culture-bound terms translation have been done by Edison (2021), Pahlawanita (2018), Yuliani (2018), Rodiyah (2019), and Krisnawati et al. (2019). Previous researchers above analyzed 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 had the same tendency which discussing the translation of Indonesian culture to a foreign culture.

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 one. 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 researcher 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 it is important to reveal this phenomenon. This research focused on analyzing three aspects. First, this research 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 the readers especially translators as an evaluation, provide new ideas, and gain more understanding about culture-bound terms, especially novel/film translator in which there are cultural words so that they

can use appropriate translation techniques so as to be able to produce a culturally compatible translation for the target reader.

In this study, the researchers used three theories which were needed to answer all the research questions. First is Newmark (1988) theory of culture-bound terms to classify the types of culture-bound terms that appear in the series, second is Molina and Albir (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 “Unsolved” series, the researchers 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 the aim of this research is to describe the translation technique and ideology in the translation of culture-bound terms in the subtitle of “Unsolved” series. According to Moleong (2010), descriptive qualitative is a method that uses mostly words and sentence to describe phenomenon of the subject’s behavior, action, perception, motivation, etc. in holistic way. Since the focus of this research is culture-bound terms, within this method, this research would build a deep understanding on the topic under study.

In this research, the researchers acted as the main instrument of the research. The researchers became the human instruments that functioned to determine the focus of research, collected the data, analyzed the data, interpreted the data, and drew the conclusion.

The data used in this research is the translation result text containing the culture bound-terms in the form of words and phrase spoken by the characters in episode 1, 3, and 6 of the Netflix “Unsolved” series. The duration of each episode is around 45 minutes. In collecting the data, the researchers watched the film as well as juxtaposed the English and Indonesian subtitle. 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 (1988) theory. Second, the researchers compared the SL and the TL of the culture-bound terms in order to analyze the translation technique using Molina and Albir’s (2002) 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 translation technique that makes the translation result SL oriented, which is the reflection of foreignization ideology, or tends to use translation technique that makes the translation result TL oriented, which is the reflection of domestication ideology.

## RESULTS AND DISCUSSION

In this part, the researchers presented the result of this research by classifying the data based on the category of culture bound terms which was included the analysis of translation technique and translation ideology. The finding revealed 87 terms which categorized as culture bound term. The Unsolved series contains five types of culture-bound terms which consisted of ecology, material

culture, social culture, social organization, and gesture and habit. In the scope of translation technique, this research revealed that the translator applied 10 translation techniques proposed by Molina and Albir (2002). Those techniques are amplification, borrowing, calque, description, established equivalence, generalization, literal, particularization, reduction, and variation. As for the translation ideology, based on the translation technique used that mostly tend to target language, the researchers concluded that the translator applied domestication ideology to translate culture-bound terms.

### Culture-Bound Terms

Culture-bound terms are words, phrases, or expressions which 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 culture-bound term which are ecology, material culture, social culture, social organization, and gesture and habit. There are 87 data of culture-bound terms identified by the translator which 1 data is classified as ecology, 28 data are classified as material culture, 27 data are classified as social culture, 30 data are classified as social organization, and 1 data classified as gesture and habit. 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 feature such as fauna, flora, wind in certain areas, seasons, mountains, plains, etc. Only 1 data is classified as ecology, the analysis of the data is presented as follow:

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 culture-bound term in the category of ecology, since it related to the name of type of plains. In the story Detective Miller and Detective Poole explain to Lieutenant Larson about the strange things that happened in Christopher Wallace 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 mention the term "grassy knoll", which shows that Larson doubts the investigation he has done. In the American culture, the term "grassy knoll" often used as a shorthand for any conspiracy theory when it comes to murder case. The translator used **generalization** technique to translate the term "knoll" into "bukit". The term "knoll" is translated into "bukit" which has more general meaning to make it easier for target audience to understand the meaning the term wants to convey. Indonesian people usually used the term "bukit" to refer any type of a hill instead of mentioning the name of the type of the hill. The used of this technique reflects the application of **domestication ideology**.

Seen from the conversation in the excerpt 1 which discussed about murder case, the researchers concluded that the meaning of the term "grassy knoll" in the excerpt 1 does not refer to the type of a plain but refer 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 response by saying “This isn’t a joke, sir” shows that he feels disappointed because after what he did<sup>27</sup> investigate the case, Lieutenant Larson just considered it as a conspiracy theory. Therefore, the researcher concluded that the meaning of the English “knoll” and the Indonesian “bukit” is 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 is 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.

## <sup>2</sup> 2. Material Culture

Material culture includes things that are the result of human<sup>23</sup> action and initiative. Newmark (1988) divided material culture into four sub cultural element such as food, clothes, house and towns, and transportation. The researchers found 28 data which classified as material culture. Example is written below to explain findings:

Excerpt 2

SL: Come on, he had a receipt for a \$1,000<sup>4</sup> steak dinner in his wallet, he had a Mercedes, he wore Versace shirt to work, and you think he did all that on a cop’s salary?”

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

<sup>5</sup> According to Cambridge Online Dictionary, the term “steak” refers to<sup>24</sup> “a thick, flat piece of meat or fish, especially meat from a cow.” The term “steak” is a culture-bound term which is classified in the category of material culture, as Newmark’s (1988) theory which stated that a name of food is a part of material culture. In the story, Detective Russell Poole is explaining about 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 are 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 **naturalized borrowing technique** to translate the term “steak” into “*steik*”. The translator changes the letter “a” into “i” in order to make it adapt the pronunciation rules in the TL. The used 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” also associated with a 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 which has local nuance such as “*daging panggang*”.

Excerpt 3

SL: The first Suburban ma<sup>4</sup> 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 a 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 which is classified in the category of material culture since it is a term which refer to a name of a 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 excerpt 3, the term “SUV” is used to refer a type of a car which involved in Wallace's murder. The translator used 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 used 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 is not conveyed properly since the term “SUV” is 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 Indonesian audience hard to imagine what that the character wants to refer to by saying the term “SUV”. Instead of translated into just "SUV", the translator can used amplification technique by adding the word "mobil" before the word "SUV" so the translation will be “mobil SUV”. Using this technique will make the translation result become 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 instrument, music genre, etc.). The researchers found 27 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 to 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.

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” (<https://www.fordlearnersdictionaries.com/definition/english/baseball?q=baseball>). The term “baseball” is classified as a social culture since it is a term which refers to a name of a sport, in line with Newmark's (1988) theory which stated that leisure activity such as sport is include 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 a name of a sport popularly played in US. The translator used naturalized borrowing technique to translate the term “baseball” into “bisbol”. By using this technique, several letter changes to fit the spelling rules in the TL. Since this sport is 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 Indonesian. However, translating the term “baseball” into “*bisbol*” is better than translate it into different type of sport which 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 of Indonesian people may understand that the term “*bisbol*” refer to the name of a sport. In the context of the conversation of the SL and TL, the researcher found no meaning difference between English “baseball” and Indonesian “*bisbol*” since both of the terms refer to the same kind of sport. The way translator translated the term reflect the **domestication ideology**. Since baseball has been adapted in Indonesian culture by the name “*bisbol*”, translate it that way makes the term no longer related to American sport but refers to Indonesian sport.

Excerpt 5

SL: Don't put anything past a good defense lawyer.

TL: Kita tak tahu pengacara bagaimana.

According to Oxford Learner's Dictionaries, the term “lawyer” refers to a job where someone acts as a legal adviser for someone involved in a legal case and also as their representative in the court. (<https://www.oxfordlearnersdictionaries.com/definition/english/lawyer?q=lawyer>). The term “lawyer” is a culture-bound term which include in the category of social culture since it is a term that refer to a name of a profession. In the story, Detective Poole is working on fixing a case report that was written by Detective Miller because he feels there are some spelling errors that might give the defendant's attorney an opening in court. Detective Poole used this term to refer a name of a profession which the job is related to law affairs. Legal terminology can be highly culture-bound and may have specific legal connotations that differ between countries. In some cultures, the titles and roles of professionals may differ from those in other cultures. The translator used **literal technique** to translate this term which reflect the application of **domestication ideology**. The translator choice to literally translated the term “lawyer” into “*pengacara*” is a right decision because both American “lawyer” and Indonesian “*pengacara*” have the same concept and function in legal affairs of both SL and TL culture. The researcher considered that the translation of “lawyer” into “*pengacara*” maintains the cultural and professional integrity of the term. Therefore, the researcher concluded that there is no meaning difference between those two terms in the context of the conversation both in the SL and TL.

#### 4. Social Organization

Each culture has its own political and institutional terms that are reflected in the social life. Social culture refers to organizations, customs, activities, procedures, and concepts, which divided by Newmark (1988) in four area such as political and administrative, historical, international, religious, and artistic. The researchers found 30 data which classified as social organization. Example is written below to explain 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 Christian. This word is often used for swearing, by Americans especially Christian. This term is classified as **social organization** since this term belongs to religious terms. In the story, Detective Miller use this term to show an expression of surprise at Detective Miller's opinion which stated that Christopher Wallace murder was related to the music war between East-Coast rappers and West-Coast rappers. As how this term used in the conversation above, this term is often used for swearing by Americans especially Christian. Since the majority of religion in Indonesia is Islam, swearing with the words Jesus Christ sounds unfamiliar to Indonesian. Indonesian especially Muslim often said “*ya Allah*” that have the same concept with the term “Jesus Christ” in Christian 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 Indonesian. The translator used **establish 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 culture, the translator choice to separate the religious elements of the term “Jesus Christ” in the SL by translating it into “*astaga*” considered as 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 **4** 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 **25** a division in LAPD. Robbery Homicide is a division which 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 which refer 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 in the conversation above, the term “Robbery Homicide” is used to refer the name of a division in the LAPD. The challenge of translating organizational names or titles, such as “Robbery Homicide,” i**26** 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 to the police division which exist in the culture of the SL. It shows the application of **domestication ideology**.

For American audience, it will be easy to understand that the term “Robbery Homicide” refer to a name of a division in police department because it exists in their culture. However, for the Indonesian audience it will not be the same because Indonesian police department do 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 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 will 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 express particular meaning, which the meaning may different in one culture to another. The researchers only found 1 data which classified as gesture and habit, the analysis of the data is presented as follow:

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 kekurangan tidur, tampaknya dia mengakhiri mimpi buruk Kevin Gaines-Frank Lyga.

According to 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 the culture-bound terms included in the category of gesture and habit since it is a part of the body movement which functioned to express an idea or feeling. In the story, Lieutenant Larson gave his compliment to Detective Poole for his hard work in solving inter-police shooting cases and ordered 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 established **equivalent technique** to translate the term “applause” into “*tepuk tangan*”. The use of **established equivalent** technique makes the translation result TL oriented. The Indonesian “*tepuk tangan*” has a slight difference with English “applause” in the definition where the term “*tepuk tangan*” is a gesture of clapping hands and not involve shouting as the term “applause”. However, the translated text is still conveyed similar expressive meaning and the message is properly conveyed. The way the translator translated the term shows that the translator applied **domestication ideology**.

## 5 Discussion

In this section, the researchers elaborated the findings of culture bound terms, translation techniques, and translation ideology applied in the Netflix series “*Unsolved*”.

Table 1 Types of Culture-Bound Terms

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

The findings conclude that all types of culture-bound terms are appears in the Unsolved series. Social organization being the most frequently appears with the percentage of 34%, followed by material culture with 32%, social culture with 31%, and the and the most rarely appears are ecology and gesture and habit with the percentage 1%.

The most 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 **7**e terms related to law enforcement organization 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 et al. (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 found in the sub-category of the 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.

The least appearance of culture-bound terms in this research is ecology and gesture & habit. The reason for the least appearance of ecology may 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 object that focus on discussing geographical features such as documentary programs which are usually broadcasted on the Nat Geo channel or an encyclopedia about geographical feature such as animal, plant, etc. As for gesture and habit, the researched assumed that this type of culture-bound terms will appear more often in a textual based research object such as novel, book, pamphlet, etc. The reason why this type of culture-bound terms are rarely appears in film is because the gestures and habits in the film are portrayed by the character **9** so that it does not appear in the form of speech or text. As in Rodiyah (2019) which analyze the **translation strategies of culture-bound terms in the booklet of Jakarta cultural heritage**. Although this type is not the most appear **42** type, it proves that this type of culture-bound terms appears more often in textual based object. **Based on the discussion above**, the researchers **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.

**Table 2** Types of Translation Technique

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

The findings concluded 10 translation technique were used to translate culture-bound terms in Netflix 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 are reduction and variation with only 1% each. For the translation technique, the most appearance of 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 which refer to a name of an institution which does not exist in the culture of the TL.

This finding has the same result with the previous research conducted by Murodi (2020) and Rahmawati (2018), even though they use different theory 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 those research revealed that the most used translation strategy is transference, which have the same concept with 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.

Regarding to the translation ideology, from all translation technique used above, the translation result produced by amplification, naturalized borrowing, description, established equivalent, generalization, literal, particularization, reduction, and variation technique reflected the domestication ideology. On the other hand, translation result produced by pure borrowing and calque technique reflected the foreignization ideology.

**Table 3** Translation Technique Based on The Categories of Culture-bound Term.

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

Table 3 display the translation technique used in each category of culture-bound terms. There is only one translation technique, which is generalization technique, used in 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 technique used, those are Borrowing, literal technique, generalization, established equivalence, amplification, and particularization. Borrowing technique become the most used technique with 12 occurrences, while amplification and particularization become the least used technique with only 1 occurrence each. In the category of social culture, there are 9 translation technique used, those are borrowing, established equivalence, literal technique,

description, calque, generalization, particularization, amplification, and variation. Borrowing technique become the most used technique with 8 occurrences, while amplification and variation become the least used technique with only 1 occurrence each. As for social organization category, there are 8 translation technique used namely Borrowing, amplification, established equivalence, calque, description, literal technique, particularization, and reduction. Borrowing technique become the most used technique with 15 occurrences, while particularization and reduction become the least used technique with only 1 occurrence each. Same as ecology category, there is only one translation technique, which is literal technique, used in the category since there is only one culture-bound term found in the category of gesture & habit.

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**. Generalization technique is used because the culture-bound term found in this category, which is the term “knoll”, have particular meaning that do not have exact equivalent in the Indonesian language. On the other hand, Indonesian people often used the term that have more general meaning, which is the term “*bukit*”, to refer a knoll. Therefore, the generalization technique is used to make sure that the message of the SL can be properly conveyed to the SL and can be easily understand by the target audience.

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

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

As for the category of social organization, borrowing technique become 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 which refer to the name of an institution in United States which do not exist in Indonesia. For the example, in datum 31, the term DEA refer to the name of federal law enforcement agency which deal with crimes related to drugs and narcotics. In Indonesia, we have an agency that has the same concept and task with 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. Message of the SL which should conveyed that the agency which dealing drug-related crime in the story is DEA, which is an American drugs enforcement agency, will change and makes BNN replaces the DEA’s role in the story. That will lead to misunderstanding for target audience which might think that there is an Indonesian drugs enforcement agency which deal a drug-related crime that happened in United

States whi<sup>5</sup> should not be their jurisdiction. Therefore, pure borrowing become the best technique to used 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 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 which have 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.

As for the translation ideology, based on the translation technique used that mostly tend to target language, the researchers concluded 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 want to keep the naturalness which make the text is closely conform to the culture of the target language. The other reason could be related to the impact to target audience. Since the translator cannot take control on who would be the audience of this series, the language used must be easy to understand which to achieve 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 would 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 would be able to reach broader audience.

This finding was supported by Handayani (2009), Domestication ideology is usually applied to the translation of poetry, children's stories, film dubbing and subtitles. Since the translation object is 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 have to adapt the cultural element of the TL more. It is cause not all audiences understand the cultural background of the SL. In addition, it is also in line with the previous research conducted by Pahlawanita (2018), which analyze translation ideology in the translation of culture-bound terms. That research revealed that the translator tended to apply the domestication ideology to translate culture-bound terms. Therefore, by applying domestication ideology the series will be able to reach broader audience. Since it is related to ideology, the researched concluded 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

This research found all five types of culture-bound terms based on Newmark (1988). Those ecology, material culture, social culture, social organization, and gesture & habit. There are 87 data in the form of culture-bound terms collected in the episode 1, 3, and 6 of the series, 30 data are 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 reveal 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. Based on the discussion, the research concluded that the most and the least appearance of the type of culture-bound term is affected on the types of the research object.

Furthermore, this research found 10 of 18 translation techniques used to translate culture-bound terms in Netflix Unsolved series. Those techniques are amplification, borrowing, calque, description, established equivalent, generalization, literal, particularization, reduction, and variation. Borrowing technique became the most applied technique by the translator in total of 35 data, followed by 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 are 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 generalization technique. Borrowing technique especially pure borrowing became the most used technique in three categories of culture-bound terms named material culture, social culture, and social organization. In the material culture, the dominant used of borrowing technique may be affected by the culture-bound terms found in the category which dominated by a name of a brand or product. In the social culture, the used of pure and naturalized borrowing have the same ratio which may be affected by the culture-bound term found in the category that dominated by a name of a profession and sport which also exist in Indonesia. In the category of social organization, borrowing technique especially pure borrowing became the most used technique because the culture-bound term found in the category is dominated by a term related to a name of a division in an organization which does not exist in Indonesia. Same as 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 literal technique.

As for the translation ideology, based on the translation technique used that mostly tend to target language, the researcher concludes that the translator applied domestication ideology to translate culture-bound terms in the Netflix Unsolved series. Since this is about terms which are bounded to the foreign culture, applying this ideology shows the translator wants to minimize misunderstanding and wants to keep the naturalness which makes the translation result closely conform to the culture of the target language.

In this research, the researchers only focused on the analysis of translation technique 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 on 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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