

Translation Techniques and Accuracy of Cultural Words in Lara Ati Movie Subtitle (2022)

¹Nur Halisa, ²Anisa Larassati

¹Universitas Dian Nuswantoro, Semarang, Indonesia

311202002275@mhs.dinus.ac.id

²Universitas Dian Nuswantoro, Semarang, Indonesia

² anisa.larassati@dsn.dinus.ac.id

Abstract. This research aims to find out the types of cultural words, translation techniques, and accuracy level in Lara Ati movie (2022). This research used Javanese Language and Indonesian Language as the source languages (SL) and English as the Target Language (TL). A descriptive qualitative approach is used in this research. The framework of this research are translation accuracy from Nababan (2012), cultural word categories from Newmark (1988) and translation techniques from Molina & Albir (2002). Based on the findings and discussion, the researcher found that there were 52 data on cultural words and translation techniques. The result of this research indicates that there are 4 types of cultural words: social culture (38,4%), material culture (26,9%), custom, idea, social, organization (28,8%) and gesture and habit (5,7%). There are 10 translation techniques used: pure borrowing (25%), established equivalent (23%), literal translation (11,5%), adaptation (11,5%), discursive creation (11,5%), generalization (7,6%), calque (3,8%), particularization (1,9%), description (1,9%), and amplification (1,9%). Then, the accuracy level of the translation result: accurate (63,4%), less accurate (26,9%), and inaccurate (9,6%). Based on the results of the study, the reason why social culture become the most frequently found data is that in the movie Lara Ati all the characters use a lot of words that show kinship. Furthermore, the pure borrowing technique is the most commonly used because there is no direct equivalent translation for a term in the target language. In Lara Ati movie, there are many words from the source language that depict culture, traditional food, historical places, and cultural terms.

Keywords: Cultural Words, English, Indonesian, Javanese, Translation Accuracy, Translation Techniques

RESEARCH BACKGROUND

Cultural words, also known as cultural terms or ethnolinguistic terms, are words or phrases that are deeply rooted in a specific culture and often lack direct equivalents in other languages. Cultural words have been translated in various forms of literature such as novels, travel guide books, and magazines. With the development of the era, cultural words are now being translated in movies. A movie is defined as a set of moving images recorded by a camera that is shown in a theater or on television (Suryati, 2018). It depicts a story or event to entertain people, making it a popular entertainment around the world. Watching movies can provide people with inspiration, new ideas, and even new knowledge. Movies have many interesting and useful things. There are categories of movies such as action, drama, adventure, comedy, horror, musical, and more (Humaira, 2018).

Many challenges occur in the translation process. One of the main challenges is culture (Khalaf, 2016). Understanding culture is not an easy thing. The reason why the topic of culture is chosen by the researcher is because it can be one of the factors that affect translation in film.

Specifically, this research will focus on the cultural words with the source language which is Javanese and Indonesian and translated into the target language into English because not everyone understands the cultural words in the Javanese language in particular. It is not a common language understood by many people. The translator plays an important role in being able to convey the message the meaning of cultural words so that it can be understood by the target audience. what is being talked about in the film. The target audience means the viewers have different views and problems with the film if the nuances of culture are not translated correctly. So, the translator needs to consider that the accuracy of the translation of cultural words that are important in the translation. In addition, this study also analyses the translation techniques as well as the accuracy in translating cultural words in "Lara Ati" movie.

Subtitles play a crucial role in converting audiovisual texts of a source language into written texts of a target language (Abdelaal, 2019). They serve as a bridge between different linguistic and cultural contexts, allowing viewers who may not understand the source language to engage with and appreciate the content. In the field of translation, subtitles is a very helpful medium to learn about translation techniques and their accuracy. As first previous study entitled "Translating Cultural Words in A Movie Subtitle: A Study on Translation Procedures" conducted by Leksananda et al., (2023). The research focusing on the procedures used in translating cultural word based on Newmark (1988). Second previous study entitled "An Analysis of Cultural Terms Translation in „Chef" Movie Script" conducted by Firdaus & Putranda Naully (2022). This research focuses on analysis of translation techniques in cultural word based on Molina (2002). Based on this explanation, both are discusses translation and cultural word. However, in this research will present a more complex discussion about translation technique and accuracy supported by the accuracy scale given by expert rater in translating cultural words, so that this research is still feasible and can be accounted for its authenticity.

Accurately translating cultural words is crucial for maintaining the integrity and authenticity of a text. Inaccurate translations can lead to misunderstandings, misrepresentations, or cultural insensitivity. Understanding cultures is not an easy task, and it is particularly challenging for translators who face the delicate task of finding a balance between fidelity to the source culture and clarity for the target audience. In the realm of translation studies, the intricate task of translating culturally specific words and expressions emerges as a captivating and multifaceted challenge. One particular language that boasts a wealth of culture. This research focuses on the translation techniques of cultural word, recognizing its limited accuracy to a global audience, and seeks to unravel the pivotal role played by translators in conveying the essence of Javanese culture. The primary aim is to ensure that the target readers can fully grasp the subtleties and intricacies of the cultural words that feature prominently in the movie "Lara Ati." To achieve this, the study will use a descriptive qualitative approach to analyze the translation techniques used in subtitling cultural words in the movie. The research will also analyze the accuracy of translation techniques used in the movie. The researcher will employ the theory of Molina (2002) to classify the translation techniques, (Nababan, 2012) accuracy of translation theory, and Newmark (1988) cultural term theory. Additionally, the study will review previous research on translation techniques and accuracy of cultural words in subtitles to compare the findings with the current study. The results of this research will provide insights into the translation techniques used in the subtitles of "Lara Ati" and their accuracy in translating cultural words. By analyzing the translation techniques used in the subtitles of "Lara Ati" this research can provide a better understanding of how to accurately translate cultural words and expressions in movies.

"Lara Ati" is a 2022 Indonesian movie which the character using a Javanese language that tells the story of two best friends, Joko and Ayu, who are both hurt because of their respective situations. The

movie is a comedy drama that is relevant to the lives of young people. It is praised for its Javanese culture and is considered a work that deserves to be appreciated, supported, and developed again. The movie is set in East Java, and the Javanese culture is evident throughout the film. "Lara Ati" is available to watch in Netflix and IMDb streaming platforms. This movie lasts approximately 1 hour and 55 minutes. It's really interesting movie because it is showing comedy that looks natural. In this movie had a very deep moral message about the importance of friendship and how it can help us overcome life's challenges. The movie portrays how Joko and Ayu's friendship helps them to find the spark of hope they need to face their problems. It also shows how they learn to appreciate the simple things in life and find joy in the present moment.

Based on the background of the study, this research tries to find out the categories of cultural words found in Lara Ati movie as well as the translation techniques used to translate those cultural words. In addition, the researchers also examine the accuracy of the translation.

REVIEW OF RELATED LITERATURE

Culture Words

Cultural words are words that are specific to a particular culture. Cultural words are words that are specific to a particular culture and may not have an equivalent in another language. Cultural means a particular way of society life which uses specific language as its means Newmark (1988). Peter Newmark's theory is one of the most widely used theories in cultural word translation. Newmark (1988) classifies cultural words into five categories, which are:

- (1) Ecology. Cultural words related to ecology encompass terms and concepts that are rooted in the natural environment and the relationship between a culture and its surroundings. These references can include the names of specific plants, animals, geographical features, and environmental practices that are unique to a particular culture.
- (2) Material culture. Material culture refers to the physical objects, artifacts, tools, clothing, and other items associated with a particular culture. These cultural words are often tied to a culture's history, traditions, and daily life.
- (3) Social Culture. Social culture encompasses cultural words related to the social customs, norms, values, traditions, and rituals of a particular culture. These references can include terms for greetings, ceremonies, social roles, and interpersonal interactions. Translating social culture-related words may involve not only finding equivalent terms but also explaining the cultural context and significance.
- (4) Organizations, Customs, Activities, Procedures, Ideas. Words and expressions related to political, social, legal, and administrative aspects of a culture are included in this category. Translating cultural words from this category may involve finding equivalent terms, providing explanations, or adapting the text to fit the target culture (Asmarani, 2016).
- (5) Gestures and Habits. This category includes non-linguistic features of a culture, such as body language and common behaviours. Translating cultural words from the gestures and habits category may require finding equivalent gestures or adapting the text to convey the intended meaning (Asmarani, 2016).

Translation Techniques

In translating the source text from a source language into target text in a target language, the translator used translation techniques. These techniques can be categorized into direct and indirect translation

methods, depending on the similarity between the source and target languages. There are 18 techniques of translation proposed by Molina and Albir (2002), namely:

- (1) **Adaptation.** This translation technique is used to adjust or modify content from the source language to the target language while ensuring that the meaning and message remain intact and culturally relevant. This technique can be used if it has a similar equivalent in the target language.
- (2) **Amplification.** This translation technique is used to expand or provide additional information in the target language text compared to the source language text. These techniques are employed when a straightforward or concise translation of the source text might lead to ambiguity, misunderstanding, or loss of important details in the target language.
- (3) **Literal Translation.** Literal translation, also known as a word-for-word translation, is a type of translation in which the translator attempts to render the source text (the original text in the source language) into the target language (the language into which the translation is being done) as closely as possible, adhering strictly to the words and structure of the source text.
- (4) **Borrowing.** This translation technique is used to incorporate words or phrases directly from the source language into the target language text, without translation. It is a common technique used when there are no equivalent words or when the words have a specific meaning or cultural significance that would be lost in translation. For example, in the sentence below:
- (5) **Reduction.** This translation technique is used to simplify or condense the source text in the target language translation. These techniques involve making the target text more concise and straightforward while retaining the essential meaning and content of the source text. Reduction techniques are commonly used in various situations, such as when translating lengthy or complex texts.
- (6) **Established Equivalent.** This translation technique is used to translate ST into TT by using terms of expressions recognized by the dictionary as appropriate in the TL.
- (7) **Linguistic Compression.** This translation technique is used to translate ST into TT. Here, the linguistic elements are synthesized in the target text.
- (8) **Transposition** is a technique that involves changing the word order, sentence structure, or grammatical features of a text to adapt it from the source language to the target language while retaining its meaning.
- (9) **Compensation.** This translation technique is used to change the information elements in the source language. The information elements in the ST are not delivered at the same place in the TT.
- (10) **Discursive Creation.** This translation technique is used to translate the phrase in ST which is unpredictable and out of context into Indonesian.
- (11) **Generalization.** Generalization is the process of rendering specific or culture-specific terms or expressions from the source language into more general or universally understandable terms in the target language.
- (12) **Particularization.** Particularization focuses on providing specific, detailed, and contextually accurate translations, especially when the source text contains specific terms, culture-specific references, or highly technical language.
- (13) **Calque.** This type of translation is used to translate ST into TT where the foreign phrase (ST) is translated literally.
- (14) **Description.** This translation technique is used when the source text contains elements that are not immediately clear or are unfamiliar to the target audience. Description can be used to explain, clarify, or provide background information to ensure the text is comprehensible and informative.

- (15) Linguistic Amplification. This translation technique is used to translate the phrase in ST by adding several linguistic elements in the TT.
- (16) Modulation. This translation technique is used to change the perspective or grammatical structure of a sentence in the target language while maintaining the meaning of the source text.
- (17) Substitution. This translation technique is used to translate the phrase in ST by adding the words that change the linguistic element in the TT.
- (18) Variation is a translation technique that replaces linguistic or paralinguistic elements that affect linguistic variation. For example changes in textual tone, style, geographical dialect, and social dialect.

Translation Accuracy

Translation accuracy refers to the degree to which a translation conveys the meaning of the source text accurately and clearly. Accuracy means that the translation converts the message or meaning of the SL into the TL without any omission. (Nababan, 2012) proposed a theory that emphasizes the importance of understanding the context and meaning of the source text in order to achieve translation accuracy. To achieve translation accuracy, translators must have linguistic, cultural, subject matter, and textual competencies, and must choose the appropriate translation method based on the context and meaning of the source text.

The quality of a great translation is a must for all translators, and it should be accurate, clear, and match the target language. Accuracy becomes the most important factor to assess the quality of a translation. Accuracy is crucial in preventing misunderstandings from SL into TL. There is a scale to score how much the accuracy is according to (Nababan, 2012). The scales are as follow:

- (1) Scale 3: Accurate, the message from source text accurately and clearly conveyed in the target language.
- (2) Scale 2: Less accurate, the message may still be conveyed, there could be minor errors, omissions, or inaccuracies that affect the overall fidelity to the source text.
- (3) Scale 1: Inaccurate, the message of cultural term is not perfectly conveyed, resulting in a loss of meaning, context, or clarity. It may involve misinterpretations and mistranslations.

RESEARCH METHOD

This study uses qualitative descriptive method. Descriptive qualitative method is a research method that is focused on understanding a phenomenon by examining its characteristics and qualities (Regoniel, 2023). The researcher outlined descriptive qualitative by describing the data and analysis in the form of words, instead of statistics. The unit analysis of this research is the cultural words that are used by all of the characters in *Lara Ati* movie. The subtitles are in Javanese and Indonesian as the source language and English as the target language. The unit of analysis of this research is the cultural words that are used by all of the characters in *Lara Ati* movie. The subtitles are in Javanese and Indonesian as the source language and English as the target language. This research used the theory from Newmark, (1988) about cultural term. Translation techniques used to translate cultural words according to Molina and Albir (2002), and their accuracy according to Nababan's (2012) theory. To analyze the accuracy level of the translation culture words in *Lara Ati* movie based on theory proposed by (Nababan, 2012) and their accuracy was determined by original Javanese rater Mr. AB.

RESULTS AND DISCUSSION

After conducting research, the researcher found that there were 52 pieces of data in the form of cultural words and translation techniques. The result of this research indicates that there are 4 types of cultural words: social culture (38,4%), material culture (26,9%), custom, idea, social, organization (28,8%) and gesture and habit (5,7%). There are 10 translation techniques used: pure borrowing (25%), established equivalent (23%), literal translation (11,5%), adaptation (11,5%), discursive creation (11,5%), generalization (7,6%), calque (3,8%), particularization (1,9%), description (1,9%), and amplification (1,9%).

Table 1. Types of Cultural Words and Translation Techniques in Lara Ati Movie

No.	Translation Techniques	Cultural Words				Freq.
		Social Culture	Material Culture	Custom, Idea, Social, and Organization	Gesture and Habit	
1.	Pure Borrowing	3	7	3	-	13
2.	Established Equivalent	3	4	4	1	12
3.	Literal Translation	3	1	1	1	6
4.	Adaptation	3	1	2	-	6
5.	Discursive Creation	3	-	3	-	6
6.	Generalization	4	-	-	-	4
7.	Calque	-	2	-	-	2
8.	Particularization	1	-	-	-	1
9.	Amplification	-	-	1	-	1
10.	Description	-	-	-	1	1
Total		20	15	14	3	52
Percentage		38,46%	28,84%	26,93%	5,77%	100%

Translation Techniques of Material Culture

Excerpt 1. Example of Adaptation Techniques for Translating Material Culture

SL : Terus nek ogak mbok terke, ibu numpak opo? mosok numpak angkot?

TL : If you don't take me, how will I get there, by the public minibus?

Based on Newmark's (1988), the word *angkot* is included in vehicle so it is kind of material culture in the category of cultural word. Based on the theory from Molina and Albir (2002) regarding translation techniques, translators use adaptation techniques. This technique is used by changing the cultural elements of the source language and translated into a language that is familiar to the target language. In the source language, the word "*angkot*" is translated into "*public minibus*".

Excerpt 2. Example of Pure Borrowing Techniques for Translating Material Culture

SL : *Mlaku-mlaku ning Prambanan, ning **Prambanan** tuku sawi*
TL : Take a stroll in Prambanan, in **Prambanan** buying greens

Based on Newmark's (1988), the word *Prambanan* is included in the type of material culture. *Prambanan* included in artefact so it is kind of material culture in the category of cultural word. Based on the theory from Molina and Albir (2002) regarding translation techniques, translators use pure borrowing techniques. This technique is used to maintain the terms or the words from SL to TL because the equivalent terms of words in the source language do not exist in the target language of translation.

Excerpt 3. Example of Literal Translation Techniques for Translating Material Culture

SL : *Mau ke **pasar malam**, tante.*
TL : To the **night market**, aunty.

According to Newmark's (1988), the word "*pasar malam*" is kind of places that is grouped of material culture in the category of cultural term by Newmark. Based on the theory from Molina and Albir (2002) regarding translation techniques, translators use literal translation technique. Literal translation is translation technique to change the words in sentences word by word from a source language to the target language of translation with considering the close terms or words in accordance with the context in both SL and TL there is no addition or subtraction where the word "*pasar malam*" which is translated into the "*night market*".

Excerpt 4. Example of Calque Techniques for Translating Material Culture

SL : *Iki **jangan tawel***
TL : This is **tawel dish**

According to Newmark's (1988), the word "*jangan tawel*" is kind of foods that is grouped of material culture in the category of cultural term. Based on the theory from Molina and Albir (2002) regarding translation techniques, translators use calque technique. The calque technique actually has similarity to the borrowing technique. Their similarity lies in the fact that both calque and borrowing techniques translate words by translating their lexical and structural elements. Lexical elements refer to the actual meaning of words. Meanwhile, structural elements refer to the arrangement of words. In other words, calque translation is based on both the meaning and the arrangement of words. For example, the words "*jangan tawel*" is translated as "*tawel dish*" because the Calque technique adapts to the structure of the target language.

Excerpt 5. Example of Established Equivalence Techniques for Translating Material Culture

SL : *Nek ngipasi **sate** alon-alon*
TL : Please fan the **satays** slowly

According to Newmark's (1988), the word "*sate/satay*" is considered a cultural word because its close association with the food and culinary traditions of Southeast Asia, especially Indonesia and Malaysia. The word "*sate/satay*" is preferred as form of food so it is part of material culture in the cultural categories. According to the theory from Molina and Albir (2002) regarding translation techniques, translators use established equivalence techniques. The translation of "sate" into English as "satays" using the technique of established equivalence is likely because "satays" serves as a culturally appropriate and equivalent term.

Translation Techniques of Sosial Culture

Excerpt 6. Example of Generalization technique for Social Culture

SL : Mas? **Mas!**TL : Sir? **Sir!**

Based on Newmark's (1988) theory, the word "mas" it is used for kinship greeting, so it can be classified in social culture. According to (Molina and Albir (2002) regarding translation techniques, translators use generalization technique. The translation of the word "mas" to "sir" might involve a generalization technique where a specific term in one language is replaced with a more general or widely used term in another language. In this case, "mas" is an informal and respectful term used in Indonesian to address or refer to an older brother or older male, and "sir" is a polite and formal form of address a male in English.

Excerpt 7. Example of Discursive Creation technique for Social Culture

SL : Ojo **rek**TL : Don't **babe**

The word *rek* is the short form of the word *Arek* in Surabaya. *Rek* or *Arek* means child or boy. The word *rek* is commonly used in conversations to greet someone of the same age or younger in East Java. According to Newmark's (1988) theory, the word *rek* it is used as a form of address in the dialect of East Java, so it can be classified in social culture. According to Molina and Albir (2002) regarding translation techniques, translators use discursive creation technique. Discursive Creation is a technique that doesn't pay too much attention to detailed language transfer. In other words, discursive creation tends to translate a sentence based on a different perspective. The word "*rek*" is typically an informal way to address someone, often used among friends in Indonesian. On the other hand, "*babe*" is more commonly associated with informal terms of endearment in English, particularly used between romantic partners. If the translation included "*rek*" being translated as "*babe*," it might be an instance of the translator using a discursive creation technique to convey the informal and friendly tone while adapting to a similar informal term in English.

Translation Technique of Custom, Ideas, Social, Organization

Excerpt 8. Example of Amplification technique for Custom, Ideas, Social, Organization

SL : Kan lo tau kalau Ayu **bucin** nya kek gimana sama gue?TL : You know how **madly in love** she is with me right?

According to Newmark's (1988), the word "*bucin*" is a social concept that occurs in society so that's included on customs, idea, social, organization of cultural categories. According to Molina and Albir (2002) regarding translation techniques, translators use amplification technique. This technique adds linguistic elements to the translation in the target language. The word "*bucin*" is translated into "madly in love". In the translation of the word, the translator added the linguistic element 'madly' to clarify the meaning of the word.

Translation Technique of Gesture and Habits

Excerpt 9. Example of Description for Gesture and Habits

SL : Jebule podo wae, **galau!**TL : You're just the same like me, **sad and mopey!**

According to Newmark's (1988), the word *galau* can be categorized as a cultural word under "gesture and habit" when it is closely associated with specific gestures or habits that are culturally significant. In this category, words are tied to behaviors, customs, or physical actions in a particular culture. In this case, Joko knew that Ayu was sad and mopey because Ayu remained silent and showed her sad expression. The word "*galau*" is example of physical action so that's included in Gesture and Habits based on category of cultural word. According to Molina and Albir (2002) regarding translation techniques, translators use description technique. The translation of the word "*galau*" to "*sad and*

mopey" using the description technique involves providing a more detailed and nuanced understanding of the original term by using descriptive words in the target language. In this case, "*galau*" in Indonesian conveys a sense of emotional turmoil or being in a state of confusion, often associated with feelings of sadness, uncertainty, or being troubled. By using the description technique and translating it as "*sad and mopey*" the translator adds descriptive elements that capture the emotional nuances associated with "*galau*."

Translation Quality Assessment of Accuracy

This section discusses the findings in detail by providing analysis of the accuracy level of cultural words translation. The discussion starts by providing the types of the cultural words followed by the results of rater's analysis the accuracy level of each cultural words. This study uses native Javanese rater so that many cultural words that have direct equivalents are considered accurate because he already understands the cultural message of the cultural word.

Table 2. The Accuracy Level of Cultural Words Translation

Culture Words	Accuracy Level			Score
	Accurate	Less Accurate	Inaccurate	
Social Culture	9	8	3	20
Material Culture	13	2	-	15
Custom, Ideas, Social, Organization	9	3	2	14
Gesture and Habits	2	1	-	3
Total	33	14	5	52
Percentage	63,46%	26,92%	9,62%	100%

CONCLUSION

Based on the finding and discussion above, it can be concluded that there are as many 52 research analysis data regarding cultural words using the theory from Newmark's (1988), translation techniques according to the theory of Molina and Albir (2002), and accuracy level according to (Nababan, 2012). There are four types of cultural words in the movie "Lara Ati" including: material culture, social culture, custom idea social organization and gesture habit. In material culture there are 15 data, social culture there are 20 data, custom idea social organization there are 14 data, and gesture habits there are 3 data. The type of cultural words most often found in the movie "Lara Ati" is social culture with 38,4%. The analysis also shows that there are there are ten techniques used; these include: adaptation, amplification, established equivalent, literal translation, discursive creation, pure borrowing, description, calque, particularization, and generalization. There are 6 data for adaptation techniques, literal has 6 data, established equivalence has 12 data, amplification has 1 data, generalization has 4 data, particularization has 1 data, pure borrowing has 13 data, discursive creation has 6 data, description has 1 data, and calque has 2 data. The pure borrowing translation technique is the technique most often used with 25%.

In the terms of Accuracy, the analysis of translation accuracy shows that 33 data with 63,46% of percentage are rated accurately, 14 data with 26,92% of percentage less accurate, and 6 data with 9,62% of percentage are rated inaccurate. Accurate translation is the highest level of translation accuracy because the cultural words translated into English already have direct equivalents. In this

study, researcher used Javanese rater, so the cultural words that have direct equivalents are considered accurate because the rater already understands the meaning and cultural message conveyed from the SL to the TL.

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