



## The Subtitling Strategies and the Semantic Equivalence of Figurative Language in *Now You See Me 2* Movie

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### Article Info

#### Article History:

Received 07 July 2019

Accepted 23 July 2019

Published 15

September 2019

#### Keywords:

Subtitling strategies,  
figurative language,  
degrees of semantic  
equivalence

### Abstract

There are so many popular movies in Indonesia which come from Hollywood (western countries). They use English as their language. One of the movies we can find is *Now You See Me 2* Movie. Sometimes, figurative language is used inside the movie. However, it is not easy for Indonesian people to understand English. It is why subtitling becomes very important for Indonesian. The aims of this study are: (1) to explain the subtitling strategies used in subtitling figurative language in the movie and (2) to explain the degrees of semantic equivalence of the subtitling strategies. This study is a qualitative descriptive research. To collect the data, the writer used transcription and a table of tabulated script. Transcription was used to transcribe all the dialogue into a transcript. Then, it was tabulated into a table which had been set. All the data was analyzed through transcribing, reading, categorizing, analyzing, interpreting, and drawing conclusion. The result showed that there were 94 utterances of figurative language. From 94 utterances, there were 9 subtitling strategies used; they were Expansion, Paraphrase, Transfer, Imitation, Transcription, Condensation, Decimation, Deletion, and Resignation Strategy. The most used subtitling strategy was Paraphrase Strategy that shared 39.4%. It was used in 37 excerpts. Then, the result of semantic equivalence showed that Fully Equivalent shared 42.5%, Increased Meaning shared 29.8%, and Decreased Meaning shared 7.4%. The category of Non-Equivalent showed that Different Meaning shared 16% and No Meaning shared 4.3%. The Equivalent category shared 80.8% of total 100%.

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p-ISSN 2087-0108

e-ISSN 2502-4566

## INTRODUCTION

Translation is not easy to be do. Sometimes, translating one language to another language is done without techniques by a translator. It causes so many mistakes of the meaning in target text then the result will not be appropriate with the meaning of the source text. In order to translate accurately, it needs the translation techniques to be acquired. There are several experts who have arguments about translation techniques. For example, there is a Vinay and Dabernet theory about translation techniques in 1996 stated that there are seven translation techniques; they are 'borrowing', 'calque', 'literal translation', 'transposition', 'modulation', 'equivalence' and 'adaptation'. Fawcett (1997) also supported that those seven techniques can be applied at the linguistic level of lexis, grammar, and text. In the other hand, there are several translation techniques which were developed by Molina and Albir (2002); they are adaption, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution (linguistic, paralinguistic), transposition, and variation.

Moreover, when we talk about translation, there are many people who always talk about equivalence. The paradigms of equivalence have nevertheless consistently conflicted with the inherent indeterminacy of translation, as manifested in the simultaneous viability of several different and equally valid renditions for the one start text (Quine 1960, p. 27). It implies that equivalence in translation is very crucial part for translators in the translation process. They have to consider what should they do to keep the meaning as close as possible to the source text to be good translator.

There are several previous studies related to this study. Zhang & Liu (2009), Dastjerdi & Rahekhoda (2010), Hosseinnia (2014), Hastuti (2015), Sharif & Alireza (2015), Tabrizi, Azizeh, & Hossein (2015), Bąk and Gwóźdź (2016), Hooman & Mohammad (2017), and Senja (2015) did studies

about subtitling strategies; the subtitling strategies were specific on Gottlieb's subtitling strategies. The objects of the studies were movies, novels, and language comparison. The studies dealt with the implementation of Gottlieb's subtitling strategies found in the objects of the studies. The subtitling strategies discussed in the studies were expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. The results showed that all Gottlieb's theory of subtitling strategies were able to be applied. There were several subtitling strategies which were dominant depending on the object of the studies.

Then, Novianti (2010), Panou (2013), Dewi, Indriyani & Citraesmana (2014), Utami & Sumani (2014), Sawant (2015), Leung (2016), Purwaningsih (2016), Maharatna, Sudana & Krisnawati (2017), and Yuspianti (2017) conducted the research about the meaning equivalence from source text into target text. The source texts were taken from google translate, novels, and magazines. The studies were focusing on investigating and analyzing the equivalence and shift of Indonesian translation of English adjective phrases in magazine articles, novels, and google translate tools. The conclusions of the studies showed that translation could be said equivalent if the TT fulfilled the term of style, content, culture, function and the other aspects in the ST. This statement was for all translation in any language.

There is a study that is very close to this study. It was conducted by Winarto and Sufriati (2015). The study was about the translation strategy and the degrees of equivalence of idiomatic expressions found in *Transformer III – Dark of The Moon*. They focused on three aims. They were : (1) the types of English idiomatic expressions; (2) explaining the translation strategies used; and (3) evaluating the degree of meaning equivalence of the translated idioms. The study was a descriptive qualitative research added with complementary quantitative data. They used Mona Baker's theory about translation techniques and they used Cristopher Bell's theory for the degrees of equivalence they.

The results of the study showed that the English idiomatic expressions found in the *Transformers III –Dark of The Moon* were divided into the following five categories based on theories proposed by Fernando (1996) and Hocket (1997). Phrasal compound was the most common type of idiomatic expressions. There were 123 idioms or 53,2% of the data that belonged to this type. Related to the translation strategies applied in translating idioms, it was found that translation by paraphrasing was most frequently used. More than three fourths of the data units or 170 (77.5%) used this strategy. Related to the degrees of meaning equivalence of the translated idiomatic expressions, 185 units of data were considered to be equivalent.

In their study, they also gave support and recommendation for the next researchers to conduct researches especially in applied linguistics research, especially in translation field. They stated that it would be very useful for students to develop their knowledge about translation. It would also help them in any works that was related to idiomatic expressions, translation, and semantic equivalence.

Furthermore, there are so many works must be translated using high proficiency and competence to do; for example are novel, short story and film. Sometimes, there are so many kinds of figurative language found in many works to make them stylistic. According to Perrine (1977), figurative language is figure of speech, a way of adding extra dimensions to language. It is used by the poets because figurative language can say the words what they want to say through interesting expressions, implicit meaning, and attractive.

Meanwhile, *Now You See Me 2* is a movie that tells the life of magicians. The characters in the movie often use figurative language to deliver their mysterious purposes. Thus, the writer is interested in analysing the figurative language used in the *Now You See Me 2* Movie. It gives different challenges considering of translation does not mean only change the word by word; it is about how to keep the content, culture, and the real meaning of the sentences of the source text into target text. Then, *Now You See Me 2* Movie has

different culture with us, as Indonesian. It can be important material for learning another culture too.

The writer wants to reveal the subtitling strategies in subtitling the figurative language in *Now You See Me 2* movie. The focus of this study is the subtitle of the movie. Not only the subtitling strategies, but also the degrees semantic equivalence between figurative language in source text and target text become the topics of this study. It emphasizes on how the translator translates the subtitle of the figurative language into Indonesian. Hopefully, this study can gain the knowledge of Indonesian people about subtitling strategies that is usually used in several movies especially *Now You See Me 2* Movie.

## METHOD

This research is a descriptive qualitative research. In doing this study, the writer interprets, explains, and describes all the processes to identify the subject matters. As the specific purpose explained before; this research focuses on interpreting, explaining, and describing the subtitling strategies and the degrees of semantic equivalence.

In collecting the data, the writer collects information about translation techniques, semantic equivalence, subtitling process, and kinds of figurative language to enrich knowledge about the topics in this study. After enriching the knowledge about the topics in this study, the writer downloads *Now You See Me 2* Movie and then watches it for several times to understand the movie. Then, the writer writes both of English (ST) and Indonesian (TT) script to find the utterances by all the characters in *Now You See Me 2* Movie.

For getting the valid data, the writer tabulates the script which is set that English (ST) is on the left side and Indonesian (TT) is on the right side to check them one by one.

After collecting the data, the writer makes some steps to analyze the data as follow:

The first is transcribing. Transcribing means writing the spoken language into written language (text). In this step, the writer writes all the spoken language of the English version and the Indonesian

version. The writer does not omit indeed a word. In the process of transcribing, the writer puts both of the English version and Indonesian version into a table.

The second is reading. Reading is the step when all both of the transcribing English version and Indonesian version are done. The writer reads all of the scripts carefully to find out the figurative language found in the English version. It also helps the writer to have planning of the next step of the data analyzing; it is categorizing.

The third is categorizing. After the writer reads the scripts, the writer finds out the figurative language found in the English script. The figurative language is categorized according to Perrine’s theory. Furthermore, the subtitling strategies are categorized using Gottlieb’s theory and the degrees of semantic equivalence are categorized using Bell’s theory.

The fourth is analyzing. Analyzing means to analyze the data which has been gotten according to the variables. The writer analyzes the subtitling strategies according to Gottlieb’s theory (1992:161-170) and the degrees of semantic equivalence according to Bell’s theory (1991:6) in subtitling figurative language found in the *Now You See Me 2* Movie. The data analysis serves the process of analyzing from transcribing process from TT into ST, categorizing the figurative language, the subtitling strategies used, and the degrees of semantic equivalence.

**FINDINGS AND DISCUSSION**

The analysis of figurative language according to Perrine (1997) is showed using the table below:

**Table 1.** The Figurative Language Found in Now You See Me 2 Movie

No.	Figurative Language	Frequency
1	Irony	16
2	Symbol	13
3	Metaphor	12
4	Hyperbole/Overstatement	10
5	Alliteration	6
6	Simile	5
7	Metonymy	5
8	Understatement	5
9	Euphemism	5
10	Paradox	4
11	Idiom	4
12	Personification	3
13	Onomatopoeia	3
14	Synecdoche	1
15	Litotes	1
16	Oxymoron	1
Total		94

The table above becomes the main data to be analyzed for the further result. After the writer analyzed the figurative language, the writer analyses the subtitling strategies used in subtitling the figurative language in *Now You See Me 2* Movie. The analysis of subtitling strategies according to Gottlieb (1992) is showed using the table below:

**Table 2.** Frequency of Subtitling Strategies Used

No.	Subtitling Strategies	Freq- uency	Percentage (%)
1	Paraphrase	37	39.4
2	Deletion	16	17
3	Imitation	13	13.8
4	Transfer	11	11.7
5	Expansion	5	5.3
6	Condensation	5	5.3
7	Resignation	3	3.2
8	Transcription	2	2.1
9	Decimation	2	2.1
Total		94	100

The table of the result shows that most of the Gottlieb’s subtitling strategies are used; from ten subtitling strategies, there are nine strategies used and one of them is not used in the subtitling

process. The subtitling strategies used are Expansion, Paraphrase, Transfer, Imitation, Transcription, Condensation, Decimation, Deletion, and Resignation. The only subtitling strategy which is not used in the subtitling process is Dislocation. The most used subtitling strategy is Paraphrase strategy. This result is close to the study result of Sharif and Sohrabi (2015). Paraphrase strategy was the common strategy usually used in subtitling from ST into TT. They stated that subtitling strategy was the strategy that could give solution to translate the complicated ST into TT. It made the TT easy to be understood by the viewers. It is also supported by the study result of Winarto and Sufriati (2015). They found that Paraphrasing translation was the most used technique in translating the idiomatic expressions found in *Transformers III – Dark of The Moon* Movie. It was better to paraphrase the meaning from ST into TT to make the viewers understood about the dialogues in the movie. The explanation is as below:

#### Paraphrase Strategy

Based on the findings, paraphrase strategy is the most dominant strategy used in subtitling the figurative language in *Now You See Me 2* Movie. This strategy focuses on paraphrasing (adding or reducing) the meaning of figurative language from ST into TT. The meaning also can be mutated from a meaning into another meaning from ST into TT. This strategy is used in 37 excerpts out of 94 total excerpts. The example is as follow:

Excerpt 1

ST : Okay. See you later, *big man*.  
 TT : *Sampai nanti, Jagoan*.  
 BT : See you, whiz.

The subtitling strategy used in subtitling the figurative language above is paraphrase strategy. In this case, this kind of paraphrase strategy is used by the translator in a phrase. We can see the words *big man* in ST as the figurative language is translated into *Jagoan* in TT. There are two words in ST, meanwhile there is just one word in TT. It means that there is paraphrasing process from *big man* into *Jagoan*.

#### Deletion Strategy

Based on the findings, deletion strategy is the strategy which is on the second place of the most dominant strategy in subtitling the figurative language in *Now You See Me 2* Movie. This strategy is the strategy which focuses on omitting some meaning of ST into TT.

Excerpt 2

ST : *They fleeced an insurance magnate*.  
 TT : *Mereka melucuti perusahaan Asuransi*.  
 BT : They slipped off insurance company.

The subtitling strategy used in the figurative language above is deletion strategy. This deletion strategy is focused on deleting a part of noun phrase, preposition, or another small part in a sentence. The word *an* in ST is deleted. Actually, it should be translated as *sebuah*. It influences little bit meaning of the figurative language but it does not a big problem. There is a possibility that it is done by the translator because he/she wants to save the space on the screen.

#### Imitation Strategy

According to the findings of this study, imitation strategy takes the third place of the most dominant subtitling strategy used in subtitling the figurative language in *Now You See Me 2* Movie. Imitation strategy is the strategy which focuses on borrowing the term in ST then it is put into TT.

Excerpt 3

ST : *The Eye* has a plan.  
 TT : *The Eye punya rencana*.  
 BT : The Eye has a plan.

The figurative language *The Eye* above is translated into *The Eye*. There is no addition or reduction in the statement above. There is no grammatical change to. The word in ST and TT is the same. It can be concluded that the subtitling strategy which is used in subtitling the figurative language above is imitation strategy.

#### Transfer Strategy

According to the findings of this study, transfer strategy takes the fourth place of the most dominant subtitling strategy used in subtitling the figurative language in *Now You See Me 2* Movie. Furthermore, transfer strategy is the strategy which

focuses on translating word by word accurately from ST into TT.

Excerpt 4

ST : The safe is made of *the strongest iron*.

TT : *Brankas ini dibuat dari besi terkuat*.

BT : The safe is made of the strongest iron.

The subtitling strategy used in subtitling the figurative language above is transfer strategy. The figurative language *the strongest iron* in ST is translated into *besi terkuat* in TT. It is translated word by word correctly. There is no any addition of reduction in TT. It is clear that the subtitling technique which is used in the figurative language above is transfer strategy.

### Condensation Strategy

According to the findings of this study, condensation strategy takes the fifth place of the most dominant subtitling strategy used in subtitling the figurative language in *Now You See Me 2* Movie. Furthermore, condensation strategy is the strategy which focuses on omitting several meanings from ST into TT. It seems like deletion strategy but the process of omitting in this strategy is more extreme than deletion strategy.

Excerpt 5

ST : *I'll go straight to him*.

TT : *Akan kulaporkan*.

BT : I will report.

The figurative language *I'll go straight to him* in ST is translated into TT *Akan kulaporkan*. There several words which are deleted into ST. It makes the statement in TT leaves several meaning of words of ST but the translator still tries to keep the meaning. It can be concluded that the subtitling strategy which is used in subtitling the figurative language is condensation strategy. This kind of condensation strategy omits the subject to save the space on the screen.

### Expansion Strategy

According to the findings of this study, expansion strategy is on the same position with condensation strategy in subtitling the figurative language found in *Now You See Me 2* Movie. Furthermore, expansion strategy is the strategy

used by the translator by adding some meaning that is not found in ST into TT.

Excerpt 6

ST : *Today marks* the beginning of a bright new journey in social networking.

TT : *Hari ini akan jadi penanda era baru dalam jaringan sosial*.

BT : Today will be the mark of new era of social networking.

*Today marks* belongs to personification subtitling strategy. In TT, it is translated into *Hari ini akan jadi penanda*. It means that there is additional words in the result of subtitling. If it is transferred accurately from ST into TT, it should be *hari ini menandai, not hari ini akan jadi penanda*. It can be concluded that, the subtitling strategy which is used in subtitling the figurative language above is expansion strategy. This case of expansion strategy changes the grammatical rule of ST.

### Resignation Strategy

According to the findings of this study, resignation strategy takes the sixth place of the most dominant subtitling strategy used in subtitling the figurative language in *Now You See Me 2* Movie. Furthermore, resignation strategy is the strategy which focuses on omitting several meanings from ST into TT very extremely to save the space on the screen. It seems like deletion strategy and condensation strategy but the process of omitting in this strategy is the most extreme strategy in omitting the meaning of ST.

Excerpt 7

ST : You pulled a hat out of a rabbit. *That was very colorful*.

TT : *Kau yang menarik topi dari kelinci itu*.

BT : You took the hat from the rabbit.

There is no translation of the figurative language above. The figurative language in ST *That was very colorful* is translated into nothing. The translator omits the whole figurative language. It can be seen that the subtitling strategy which is used in subtitling the figurative language above is resignation strategy. This kind of resignation strategy deletes the main purpose of the figurative language in ST.

**Transcription Strategy**

According to the findings of this study, transcription strategy takes the seventh place of the most dominant subtitling strategy used in subtitling the figurative language in *Now You See Me 2* Movie. It means that it is the last position of the other strategies. Furthermore, transcription strategy is the strategy which focuses on borrowing the original term from ST then it is put in TT then the term is translated into term in TT according to the context and culture of TT.

Excerpt 8

ST : I had a little *tum-tum*, couldn't go.  
 TT : *Aku merasa sakit perut.*  
 BT : I feel stomach ache.

The figurative language in the statement above occurs in the word *tum-tum*. According to Online Oxford Dictionary, there is no English word *tum-tum*. The word is a term which is used by some people as their own language. The word *tum-tum* in ST is translated into *sakit perut* in TT. It is as the result of giving transcription of the word by looking at gesture of the character in the movie. It can be concluded that the subtitling strategy used in subtitling the figurative language above is transcription strategy.

**Decimation Strategy**

According to the findings of this study, decimation strategy takes the last place of the most dominant subtitling strategy used in subtitling the figurative language in *Now You See Me 2* Movie same as transcription strategy. Furthermore, decimation strategy is the strategy which has the most extreme deletion in subtitling strategy. This strategy often deletes the main meaning and purpose of ST.

Excerpt 9

ST : *People who don't even know you, think you're an asshole.*  
 TT : *Dan kau? Nona*  
 BT : And you? Girl

There are a lot of deletions which are used by the translator in the statement in ST to TT above. The deletions make the statement does not have the perfect meaning from ST into TT. The result of the meaning in TT is totally different with ST. It means that the subtitling strategy used in subtitling the figurative language above is decimation strategy.

Then, the analysis result of the Degrees of Semantic Equivalence according to Bell (1991) is showed using the table below:

**Table 3.** The Degrees of Semantic Equivalence

No.	Meaning Equivalence	Frequency	Percentage (%)
1.	Equivalent		
	Fully or Completely Equivalent (FULL)	40	42.5
	Partly Equivalent - Decreased Meaning (DEC)	28	29.8
	Partly Equivalent - Increased Meaning (INC)	7	7.4
	<b>Total of Equivalent</b>	<b>76</b>	<b>80.8</b>
2.	Non-Equivalent		
	Different Meaning (DIFF)	15	16
	No Meaning (NO)	4	4.3
	<b>Total of Non – Equivalent</b>	<b>18</b>	<b>19.2</b>
	<b>Total of Equivalent and Non-Equivalent</b>	<b>94</b>	<b>100</b>

From the table above, it can be seen that the most dominant figurative language which is translated into Indonesian is Equivalent. In detail, Equivalent is divided into Fully Equivalent and Partly Equivalent. Fully

Equivalent shares 42.5%. It means that it is used in 40 excerpts out of 94 excerpts. This result is close to the study result of Wiratno and Sufriati (2015). They found that there were 185 equivalent excerpts out of total 231 excerpts. It

meant that it shared 80.1% of total 100%. Both, the result of this study and the study result done by Wiratno and Sufriati state the same point that the subtitling results in the movie are equivalent. Besides, Partly Equivalent is divided into two sub-categories; they are Increased Meaning and Decreased Meaning. Increased Meaning shares 7.4%, meaning that it is used in 7 excerpts out of 94 excerpts. Then, Decreased Meaning shares 29.8%, meaning that it is used in 28 excerpts out of 94 excerpts. From the total calculation above about the degree of equivalent meaning, the equivalent meaning shares 80.8%. It means that it is used in 76 excerpts out of 94 excerpts.

Moreover, the next category is non-equivalent. It is divided into two categories; they are Different Meaning and No Meaning. Different Meaning shares 16% which means that it is used in 15 excerpts out of 94 excerpts. Meanwhile, No Meaning shares 4.3% which means that it is only used in 4 excerpts out of 94 excerpts. From the calculation, it can be seen that the total of Non-Equivalent category is 19.2% which means that it is used in 18 excerpts out of 94 excerpts.

### Fully Equivalent

#### Excerpt 1

ST : The safe is made of *the strongest iron*.

TT : *Brankas ini dibuat dari besi terkuat*.

BT : The safe is made of the strongest iron.

It can be seen that ST *the strongest iron* is translated into TT *besi terkuat*. There is no change of meaning. The figurative language of the statement above in ST is hyperbole and it is still a hyperbole in TT (the translator keeps the form of the figurative language in TT). The rhythm and the grammar is not changed too. It can be said that the degree of semantic equivalence in the figurative language above is fully equivalent.

### Partial Equivalent - Increased Meaning

#### Excerpt 2

ST : Because one thing I believe in is *an eye for an eye*.

TT : *Karena aku meyakini mata harus dibalas dengan mata*.

BT : Because I believe that an eye is for an eye.

The figurative language above belongs to idiom. *An eye for an eye* may not be translated word by word or it does not have the true meaning. *An eye for an eye* in ST has a meaning that something must be revenged like what he/she has been done. It is translated into *mata harus dibalas dengan mata* into TT and it becomes to an appropriate meaning. It means that there is additional meaning which is put in TT. So, it can be concluded that the degree of semantic equivalence in subtitling the figurative language above is partial equivalent which belongs to increased meaning.

### Partial Equivalent - Decreased Meaning

#### Excerpt 3

ST : *But is it truth? People see the Horsemen as noble Robin Hoods*.

TT : *Tapi kebenarannya? Orang-orang menganggap The Horsemen bagai Robin Hoods*.

BT : But the truth?, people think that The Horsemen is as Robinhood.

There is an aspect of ST which is not translated into TT. It is the style of ST which belongs to alliteration figurative language. Actually, the translation result in TT should be an alliteration too; but it is not translated into alliteration. There is no appropriate diction used by the translator when translating from ST into TT. It can be said that the degree of semantic equivalence in subtitling the figurative language above is partial equivalent which belongs to decreased meaning.

### Non Equivalent - Different Meaning

Excerpt 4

ST : *Could you sing a new song?* No.

TT : *Tolong berhenti dulu. Tidak.*

BT : Please, stop now. No.

*Could you sing a new song* in ST is translated into TT *Tolong berhenti dulu*. It is subtitled using paraphrase strategy and the result is not appropriate one. The meaning of ST is mutated and it is changed into another meaning. It does not represent the real meaning of ST totally. It can be concluded that the degree of semantic equivalence in subtitling the figurative language above is non-equivalent which belongs to different meaning.

### Non Equivalent - No Meaning

Excerpt 5

ST : *People who don't even know you, think you're an asshole.*

TT : *Dan kau? Nona*

BT : And you? Girl.

There are so many aspects from ST which are not translated into TT. Grammar, tense, and also form of the figurative language are omitted by the translator. Almost of them are gone; it implies that there is no meaning of the figurative language. So, it can be concluded that the degree of semantic equivalence in subtitling the figurative language is non-equivalent which belongs to no meaning.

### CONCLUSION

The result shows that there are nine subtitling strategies used in subtitling figurative language found in *Now You See Me 2* Movie. The subtitling strategies used are Expansion, Paraphrase, Transfer, Imitation, Transcription, Condensation, Decimation, Deletion, and Resignation. Dislocation strategy is the only strategy not used in the subtitling process. The most dominant strategy used in subtitling the figurative language found in *Now You See Me 2* Movie is Paraphrase Strategy. Moreover, the result shows that the most dominant Semantic Equivalence Degree found in this study is Fully

Equivalent category. In this study, the scale of Deletion and Decimation purely depends on the writer's perspective. It can be said that it is very subjective and it becomes the weakness of this study.

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