

The Technique of Subtitling in the *Pride and Prejudice* Film: A Case of Subtitling From English into Indonesian

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This research aims at identifying the techniques of subtitling applied in the *Pride and Prejudice* film. This research is qualitative and the data sources of the research are document and informants. The techniques of data collection are content analysis, questionnaires and interview. The data validity used in this research is triangulation; they are triangulation of both source and method. The collected data are analysed using the Ethnography model by Spradley. The findings show that there are 13 translation techniques applied in subtitling the *Pride and Prejudice* film, they are transposition (45 data or 23.93%), modulation (26 data or 13.82%), established equivalent (19 data or 10.10%), adaptation (16 data or 8.51%), linguistic compression (13 data or 6.91%), generalisation (13 data or 6.91%), borrowing (13 data or 6.91%), reduction (12 data or 6.38%), particularisation (9 data or 4.78%), amplification (7 data or 3.72%), linguistic amplification (6 data or 3.19%), literal translation (6 data or 3.19%), and variation (3 data or 1.59%). The dominant one is the transposition technique, which influences the quality of the subtitling result.

Key words: *Translation Technique, Transposition, Film Subtitling.*

Introduction

Film is one of the best media known to other cultures that can be used to get a lot of historical, medical or other information. If the watchers have mastered the language of the film, especially if the film used the foreign language for the audience, so the watchers can

capture the contents of the film's subtitles which are translated into their native language. However, if the watchers cannot understand or master the foreign language of the film, many difficulties are faced by them. It means that the message contained in the film will not be conveyed accurately to them. Therefore, the translation process and the role of a translator are very important in delivering the intended message. The translation process refers to the transfer of messages from the source language to the target language in written form or in oral form.

With regard to translation in the field of film, there are two main terminologies; that are subtitling and dubbing. Both are ways that are used to translate audio-visual masses such as films and television shows. The subtitling process is not an easy process to do because there are many things to consider and many obstacles faced by a translator during the process of translating subtitling texts such as the soundtrack that accompanies the words of the characters in the translated film, the gestures of the characters in the film and their intonation.

In this day and age, film is considered as one of the most important sources of information because film is a source to get a lot of information and to know different cultures. The film helps the audience get a lot of information about events and phenomena that occur throughout the world. In the past, the source of knowledge and information was only books, but now, there are many sources of information that are available and may be accessed very easily. We can open Google anytime and anywhere to access information and search for the latest films, watch movies online, buy books online, we can even search for our favourite foods. The process of getting information and knowledge is now very easy to do. One source of information that is considered as a source of entertainment is film.

Films greatly affect people and nations throughout the world. Friends when joking with each other often use a few sentences taken from one of the most popular movie scenes. The words that we often use and borrow from films usually convey messages that can be understood by everyone who has watched scenes from the film. Sometimes it is possible that the contents of the film are very good, but the quality of the translation is not good, so the message contained in the film was not delivered correctly. That makes the writer of this research think about the importance of researching evaluation on the quality of translation and translation technique used in one of the most popular films in the entire world, namely the film *Pride and Prejudice*.

This study applies the theory of translation techniques proposed by Molina and Albir (2002), namely the techniques of adaptation, transposition, common equivalents, borrowing, linguistic compression, linguistic amplification, variation, amplification, generalisation, reduction, particularisation, modulation, calque, compensation, description, discursive creations, literal translation, and substitution. Regarding the evaluation on the quality of

translation in this study, it is very important for a translator to produce good quality translations. Quality translation must meet three aspects, namely accuracy, acceptability, and legibility. Translators who can meet the three aspects of translation quality can certainly produce quality translation texts.

There are three aspects that can be used to determine the quality of a translated text, namely accuracy, acceptability, and readability. According to Nababan (2012: 44), accuracy is a word used to evaluate the accuracy of a translated text in terms of messages delivered from the source language to the target language. So, accuracy is meant to convey the same and accurate message from the source language to the target language. Acceptance is different from accuracy because acceptance is intended to produce a translation work that is in accordance with the rules, rules of the target language and does not conflict with the target language culture at the micro level or macro level (Nababan, 2012: 44-45). Readability is a term that refers to the ease or difficulty of a translated text. The term is not only related to the source language text, but also relates to the target language text (Sutopo, 2015).

This study has two formulas that were examined in this study, namely the translation techniques used to translate the *Pride and Prejudice* subtitle data and the evaluation on the quality of the subtitle translation of the film. The purpose of this study is to find translation techniques used to translate *Pride and Prejudice* subtitles and determine the level of quality of the film's subtitles.

At least, there are five studies conducted to examine and examine the quality of translation. The first study was conducted by Nugroho (2017). Nugroho's study examines the quality of translations of passive sentence translations in the 1984 novel. The second study was conducted by Khoirun (2011). His research analysed the techniques, methods, and ideology of translation used in documentary film subtitles. Rohmita's research also links translation techniques, methods, and ideology with the quality of translations in the documentary's movie subtitles.

The third study was conducted by Kusumastuti (2011). Kusumati's research aims to identify the translation techniques used in the subtitling and dubbing of Dora the Explorer cartoons. The fourth study was conducted by Nurhidayah (2014). Nurhidayah's research examines translation techniques and quality with a focus on cultural terms in the film "*Percy Jackson and The Olympians Thief*". The fifth study was conducted by Fitriana (2014) with the title "Technical Analysis and Translation of Expressive Speech Speech Quality in Sheryryl Woods's Novel Stealing Home" film subtitles and not novels like Fitriana's research.

Among the translators, some people argue that the terms technical, method, and strategy refer to the same thing, which is a way to solve a problem faced by the translator when the

translation activities take place. According to Hurtado, methods, strategies, and techniques are considered different categories (Molina and Albir, 2002). The translation method refers to the method used to carry out a particular translation activity in connection with the purpose of the translation. There are various translation methods that can be chosen depending on the purpose of the translation process (Albir and Molina, 2002).

Every decision taken by a translator when translating a text must be adjusted to global options that affect the message contained in the entire text. The decision taken by the translator also depends on the purpose of the translation. That means the translation method chosen by a translator influences the method used to translate the lingual unit at the micro level. So, depending on the translation method used the translation technique can be determined. Molina explained that by analysing three translated versions of the literary works of Gabriel Garcia Marquez (*One Hundred Years of Silence*) from Spanish to Arabic because the 3 versions of the resulting translations were very different from each other because the translations produced depend on the method used in each and every one. In each version of the translation of the novel the method used is different, the translation techniques also differ from the version to the other versions (Albir & Molina, 2002).

According to Machali, translation techniques can be interpreted as practical methods, skills or arts that are practical and can be applied to certain translation tasks. In accordance with the understanding described by Machali, the technique functions at the product stage not at the process stage, whereas the strategy functions at the process stage (Machali, 2000). Another opinion was expressed by Suryawinata and Hariyanto (2003: 67), namely the strategies and techniques both can be used at the level of the process not the product. Molina and Albir explained that there were indeed differences between the two terms engineering and strategy in terms of processes and products. A translator when assigned to translate a text will face many difficulties that arise because of the ability or skills that are still lacking or in connection with the language unit that needs to be translated. When several problems that need to be overcome arise, the term that can be used is technique not strategy (Albir & Molina, 2002).

A translation strategy can be interpreted as a procedure that is intentionally or unintentionally used by a translator when the process of translation takes place with objectives that have been determined in advance (Molina and Albir, 2002: 508); however, the translation technique is the decision taken by the translator and the results of its use are seen in the resulting translated text. The technique also functions at the micro level when compared to source language texts (Molina & Albir, 2002: 509).

The above description shows that the translation strategy can be considered as a way that translators are assigned to translate a text; while the technique is a decision taken by

translators to overcome difficulties that arise in the process where translation takes place. Both can be considered as ways to solve the problem, but what is used by a translator can be determined based on the process or product. In this study, the product under study is the film subtitles *Pride and Prejudice*. Subtitles are considered products rather than processes, so it is more appropriate that the technical term used in this study is not a strategic term. The purpose of the translation, the context, and the reader are considered when the translation technique is chosen by the translator. The selected technique influences the resulting translation. This opinion was expressed by Molina and Albir (2002: 509). They argued that the characteristics of the translation techniques are five, namely: 1) Impacts on translation results, 2) Can be classified after comparing with source language text, 3) Affects text units at the micro level, 4) Not related to each other (discursive) and depends on context (contextual), 5) Functional.

The classification of translation techniques which is very popular and can be considered as a guideline for researchers aiming to study translation techniques is the classification of translation techniques proposed by Molina and Albir (2002) based on concepts from Vinay and Darbelnet. The following is a description of these techniques:

- 1) Adaptation. In this technique the elements related to the culture of the source language are replaced with elements of the culture of the target language that have the same nature because the cultural elements of the source language that need to be translated do not have the same characteristics in the target language, so the elements that are the closest are used to replace it.
- 2) Amplification. Amplification technique is a technique that depends on an explanation for one term by paraphrasing or adding information that needs to be added to the reader to understand the meaning to be conveyed. Usually terms that need to be translated from the source language to the target language don't have an equivalent in the source language, so paraphrasing or explanation is used by the translator.
- 3) Borrowing. In this technique several words or phrases are borrowed from the source language. This technique can be divided into two types, namely pure borrowing and naturalised borrowing. In pure lending the terms borrowed are retained in the target language and in lending the naturalised pronunciation and morphological form of the borrowed terms are not retained in the target language but are adjusted to the rules of the target language.
- 4) Calque. In this technique the phrases from the source language are literally translated. The structure of the source language is used in the translation of the target language.
- 5) Compensation. In this technique several elements and information are added and incorporated into the target language text because the cultural or structural elements differ between the source language and the target language.
- 6) Description. This technique is considered as a technique to replace one term with the explanation because the reader or the audience does not know the term.

- 7) Discursive Creation. This technique is usually used to translate film titles or book titles by using temporary equivalence.
- 8) Established Equivalent. In this technique the translator uses terms or expressions that are accurate in the process of delivering a message because if it is replaced with another it will be less precise in meaning. This phrase is usually used by many people both in the source language or target language with the same meaning.
- 9) Generalisation In this technique the translator replaces more specific elements or terms with more general ones, for example, the word penthouse, translated to residence. That means the word penthouse is replaced by a more neutral place.
- 10) Linguistic Amplification. In this technique the linguistic elements are added to match the structure that is translated with the structure of the target language. This technique must be used in dubbing.
- 11) Linguistic Compression. This technique is different from the linguistic amplification technique because the linguistic elements are compacted in this technique and usually this technique is often used in translating film texts.
- 12) Literal Translation This technique is no different from the formal equivalent technique proposed by Nida (1982). In this technique the word expression is translated literally. For example, I will cook fish today translates to I will cook fish today.
- 13) Modulation. In this technique the view or perspective is changed to suit the context of the target language text. So, the point of view conveyed must be in accordance with the context of the target language semantically.
- 14) Particularisation. This technique is contrary to the generalisation technique because the term is more accurately used in this technique than the more general term. Thus, the more general terms in the source language are replaced by clearer and more precise terms in the target language.
- 15) Reduction. This technique is the opposite of the amplification technique. Thus, information translated from the source language into the target language is compressed in the target language. The translator in this technique removes some elements from the source language and replaces them with a more explicit term.
- 16) Substitution. In this technique the linguistic or linguistic elements are changed. So, if sign language is used in one of the film's scenes, the message contained is translated into a sentence displayed on the screen. For example, if in Arabic films a hand is raised to someone's ear it can be translated "I don't care."
- 17) Variation Translators. In this technique translators try to change linguistic elements or linguistics because they have linguistic variations such as language style, dialect and body sign. This technique is usually used to translate drama.
- 18) Transposition. In this technique the grammatical category is changed. This technique is similar to the shift technique, for example, nouns in the source language translated into verbs in the target language. This usually happens if the structure of the source

language is different from the structure of the target language. So, the shift or change in structure from one language to another depends on the structure of the two languages. The transposition technique must be used in translating from English into Indonesian because the structure of the two languages is different from each other. This technique is applied to avoid distortions of meaning and to focus on certain topics of conversation. Therefore, the transposition technique must be applied in translation from English into Indonesian because the structure of the two languages is different.

These techniques proposed by Molina and Albir are applied in this study to classify and know the techniques used by subtitles to translate the film text *Pride and Prejudice*. These techniques are used by researchers to analyse the subtitle text data of the film *Pride and Prejudice*. Based on the description of the classification of translation techniques described above, the authors argued that the classification of translation techniques proposed by Molina and Albir (2002) is the most complete classification compared to the other classifications. The author also believes that the use of the 18 classification techniques can help researchers examine the translation techniques used in the *Pride and Prejudice* subtitles in more depth than the other classification techniques.

Research Method

This research is descriptive qualitative with an embedded case study. This research can be said to be academic research because it refers to the interpretation of problems from theoretical aspects rather than practical aspects (Sutopo, 2006). This research is expected to be useful for researching and describing translation techniques used at the linguistic level and lingual units such as words, phrases, clauses, and sentences. Then, the translation techniques used in the research object subtitles, namely *Pride and Prejudice* films, are associated with the three aspects of translation quality, namely accuracy, acceptability, and readability. The data sources in this research are document (the *Pride and Prejudice* subtitles), questionnaire (open questionnaire consisting of evaluation in line with accuracy, readability and acceptability) and informants (9 raters). The data collections used in this study were content analysis, the questionnaire and interview. The collected data were analysed by using the Spradley model.

Findings and Discussion

In line with the subtitling techniques applied by the subtitler, the researchers found 13 translation techniques out of 18 proposed by Albir and Molina (2002). The thirteen techniques found in the *Pride and Prejudice* subtitles are (1) Adaptation, (2) amplification, (3) borrowing, (4) established equivalent, (5) generalisation, (6) linguistic amplification, (8)

literal translation, (9) modulation, (10) particularisation, (11) Reduction, (12) Transposition, and (13) variation. The examples of subtitling analysis are as follows:

SL: *I wouldn't dance with him for all of Derbyshire.*

TL: *Aku tak akan dansa dengannya kalaupun dia pemilik seluruh Derbyshire.*

In the example data above, Charlotte and Elizabeth happened to hear Mr. Darcy talk to his friend Mr. Bingley who commented on Elizabeth's beauty and the girls at the party. Mr. Darcy tells Mr. Bingley that Elizabeth was not beautiful enough to attract his attention. So Elizabeth listens to Mr. Darcy insult her and she feels angry and disappointed. His friend Charlotte entertained Elizabeth and said that Elizabeth did not need to be sad, instead had to be happy because someone as arrogant as Mr. Darcy doesn't like it. Elizabeth thought that what Charlotte said was true and even said that Mr. Darcy is the owner of all Derbyshire land; she does not want to dance with him, especially since he only has half the Derbyshire land. The translator uses the amplification technique to explain Mr. Darcy with Derbyshire as the owner. In English, Elizabeth said "I would not dance with him for all of Derbyshire." The translator was worried that viewers could not grasp the meaning of the English sentence, so he used amplification techniques to explain that Mr. Darcy was the owner of half of Derbyshire land

SL: *We are a long way from Grosvenor Square, are we not, Mr Darcy?*

TL: *Levelnya beda sekali dengan Grosvenor Square. Iya kan, Tn. Darcy?*

In the example of the modulation technique above, Caroline is the sister of Mr. Bingley who did not like the party atmosphere that was attended by many people from Grosvenor who were regarded as inferior creatures compared to him who came from a wealthy family. He tells Mr. Darcy, that indeed the difference between them and the people living in Grosvenor is a drastic difference. Caroline uses the phrase "We are a long way from Grosvenor Square". The words said by Caroline if translated as "The distance between their homes is very far from the Grosvenor Square area". The intended meaning of semantics is the drastic difference between the levels of the two places. The translator uses modulation techniques to translate Caroline's words by changing the point of view of the message to convey the intended meaning. The pronoun "we" is omitted in the target language and replaced with "it" because the emphasis lies in the meaning of the "level" difference between the two places rather than the pronoun "we". The pronoun "we" refers to Mr. Darcy, Caroline and Mr. Bingley which comes from a very luxurious place is not like Grosvenor Square. The translator uses this technique for the translation displayed on the screen to feel more natural and the speaker's perspective is changed to convey the intended meaning and message semantically. Lexically, the meaning conveyed is different, but semantically the same message has been conveyed.

SL: *You know he must marry one of them*

TL: *Kau tahu dia harus menikahi salah satu anak kita.*

In the example of the literal translation technique above, Mrs. Bennet talks with her husband Bennet about their plans to marry one of their daughters to a young man who had just moved to a luxurious palace near their home. Mrs. Bennet said "You know he must marry one of them". Translators use literal translation techniques to translate these sentences because, by chance, the sentence structure of the source language is similar to the structure of the target language in the translation of this sentence. The lingual unit is replaced by the same lingual unit in the target language. The pronoun "you" translates to "you", the verb "know" is replaced by the verb "know", the pronoun "He" is translated "He", auxiliary "must" is translated "must", the verb "married" is translated "marry ". According to the author, this is an example of the literal translation used in the translation of this sentence because of the similarity of the elements and components of the two languages only in this utterance.

SL : *I can't breathe*

TL : *Sesak sekali*

In the example of the transposition technique above, the utterance was said by Lydia when she and her siblings were at a dance. He wore a dress that was too narrow so he could not breathe. The sentence used by Lydia in the source language "I can't breathe" is translated "Very short". In the example of the transposition technique above, there is a class shift, i.e. the verb group turns into an adjective class. If the sentence is translated literally, the meaning conveyed will be less effective because the word "tightness" is the right word to use in the context of this situation. The message intended in this statement is that Lydia's clothes were not loose and too narrow so she could not breathe. Lydia could indeed breathe, but the semantics meant that her clothes were too narrow

SL: *I find it perfectly adequate*

TL: *Lumayan*

In the example of the reduction technique above, Mr. Bingley asked Mr. Darcy about living in Grosvenor. Mr. Darcy replied that the place was less varied and "OK". In the above statement, Mr. Darcy uses complete sentences in the source language to refer to his opinion of the Grosvenor "I find it perfectly adequate" which is summarised and translated as "Pretty Good". The message intended in the dialogue between Mr. Darcy and Mr. Bingley is that Grosvenor in Mr. Darcy's opinion is a place that is not fancy and not simple either, which is medium or "outer". The message in the source language is condensed into one adjective, which is "OK". According to the authors, the use of reduction techniques in this utterance is appropriate because the intended meaning and message can still be conveyed

The techniques found in the *Pride and Prejudice* subtitles are transposition (45 data) or 23.93%, modulation (26 data) or 13.82%, established equivalent (19 data) or 10.10%, adaptation (16 data) or 8.51%, linguistic compression (13 data) or 6.91%, generalisation (13 data) or 6.91%, borrowing (13 data) or 6.91%, reduction (12 data) or 6.38%, particularisation (9 data) or 4.78%, amplification (7 data) or 3.72%, linguistic amplification (6 data) or 3.19%, literal translation (6 data) or 3.19%, and variations (3 data) or 1.59%. The techniques used in the *Pride and Prejudice* subtitles can be explained in the table below.

Table 1: Table of Subtitling technique applied in *Pride and Prejudice* Film

No.	Technique	Percentage
1.	Transposition (45 data)	23.93 %
2.	Modulation (26 data)	13.82 %
3.	Established equivalent (19 data)	10.10 %
4.	Adaptation (16 data)	8.51 %
5.	Linguistic compression (13 data)	6.91 %
6.	Generalisation (13 data)	6.91 %
7.	Borrowing (13 data)	6.91 %
8.	Reduction (12 data)	6.38 %
9.	Particularisation (9 data)	4.78 %
10.	Amplification (7 data)	3.72 %
11.	Linguistic Amplification (6 data)	3.19 %
12.	Literal translation (6 data)	3.19 %
13.	Variation (3 data)	1.59 %

The data studied in this study amounted to 188 and from the description above regarding the translation techniques applied to translate the *Pride and Prejudice* subtitles, it can be seen

that the technique most widely used to translate the *Pride and Prejudice* subtitles is the transposition technique. Transposition techniques are often used to translate texts from one language to another if they have a different structure and grammar. English with Indonesian has a different structure and this makes the use of transposition techniques reasonable because the structures of the two sources and target languages are different. A number of data used to translate these subtitles with this technique amounted to 45 data from a total of 188. The second technique most widely used after the transposition technique is the modulation technique and the modulation technique relies on changing the perspective semantically to better suit the culture and language of the target. The film has many utterances which, if translated literally, the intended message and meaning will not be conveyed accurately. Therefore, the use of modulation techniques makes it easy to convey messages accurately to the target audience. The data used to translate *Pride and Prejudice* subtitles with this technique amounted to 26.

After analysing the components, a cultural theme can be done by repeating the analysis and drawing conclusions about the quality of the translation of the *Pride and Prejudice* subtitles. From the description explained about the quality of the subtitle translation, it can be concluded that the translation techniques most widely used in the *Pride and Prejudice* subtitles are transposition techniques, modulation techniques, common equivalent techniques, and adaptation techniques. These techniques can be considered cultural values and not only the techniques used by the translator to overcome the problems he faced when translating the film's subtitles.

Transposition technique that place most portions of data is used if the structure of the two languages and grammar are different. The technique is used so that the translation is more relevant with the rules of the target language so that the resulting translation is more appropriate and more accurate in its message. The technique becomes a cultural value that is considered as the result or manifestation of the translator's efforts to overcome the problems he faces while doing his work.

In line with this, the modulation technique also gives the translator the freedom to translate a text whose perspective needs to be changed semantically to better suit the target culture, namely Indonesian culture. Both transposition and modulation techniques have a positive impact on the quality of translation from all three aspects of translation quality. Likewise, the common equivalence and adaptation techniques are often used after transposition and modulation techniques. Common matching techniques make it easy to convey a message because terms translated using this technique are usually the equivalent that is familiar in the dictionary and widely known. Adaptation techniques also aim to replace cultural elements of the source language with elements of the target culture so that the intended message can be delivered accurately into the target language. That means that the four techniques described

above have a positive effect on the quality of the translation and can be considered as a result of the techniques used by the translator to overcome the problems he faces when translating the *Pride and Prejudice* subtitles. These techniques can be considered cultural values and not just translation techniques.

Conclusion

Researchers found 13 translation techniques from 18 translation techniques proposed by Molina and Albir (2002) in this study. The techniques that can be found in the *Pride and Prejudice* subtitles are transposition (45 data or 23.93%), modulation (26 data or 13.82%), common equivalents (19 data or 10.10%), adaptation (16 data or 8.51%), compression linguistics (13 data or 6.91%), generalisation (13 data or 6.91%), borrowing (13 data or 6.91%), reduction (12 data or 6.38%), particularity (9 data or 4.78%), amplification (7 data or 3.72%), linguistic amplification (6 data or 3.19%), literal translation (6 data or 3.19%), and variations (3 data or 1.59%). It is dominated by the transposition technique which influences the quality of the subtitling result.

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