
TRANSLATING CULTURAL WORDS IN A MOVIE SUBTITLE: A STUDY ON TRANSLATION PROCEDURES

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Abstract A gap in structure and meaning is often discovered between the conversations taking place in a movie and the displayed subtitle translation on the screen. Hence, this paper attempts to uncover types of cultural words as well as the translation procedures employed in The Dictator movie subtitle. Data sources were obtained from the paid streaming site, Netflix and scrutinized using a comparative descriptive approach. As many as 156 cultural words were discovered with nine procedures employed to translate those based on Newmark theories. Transference and literal translation were the two most frequent procedures applied in the subtitle. As a safe shortcut, the translator managed to employ transference which simply moves the text without any changes, and literal translation to translate source texts according to their semantic features. As a result, the translation will be perfect in terms of faithfulness and acceptability yet weak in terms of naturalness, degree of informality, and fun.

Keywords: *cultural words, translation procedure, movie subtitle, the dictator, netflix*

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INTRODUCTION

Subtitles play a crucial role in converting audiovisual texts of a source language into written texts of a target language (Abdelaal, 2019). Often in its application, a gap in structure and meaning is discovered between the conversations and the displayed subtitle translation in every scene. The disparity in the cultural lexicon is one to blame for this divide (Shirinzadeh & Mahadi, 2015). To bridge the gap, subtitles are expected to provide comprehensive information to the audiences, whose cultural backgrounds are mostly diverse (Abdelaal & Al Sarhani, 2021). According to Newmark (1988), cultural words comprise cultural aspects which might be challenging, if not impossible, to translate. If enforced, the translation will be less acceptable to the target language; nonetheless, subtitles need to be translated in such a transparent way that the audience might be hardly aware that those are, in fact, translated from other languages. Based on

such issues, a study on translation procedures of cultural words shall be conducted to investigate the accurate strategies to convert cultural words into target languages.

According to Cronin (2003), translators work behind the scenes, in which audiences appear to be unconcerned about their intense hard work—while most people expect the utmost quality of the resulting translation. However, translating subtitles likely deals with enormous challenges, as expressed by Al-adwan & Al-jabri (2023). Subtitle translators have to fight with four aspects, namely (1) translating audiovisual messages in spoken form into visual messages in written form, (2) limited space in one subtitle screen—which prevents translators to write more than 40 characters and two lines, (3) reduction of source text, and (4) adjustment of lips movement time and displayed subtitles (Sun, 2019).

The data sources were obtained from the subtitle of *The Dictator*—a parody narrating the life of a dictator named Aladeen, who insists on refusing the United Nations' maneuver to change Wadiya into a democratic country. Wrapped in comedy nuances, this movie depicts the main character as an iron-fisted monarch with out-of-mind policies that are considered detrimental to the United States and Israel. The movie mostly sets in a fictional country of Wadiya, with an Arabic accent in most of the dialogue. Several foreign lexicons were discovered in the subtitle, which most likely come from Arabic—the author suspects them to be cultural words. Some of these lexicons were uttered by the casts as they were and translated into Indonesian with a unique lexicon. The followings are two examples of the subtitle comprising cultural words.

Table 1. Samples of Cultural Words

No.	Source Text (English)	Target Text (Indonesian)
1.	Just suck the fatoot of the biggest guy, you'll be fine.	Hisap saja kaki si besar itu, kau akan baik saja.
2.	Yeah, you touch your own malawach ? Disgusting! Yuck	Kau menyentuh kemaluan mu sendiri? Menjijikkan! Jorok!

The first ST in the table above contains the word "fatoot," a term used by Aladeen to address his adjutant. In the subtitles, the word is translated as "kaki." Malawach is defined as "kemaluan" and "yuck" is described as "jorok" in the second ST, respectively. Translators of subtitles undoubtedly take their own factors into account while translating these phrases. Since the author's mother tongue is Indonesian, the terms above seem transparent and should not be mistaken for translated text. Thus, the effectiveness of the subtitle translation is determined by this. Hatim & Mason (1999) assert there are stringent technical criteria for a subtitle, but translators must also be able to offer transparent text. For instance, while translating the word "yuck," the translator modifies the term to "jorok," which is appropriate and frequently used in Indonesia. The choice of translation method in such a situation somehow requires a translator's intelligence (Shiryaeva & Badea, 2014).

As stated by Almeida & Costa (2014), a fine subtitle is the one that allows the audience to understand the conversation's message so they are motivated enough to continue watching while acquiring a foreign language in the movie. As a result, the translator's

choices regarding how to employ translation procedures greatly influence the quality of a subtitle (Sun, 2019). Translating cultural words in movie dialogue that is conversational in nature has so far proven to be a challenge for subtitle translators (Horbačauskienė et al., 2016). Generally speaking, cultural words cannot be translated literally into the target language because it is technical and unique (Guillot, 2020). The skill of a translator in selecting an accurate procedure in this circumstance heavily influences the caliber of a subtitle (Durdureanu, 2011).

Initiated from the issues above, this study seeks to uncover the types of cultural words and their translation procedures. It is expected to contribute to the academic world in the field of Linguistics regarding the procedures used in translating cultural words. The findings will somehow provide patterns and rules for translating cultural words in movie subtitles, which may enrich the object of movie subtitle translation studies to broaden the scope of this field. In general, the outcome will also provide insight into translators in carrying out their duties, especially in subtitle translation, to produce a more acceptable translation for the audience.

LITERATURE REVIEW

The text in the source language is bound by a cultural context that is different from the text in the target language. The difference in the way of life of each community becomes a translation obstacle in producing a good and accurate translation. In his theory, Newmark (1988) divides cultural words into five categories, namely (1) ecology, (2) material culture, (3) social culture, (4) organization, customs, ideas, and (5) gestures and habits.

To translate those cultural words, Newmark classifies them into 12 procedures, namely: (1) Transference, (2) Cultural equivalence, (3) Neutralization, (4) Literal translation, (5) Label, (6) Naturalization, (7) Componential analysis, (8) Deletion, (9) Couplet, (10) Accepted standard translation, (11) Paraphrase, gloss, notes, and (12) Classifier. In this paper, the terms are not translated into Indonesian to avoid ambiguity.

A study on translation and procedures was carried out by Nisaa (2011) entitled "Analysis of Procedures, Methods, and Ideology of Translation of Beckham Unwrapped Film Subtitles and Their Impact on Translation Quality". This study examines the procedures, methods, and ideology used in translating the subtitles of Beckham Unwrapped and the impact of the selection of procedures, methods, and ideology on the quality of the translation.

Furthermore, a study by Durdureanu (2011) discussed the possibility of translating cultural terms, which is written in his work entitled "Translation Of Cultural Terms: Possible Or Impossible?". This study investigated the possibility or impossibility of cultural translation, by presenting some of the most popular theories related to culture-bound terms and their equivalences. Translation and culture are interrelated so translators must not ignore cultural elements in a text. That is why, before being analyzed with translation theory related to cultural studies, it is very important to determine what culture and issues are raised by a discourse in the target language.

Another study on cultural words and their translation procedures was conducted by Cronin (2003) entitled "Cultural Words and the Translation in Twilight". This study examined cultural words in the Twilight novel. Four categories were found in the novel, namely ecology, material, social, and organization. Material culture was the most frequently encountered category, consisting of food, artifacts, housing, transportation, clothing, and communication. Meanwhile, the translation procedures used were transference, transposition, naturalization, cultural equivalence, componential, through-translation, literal, notes, addition, glossaries, couplet, paraphrase, descriptive equivalence, and synonyms.

Cultural word translation can also be seen in Aungsuwan (2012) entitled "Cultural Word and Phrase Translation from Thai into English in Buddhist Books: A Case Study of Vajiramedhi's Work". This study identifies cultural terms discovered in Buddhist religious books and analyzes strategies for translating cultural terms from Thai to English. The categorization of cultural words employed the theory of Newmark (1988). The categories were: (1) ecology, (2) material culture, (3) organization, customs, ideas, and (4) gestures and habits.

A similar study on the translation of cultural words can be found in Haq (2017), entitled "Cultural Words in the Novel Bumi Manusia and Their Translation Strategies into English". This study examines the categories of cultural words comprised in the novel Bumi Manusia by Pramoedya Ananta Toer and their translation strategies in the English version. The data were in the form of text containing Javanese and Archipelago culture as well as the strategies used to translate those into English.

METHOD

This study was conducted using a linguistic-descriptive approach. According to Naudé (2011), the linguistic approach explains language phenomena using a linguistic theory basis, and the descriptive approach means making comparisons between the source text and the target text. The formal objects of this study were cultural words and procedures for translating cultural words. Meanwhile, the material object was the English and Indonesian subtitles of *The Dictator*.

In carrying out this study, the author employed the data obtained by downloading the film *The Dictator* from the official Netflix paid account. In the film, there were subtitles in English and Indonesian attached automatically. Viewers can choose the language used in the movie subtitles by pressing the subtitle option on the movie player screen. English and Indonesian conversation data were collected and transcribed as data sources. The author transcribes the conversations of all casts (in English). The transcription of this conversation was obtained from English subtitles obtained automatically on the film player screen on Netflix. Then, the author transcribed subtitles in Indonesian in the same way.

The author identified cultural words discovered in English subtitles and recorded them. Every cultural word found in English was then listed in a table to be analyzed for its type based on the theory proposed by Newmark (1988). From the classification, the

distribution of cultural words in the subtitles of *The Dictator* and their frequency could be determined and a table was added to describe the translation of cultural words in Indonesian. Finally, the author analyzed the changes in structure and meaning between the source texts (English) and the target texts (Indonesian). From such observation, the author could determine the procedure employed by the translator to convert the cultural words.

The data were then presented in tabular form for easy reading. The sound of the subtitle text which contains cultural terms was included in the table to provide an overview of the context of the conversation. The cultural words in the text were bolded to facilitate observation. In the column next to it, information was given regarding the location of the subtitle text in the film (specific hours, minutes, and seconds). Then, the next column was the category of cultural words. In the next column, subtitle translations of texts containing cultural terms were presented along with the bold print of the cultural words contained in them.

RESULTS AND DISCUSSION

Throughout the 1 hour 31 minutes 58 seconds movie with 1595 lines of subtitled conversation, as many as 156 cultural words were discovered. The cultural words can be classified into five types, namely (1) ecology; (2) material culture; (3) social culture; (4) organization, customs, ideas; (5) gestures and habits. The most frequently discovered category of cultural words was material culture whereas the least was gestures and habits. Meanwhile, from a total of 12 translation procedures according to Newmark, nine procedures were identified in the subtitle, namely (1) transference; (2) cultural equivalence; (3) neutralization; (4) literal translation; (5) naturalization; (6) deletions; (7) couples; (8) accepted standard translations; and (9) paraphrase, gloss, notes. To determine the tendency of translators to choose procedures, the authors calculated the frequency of procedures employed by translators in translating each category of cultural words, so that a pattern to translate subtitled cultural words could be determined.

TYPES OF CULTURAL WORDS

Based on the data above, the most frequent cultural word type was material culture and the least was gestures and habits. Based on observations, 17 ecology types were found, with a percentage of 10.8% of the total cultural words found. The term material culture was 57, with a percentage of 36.9%. The term social culture was 36, with a percentage of 22.9%. The terms of organization, customs, ideas were 33, with a percentage of 21.0%. Gestures and habits were 13, with a percentage of 8.3%. Each category of cultural words is explained in the following sub-chapters.

Table 2. Distribution of cultural word types

No	Cultural Words Types	Frequency	Percentage
1	Material Culture	57	36,9%
2	Social Culture	36	22,9%
3	Organization, customs, ideas	33	21,0%
4	Ecology	17	10,8%
5	Gestures and habits	13	8,3%

Total	156	100%
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Ecology

17 categories of ecology were discovered. These cultural words were evenly distributed in the subtitle of *The Dictator*. The ecological feature includes (1) flora; (2) fauna; (3) geographic conditions; (4) specific body parts; and (5) the human metabolic system. Several examples are provided below.

Data number 82 (01:01:12)

The **radicchio** has been washed and sorted

Radicchio is a mustard-like vegetable with red and white veins, has a bitter-spicy taste, and is commonly used in various Italian dishes. This vegetable, which comes from the *Cichorium Intybus* type, is a type of flora that is a characteristic marker of Italian culture. In Italy itself, radicchio has several varieties given the abundance of this vegetable. However, in several other countries, this vegetable is simply called radicchio because it is not widely available, and is not a typical plant of that country. Because of this, some countries do not have a specific cultural word to describe this flora, and call it radicchio, the same as the term it originated in Italy.

Data number 124 (01:16:29)

From the **mountaintops** of North Korea to the jungles of Zimbabwe

A Mountaintop is a geographical condition of a country, namely the top of a mountain. This condition is not very specific, and several countries also have it. However, in the context of this subtitle, the film's cast says that the mountains in question are those in North Korea. The geographical conditions of North Korea are mostly (80%) hills and mountains. So in the text above it is implicitly said that North Korea has a geographical condition in the form of mountains, so the mountaintop of North Korea is a stereotype that the geography of North Korea is mountains, so the film cast says it to represent the entire geographical situation.

Material Culture

There were 57 categories of material culture discovered. These cultural words were evenly distributed in the subtitles of *The Dictator*. The term material culture includes (1) drinks, (2) food, (3) clothing, (4) building tools, (5) transportation, (6) games, (7) weapons of war, and (8) everyday objects. Several examples are provided below.

Data number 60 (00:49:42)

Hire a limo, have some **cocktails**, bring my raping shoes.

Cocktail is a type of alcoholic drink which according to many versions originates from France. According to Apuzzo (2005), cocktails are usually made from one or more types of alcoholic beverages plus flavors in the form of liqueur, fruit juice, sugar, honey, water, ice, carbonated drinks, milk, milk cream, spices, and so on. At the beginning of its

discovery, French bartenders used to serve this drink with decoration in the form of chicken tail feathers on the glass. So since then, this drink is called a cocktail.

Social Culture

There were 37 categories of social culture discovered. These cultural words were evenly distributed in the subtitles of *The Dictator*. The term social culture includes several aspects, namely (1) words in the community; (2) activity/performance name; (3) social groups; (4) character name; (5) TV shows; (6) branch of knowledge; (7) type of sport; (8) method of delivery; and (9) alternative plans. Several examples are provided below.

Data Number 152 (01:29:10)

Zoey thinks I'm at yoga.

Yoga is a type of exercise that focuses on meditation and breathing activities. Yoga comes from Sanskrit which means union, which narrows down to the meaning of union with nature. This term has become an official term in all languages because of its popularity. In the film, it is shown that Aladeen says that he went to the palace and Zoey thinks he is taking a yoga class. In the English subtitles, the term is written yoga as it is as the original term is in Sanskrit.

Organization, Customs, Ideas

There are 33 categories of organization, customs, ideas discovered. These cultural words are evenly distributed in the subtitles of *The Dictator* film. The terms organizational culture, customs, ideas cover several aspects, namely (1) structural position; (2) name of institution; (3) local figures; (4) religious terms; and (5) state terms. Several examples are provided below.

Data Number 48 (00:45:47)

My great-grandfather fought in the American civil jihad.

Jihad is an absorption from the Arabic language, which in language has the meaning of trying earnestly to achieve good. However, since the 9/11 incident, this term has shifted into an attempt to terrorize people other than Islam through violence, either in the form of suicide bombings, shootings, or other physically violent activities. In film conversations, the term jihad appears when Aladeen and Nadal pretend to be tourists renting a helicopter to fly around New York. The two of them have a strategy to frighten other tourist participants by saying terrorist-sounding terms, one of which is jihad, in the hope that they will be detained by the police and gain access to the UN assembly event. So, in the context of this film, jihad is interpreted as an attempt at terrorism.

Gestures and Habits

There are 13 categories of cultural words of gestures and habits found. These cultural words are evenly distributed in the subtitles of *The Dictator*. The term culture of gestures and habits includes several aspects, namely (1) the sound of explosions; (2) religious

greetings; (3) gesture expressions; (4) verbal expression; and (5) swearing. Several examples are provided below.

Data Number 44 (00:43:30)

*I give it **thumbs down**.*

Thumbs down is a term to express one's disappointment or dislike of another person's appearance. By simply showing a thumbs down gesture, it is known that the person is disappointed with the appearance or presentation of the person he is referring to. This gesture has become a universal gesture so that almost all people will know the meaning of this gesture if shown. In screenshots and film conversations, it is known that Nadal showed a thumbs down gesture to comment on Aladeen's appearance in his own film. It was clear that he didn't like Aladeen's acting in the film, so he showed this gesture while saying the term in the film's conversation.

TRANSLATION PROCEDURE

In the subtitle of *The Dictator*, there are 156 cultural words found, so automatically 156 translations of cultural words were applied. Each cultural word was translated using different procedures according to the theory of translation procedures (Newmark, 1988). From a total of 12 translation procedures according to theory, there were nine procedures used in this subtitle.

Table 3. Distribution of translation procedure

Translation Procedures	Frequency	Percentage
Transference	39	25,95
Cultural equivalence	21	13,29
Neutralization	30	18,99
Literal translation	45	28,48
Label	0	0,00
Naturalization	6	3,80
Deletion	6	3,80
Couplet	1	0,63
Accepted standard translation	6	3,80
Paraphrase, gloss, notes	2	1,27
Classifier	0	0,00
Componential Analysis	0	0,00
Total	156	100%

From the table and diagram above, the most frequently used procedure was literal translation, which is 45 times, or 28.48%% of the total identified procedures, followed by transference 39 times (25.95 %) and neutralization 30 times (18.99%). Meanwhile, three translation procedures were not found in the subtitles, namely labels, classifiers; and componential analysis.

Transference

Transference moves the term ST to TT without making any changes in the sound and pronunciation aspects. This procedure is commonly referred to as a borrowing term or loan term. Cultural words in subtitles that are likely to be understood by TL audiences

will usually be translated using transference. Transference was identified as many as 39 times, where this procedure is evenly distributed starting from the data at minute 00:09:30 to minute 1:30:46. The following is an example of translated using transference.

Data number 24 (00:16:30)

ST : *and pack my book of medium-level **Sudoku***

TT : *dan kemasi buku **Sudoku** tingkat menengah*

In data number 24 above, a conversation took place between Aladeen and his kingdom's ministers. He plans to visit the United States to categorically reject the UN's plan to change the Wadiya government system into a democracy. After preparing the content plan for his speech in front of the ministers, he ordered his servant to prepare the items needed while in America, including his favorite game, the intermediate level of Sudoku.

Cultural Equivalence

The cultural words in ST were usually specific, especially in the cultural aspect. To overcome this, the translator will process the information contained in these cultural words and look for the one equivalent to SL. One example of the data is the translation of the term radicchio into mustard which is at minute 01:01:12. The text is as follows:

Data Number 82 (01:01:12)

ST : *The **radicchio** has been washed and sorted,*

TT : ***Sawi**-nya sudah dibersihkan dan disortir,*

For example, in data number 82, there is the term radicchio which is translated into mustard greens. Radicchio is a typical Italian flora in the form of red and white veined leaves and is used in Italian cooking. This kind of vegetable is not found in Indonesia, so translators translate it into mustard which is more familiar to Indonesian people. In this procedure, it is clear that the translator does not want to complicate the translation process (for example providing additional explanations using paragraphs, gloss, notes), but instead changes the concept of radicchio as a typical Italian vegetable to become mustard which has become a familiar vegetable for Indonesian people.

Neutralization

Cultural words that are potentially difficult to translate will sometimes be translated neutrally by subtitle translators. The neutrality referred to can be in the form of a more general term or a more detailed understanding. Based on observations, there were 30 cultural words translated using the neutralization procedure. One of the examples described is regarding the translation of the text of water birth in data number 29. In Indonesian subtitles, the text written is "*kelahiran dengan media air*". Here are the ST and TT snippets.

Data number 29 (00:29:17)

ST : *Have you ever seen a **water birth**?*

TT : *Kelahiran dengan media air, pernah lihat?*

The data above shows that translators feel that literal translations are not able to comprehensively understand the audience about the term water birth. Instead of translating it into water birth, the translator writes it down in more detail in the form of understanding, namely water birth.

Literal Translation

There are times when the translator does not feel the need to explain cultural words in more detail if the literal translation is comprehensive enough to understand the audience about the state of the term. Translators only need to translate these cultural words as they are word for word. Based on observations, 45 cultural words are translated using the literal translation procedure. One of the examples described is regarding the translation of the water birth text in the number data. In the English subtitles, the text is "The weapons inspectors will bathe in their own blood!". Here are the ST and TT snippets.

Data number 112 (01:12:04)

ST : The **weapons inspectors** will bathe in their own blood!

TT : Para **pemeriksa senjata** akan mandi dengan darah mereka sendiri!

From the data above, the translator seems to move the source text into the target text word by word. "Weapons" are translated into "*senjata*" and "inspector" is translated into "*pemeriksa*" according to their semantic meaning. The change is only in the arrangement of phrases Explained (D) and explaining (M) –as an explanatory and complementary function – which is different between Indonesian (D-M) and English (M-D).

Naturalization

A translator's alignment will always be based on the comfort of the audience in understanding the translation results. If the audience is native Indonesians, the translator has the responsibility to make the audience feel comfortable reading the translation of a work. There are times when ST and TT have morphological similarities, and the translator does not feel the need to use other terms to understand the audience. On that basis, coupled with the demands of film subtitles which are limited by the number of characters in one scene, the translator can use the naturalization procedure in writing the subtitles. Based on observations, 6 cultural words were found which were translated using the naturalization procedure. One of the examples shown is regarding the text "Hire a limo, have some cocktails, bring my raping shoes" which translates to "*Dan kita sewa **limosin**, koktail, membawa sepatu pemerkosaan-ku*". Berikut adalah cuplikan ST dan TT.

Data number 59 (00:49:42)

ST : Hire a **limo**, have some cocktails, bring my raping shoes

TT : Dan kita sewa **limosin**, koktail, membawa sepatu pemerkosaan-ku

From the subtitles above, TT was returned to the original form of the text in Indonesian. The limo referred to in ST was a type of long luxury car commonly called a limousine, but the mention was abbreviated. Unlike in ST, limo in Indonesian is not very familiar. Indonesian speakers are more familiar with the term limousine. Therefore, the translator did not move the term limo in a transference manner but in a naturalization manner.

Deletion

The demand for concise subtitles for film conversations makes subtitle texts shorter but denser. There are times when a translation requires a more complete explanation, but there are times when a translation can be made more concise without reducing the meaning of the context of a conversation. The translator was also creative by deleting one or more morphemes that are deemed unnecessary in TL, namely by using the deletion procedure. Based on observations, 6 cultural words were found which were translated using the deletion procedure. One of the examples shown is regarding the text "Do you not remember what my saintly father" which translates to "Kau tak ingat apa yang dikatakan **ayahku**". Here is a snippet of the ST and TT.

Data number 11 (00:09:11)

ST : *Do you not remember what my **saintly father***

TT : *Kau tak ingat apa yang dikatakan **ayahku***

From the subtitle above, it can be seen that the term "saintly father" in ST was cut to just "my father". Saintly father has a theological connotation, where this term refers to the mention of "pure father" in Catholicism. To minimize misunderstandings – considering that in Indonesian the term holy father is rarely used – the translator only wrote the term "ayah" without translating the term "saintly".

Couplet

Several cultural words are sometimes unfamiliar to the audience and translators cannot find equivalents or more general definitions to explain these terms. Therefore, in this situation, the translator acts creatively by combining two different procedures in translating the cultural term. The combination of these two procedures is called a couplet. Based on observations, it was found only one cultural word translated using the couplet procedure. The term is *nigger*, which is commonly used in western society, especially the United States, but is less familiar in the Indonesian community. Here is a snippet of the ST and TT.

Data number 90 (01:03:31)

ST : *He was my **nigger***

TT : *Dia adalah orang **nigger-ku** (*negro*)*

From the subtitles above, the translator assumed that not all TT audiences are familiar with the term *nigger*. Even if they are going to use another equivalent, the translator felt they are unable to represent the term *nigger* itself. Therefore, the term *nigger* was moved to TT without any changes, then explained in brackets. In this couplet procedure, there were two combined procedures, namely transference and notes.

Accepted Standard Translation

In a community, of course, there must be patent translation terms that have been agreed upon for use. This term has become the official term for a community, and the translation results are referred to as the Accepted Standard Translation. In the subtitles of The Dictator, six cultural words with patent/official Indonesian translations were found, so

they were translated using the Accepted Standard Translation procedure. From the total data, it was found that as many as six cultural words were translated using accepted standard translation. One example used to be discussed in this study is data number 10. In ST, the term United Nations was mentioned, and it was translated as "PBB" in TT. PBB is the official translation in Indonesian for the term United Nations. Even though they are not literally similar (ST uses the full term and TT uses the abbreviated term), this translation is a term that is accepted and officially recognized in Indonesia as a PBB translation. Here is a snippet of the conversation.

Data number 10 (00:09:01)

ST : *Admiral General, what if we just tell the **United Nations***

TT : *Laksamana Jenderal, bagaimana jika kita beritahu saja **PBB***

The data above shows that the translator wrote the official translation of the United Nations in Indonesian, namely the PBB. The translator assumed that PBB is already known by the Indonesian community as an abbreviation for the Association of Nations, so there should not be further explanations in brackets or longer definitions in TT. Therefore, the translator only wrote the term PBB in the TT, which is classified as an accepted standard translation procedure.

Paraphrase, Gloss, Notes

If a meaningful or culturally accurate equivalent is not found, the translator must explain the term in a more general definition. One of the possible procedures is by using paraphrase, gloss, notes. From the entire data, two cultural words were translated using paraphrase, gloss, notes procedures. One of the examples used to be discussed is data number 66. In ST, the term "mouth bath" was mentioned, and it was translated as "*senangkanlah mulutnya di sini!*" in TT. The following is a snippet of the subtitle.

Data number 66 (00:51:04)

ST : *Give her a **mouth bath***

TT : ***Senangkanlah mulutnya di sini!** Lakukanlah!*

The term "mouth bath" means "*mandi mulut*" if translated literally. However, the translation that appears in the subtitles was "*senangkanlah mulutnya di sini!*". In this case, there is a complete change in the TT phrase arrangement when compared to ST. The translator makes the term a complete sentence in directive form. This procedure is carried out to make it easier for the audience to absorb the meaning of the film's conversation even though they have to add several characters in the subtitles. Even though it is a bit risky, because good subtitles are limited by the number of characters and lines in one snippet, the translator succeeds in providing a translation that is quite comprehensive and does not exceed the subtitle characters in one snippet.

CONCLUSION

Based on the findings, there were 156 different cultural words in the subtitles of the movie Dictator, with Material Culture having the largest percentage of dissemination. Meanwhile, literal (28.48%) and transference (25.95%) techniques predominate in the

processes employed to interpret cultural words. The following translation principles are deduced from the sequence of methods used to translate cultural words: (1) The transference method is typically used to translate material culture. (2) The transference method is used to translate social culture in general. (3) Literal translation techniques are used to translate organizations, customs, and ideas in general. (4) Literal translation techniques are typically used when translating ecology. Meanwhile, the neutralization process is typically used to translate (5) Gestures and Habits.

The aforementioned observations can be utilized as guidance for translators so that they can take into account the main cultural elements in the movie while translating the subtitles. When a phrase is rich in cultural subtitles but is not defined in the language of instruction of the subtitles, it is better if the translator conducts a mini research. Due to a tight schedule, some translators might only have a limited amount of time to work on subtitles. However, it would be preferable if the translator spent some time researching these cultural words. Flexible, appealing, and natural subtitles will undoubtedly provide audiences with a more extraordinary experience, as they display not only semantic but also communicative outcomes of translation (Munday et al., 2022).

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