Jurnal Bahasa Inggris Terapan
Volume 8, Nomor 1, April 2022
ISSN 2477-335 (p) 2721-2890 (e)

The Strategy Used in Translating Speech into Subtitle (Case Study: @america Video)

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Abstract

This article discusses the strategy used in translating and subtitling @america's video entitled "Fireside Chat with Rebecca Hwang: Creating Impactful Business." The video is a virtual discussion about business, women empowerment, leadership, and entrepreneurship with a total duration of one hour. This video's source language (SL) is English, and the target language (TL) is Indonesian. This study aims to find the realization of domestication and foreignization strategies and the tendency of translation strategy in the chosen video's subtitle. This study was conducted with a qualitative method using theories of translation techniques by Molina & Albir (2002), translation strategy by Venuti (2001), translation quality by Nababan et al. (2012), and subtitle guidelines by BBC. This study shows that the domestication strategy was applied using adaptation, established equivalence, and transposition, while the foreignization strategy was applied using borrowing, literal translation, and calque. Furthermore, this study indicates that the tendency of the strategy used in this subtitle is foreignization with 883 total lines of subtitle.

Keywords: translation, subtitle, @atamerica, domestication, foreignization

Introduction

The subtitle is a text media that is usually shown at the bottom of videos. It aims to help the audience understand the video's content. Subtitle often shows the translation of the speakers in the video into certain languages. It is very helpful since nowadays there are a lot of international videos that have many viewers around the world. Subtitle helps break language barriers between content creators and audiences.

One of the platforms that usually use subtitles is YouTube. According to YouTube statistics (cited in Yousaf & Nawaz, 2022), the global user base of YouTube is over 2 billion registered users and more than 500 hours of video content is uploaded every minute. As a result, there are various languages used in many YouTube videos. Therefore, translation and subtitles have an important role to break language barriers between the users and the videos.

@america (atamerica) is a cultural center under U.S. Embassy, using YouTube to share many ideas and content (@america, n.d.). @america aims to facilitate young Indonesians to know more about the United States and to accommodate them in discussing and sharing many current interesting issues. There are many educational videos on @america's YouTube channel such as debates, discussions, exhibitions, workshops, and many more. @america often invites honorable speakers that are experts on specific topics. Almost all videos use English, and only several have Indonesian subtitles.

The title of the video to be discussed using translation strategy is "Fireside Chat with Rebeca Hwang: Creating Impactful Business." It is a semi-formal discussion that invited the Co-Founder of Rivet Ventures and Kalei Ventures, Rebeca Hwang, as the speaker. This discussion was held during Global Entrepreneurship Week. The topic discussed in the video is business, entrepreneurship, leadership,

women empowerment, and culture. During the video, the speaker shared her expertise and experiences related to the topic with the virtual audience. In addition, she also answered some questions from the audience. This video's Source language (SL) is English, while the target language (TL) is Indonesian.

In the process of translation, some difficulties were found when translating cultural aspects of SL and TL. Zhang et al. (2018) mentioned that translation is not only converting messages from one language to another but also the process of transmitting its culture. Therefore, the use of translation strategy is very important during the process of translation. According to Venuti (2001), there are two translation strategies: domestication and foreignization. Both of them have their advantages and disadvantages in translation. The chosen video has been subtitled and translated from English to Indonesian. This study aims to find the realization of domestication and foreignization strategies and the tendency of translation strategy in the chosen video's subtitle.

Theoretical Framework

1. Translation Process

According to Newmark (cited in Fitria, 2018, p. 146), translation means converting a text's meaning without losing its author's intended message from a particular language into a target language. The process of translation aims to transfer the source language to the target language equivalently. In other definition, House (2018) stated translation is a procedure where an original text, often called 'the source text,' is replaced by another text in a different language, often called 'the target text.'To sum up, translation is the process of transferring a text from the source language to the target language without losing its meaning.

There are fundamental processes in translation. Nida and Taber (cited in Salwa & Geubrina, 2021, p. 25) pointed out three steps of translation: analyzing, transferring, and restructuring. Moreover, House (2018) mentioned two stages of the translation process. First, the translator should understand and comprehend both the source language, target language, and the source text. Second, the translator transfers his/her understanding of the process of translation into the target language.

The step of analyzing is very important and is carried out at the early stage of translation. In this stage, it is necessary to understand the message of the source language before translating. Not only the message but also the language styles and grammar of the source language must be comprehended. It aims to avoid misunderstanding, so equivalent translation can be delivered.

Transferring stage is the next step after comprehending the source text. The process of transferring languages should follow translation techniques. In this step, the comprehension of the source text gained from analyzing stage will be converted into the target language. Tools such as dictionaries, search engines, and KBBI or thesaurus are very helpful to be used in the transferring process. It helps find definitions, vocabulary, and many more that can support the translation process.

Restructuring is the last step of the translation process. Editing and revising must be conducted at this stage. It aims to check, review, and correct the translation. Restructuring should consider the expected quality of translation, which is accurate, acceptable, and readable.

2. Translation Strategy

Translation strategy is important to be considered during the translation process. It aims to achieve the expected quality of the translation result. Venuti (cited in Metwally, 2019, p. 385) mentioned

that it is fundamental in translating text. According to Venuti (cited in Metwally, 2019, p. 385), translation strategy can be divided into foreignization and domestication. Each of them has its own goal for the translation result.

Venuti (cited in Metwally, 2019, p. 385) described the domestication strategy refers to the translation process considering the value of the target language's culture. It is very important to involve culture in this strategy, so the translation result can approach the Indonesian audience. Domestication strategy is expected to produce a more local translation and closer to the audience's understanding. However, this strategy tends to reduce the cultural aspect of the SL. Vinay and Darbelnet (cited in Rohimah, 2021) stated that translation techniques such as transposition, established equivalence, and adaptation is considered domestication strategies.

Table 1
Example of Domestication Strategy

Source Language	Target Language
She is playing **badminton**	Dia sedang bermain **bulu tangkis**

Table 1 shows the example of the use of the domestication strategy in translation. Badminton is a sport using a racquet to hit a shuttlecock. According to KBBI, both *badminton* and *bulu tangkis* can be used. However, the word *bulu tangkis* can be closer to the target culture rather than the word *badminton*. Although using the word badminton is acceptable in Indonesian, it is a loan word from the SL. Therefore, the process of translating the word *badminton* into *bulu tangkis* applies the domestication strategy because it focuses on the target language's cultural approach. In addition, this example also applies the technique of adaptation by Molina & Albir (2002).

On the other hand, Venuti (cited in Puspitasari et al., 2020) mentioned that foreignization refers to a translation strategy maintaining the culture of the SL and using foreign words in translating the SL. Borrowing, calque, and literal translation are categorized in foreignization strategy. This strategy can present the cultural nuance of the SL, so the readers can learn about the culture of the SL. The disadvantage of this strategy is that the readers may feel unfamiliar or uncomfortable with reading the text containing new terms. There are three techniques categorized as foreignization strategy: borrowing, literal translation, and calque.

Table 2
Example of Foreignization Strategy

Source Language	Target Language
Pilot is a person who controls and fly an airplane	**Pilot** adalah orang yang mengontrol dan menerbangkan pesawat.

Table 2 shows the example of the use of the foreignization strategy. In both languages, *pilot* has the same meaning. A pilot is a person who operates the flying controls of an aircraft. There is no specific term equivalent to the SL except the word *pilot*. The word pilot in the TL can also be called borrowing technique. It means the TL uses foreign terms as a loan word in the TL.

3. Translation Techniques

Translation techniques are the guidance in the translation process. It helps to deliver the source language into the target language in various ways. There are many translation techniques from different experts. In this study, translation techniques used are from Molina & Albir (2002). From

18 techniques, only six techniques are used to find the tendency of the translation strategy used. The definition of each technique is explained below.

1) Adaptation: It is transferring the source language by considering the cultural values in the target language, such as customs, habits, and traditions.
2) Borrowing: It is also known as loan words or putting the source language's words with and without modifying the spelling.
3) Calque: It is transferring the source language's words or phrases. It usually only changes the structure of the phrase.
4) Literal translation: It is literally transferring each word of the source sentence, or it can be called verbatim translation.
5) Established equivalence: It uses similar expressions in the target language to translate the source language.
6) Transposition: This technique modifies the grammar of the source language. It can change the word class, the position of the word, structure, etc.

4. Translation Quality

The translation process aims to produce a good translation that is understandable by the readers or viewers. Therefore, there should be expected quality in translating text. Translation quality is an aspect that should be fulfilled in producing a high-quality translation. According to Illiyin & Ibtisam (2019, p. 394), there are three indicators of translation quality: "the transfer of messages, the accuracy of the disclosure of the message, and the nature of language translation." Those three aspects also refer to accuracy, readability, and acceptability.

The transfer of messages/accuracy is how the message, or the meaning of the source text is equivalent to the target language. In this aspect, Nababan (cited in Illiyin & Ibtisam, 2019, p. 394) believed it is important to use equivalent words between the source language and target language, so the text does not lose its meaning. To fulfill this aspect, it is essential to understand and comprehend the source text before starting the translation. In addition, translation accuracy aims to deliver the message in the source and avoid viewers or readers misunderstanding the text.

The accuracy of the disclosure of the message/readability refers to how translation can be read and comprehended by viewers or readers. Word choices, grammar, and the aspects of linguistics should be considered carefully since they may affect viewers' or readers' understanding. Nababan (cited in Illiyin & Ibtisam, 2019, p. 395) stated that strange words, double-edged words/sentences, and incorrect structure of sentences should be avoided since they can reduce the clarity of the translation. In addition, it is necessary to determine targeted readers or viewers who will read the translation result because the language style in translation should be adapted for targeted readers or viewers.

The nature of language translation/acceptability is usually related to the cultural values between the source language and target language. Language means culture, so it is essential to pay attention carefully to the readers' or viewers' cultures, norms, or habits. The translation result must not violate the norms in the targeted language. The translation process should follow the principle and standard language applied in the targeted language's culture.

5. Subtitle

Wu (2021, p. 329) stated subtitle is a text that shows conversation and talin the video and usually appears at the screen's bottom. Luyken (cited in Wu, 2021, p. 329) also defined subtitle as text lines of the translation of the conversation or talk that show up on the screen following a certain duration and disappear after the talk ends. The subtitle appears in real-time to help the viewers understand the video. It is intended for viewers who do not speak the same language as the video. The BBC Academy (n.d.) reported a wide range of people consuming subtitles. It was found that 10% of viewers use subtitles regularly for broadcast content and 35% for online content.

In making the subtitle, the subtitle technique used is BBC Subtitling Guideline (2021). It is chosen since the video subtitled and translated is broadcasted or live streaming video. BBC Subtitle Guideline has certain rules that are suitable for live streaming video subtitles.

There are many rules in making subtitles. However, there are two subtitle rules that should be considered in the translation process before subtitling. The first rule is line breaks. In making a subtitle, the maximum characters of subtitle are 37 characters, and the maximum of subtitle lines is two lines. The second rule is duration. The recommendation of subtitle speed is 160-180 words per minute or 0.3s to 0.375s/word. This is the minimum speed of the subtitle speed. In accordance with the recommended subtitle speed, the maximum duration is around 14-16 words per 5.5 seconds. Therefore, in the translation process, it is important to consider the length of the sentences in the TL. It aims to keep the legibility of the subtitle.

Method

A qualitative method was carried out for this study. Data of this study is the Indonesian subtitle of atamerica's video "Fireside Chat with Rebeca Hwang: Creating Impactful Business." The data was collected by listening and transcribing the video. The result of the data collecting process was the manuscript of the subtitle. Then, the data is categorized based on its translation strategy: domestication and foreignization.

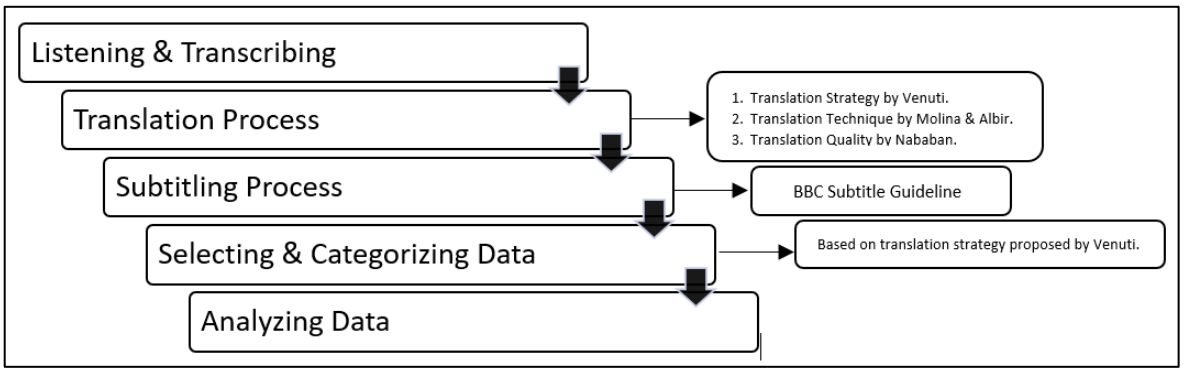

Figure 1

Diagram Method

Figure 1 shows the process of conducting this study. In the listening and transcribing process, the data was collected by listening to the video, then taking notes during transcribing process. After the transcript was finished, it was translated using theories supporting the process. In the translating process, theories of translation technique by Molina & Albir (2002), translation strategy by Venuti (2001), and translation quality by Nababan et al. (2012) were applied. Tools such as KBBI, thesaurus,

and search engine were used to check the translation's acceptability. Then, the subtitling process was conducted by following BBC Subtitle Guideline. Last, the collected data was selected, categorized, and analyzed using Venuti's translation strategy theory to find the tendency of domestication and foreignization applied in the translation and subtitles.

Results and Discussion

Results

From 1137 lines of subtitles, it was found that 34 lines of subtitles used the domestication strategy. The result is displayed in the graphic below.

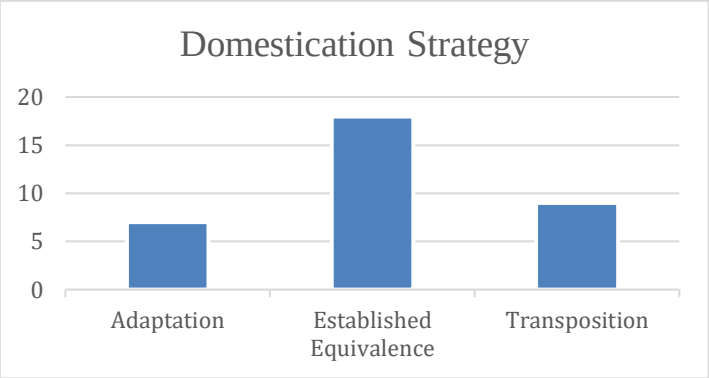

Figure 2
The Result of Domestication Strategy Used

It can be seen that established equivalence is the most often used technique in applying the domestication strategy of translation. There were 18 lines of subtitles using the established equivalence technique. In addition, there were nine lines of subtitles using the transposition technique and seven lines of subtitles using the adaptation technique.

Furthermore, the foreignization strategy found from 1137 lines of subtitles was 883 lines. The total use of each technique related to the foreignization strategy is shown in the following diagram.

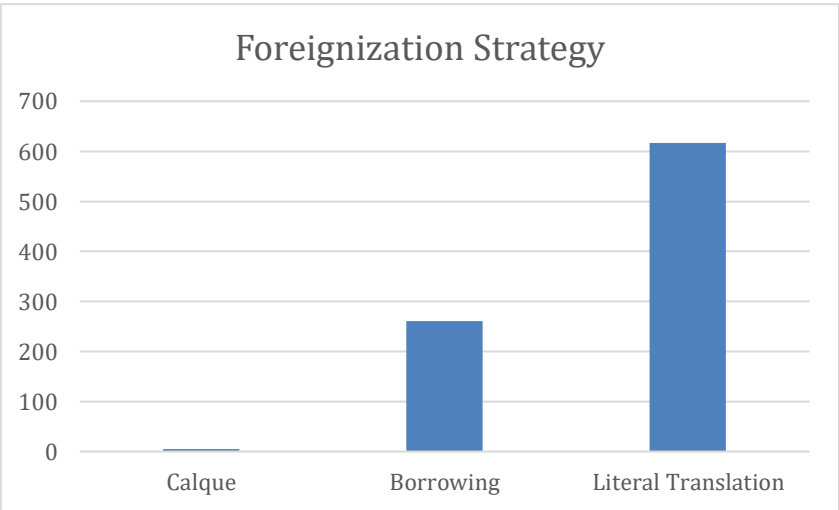

Figure 3
The Result of Foreignization Strategy Used

Figure 3 shows that literal translation is the most frequently used technique in applying the foreignization strategy. There are 617 lines of subtitles that were translated using the literal translation technique. Moreover, there are 261 lines of subtitles using the borrowing technique and five lines of subtitle using calque.

Discussion

Adaptation is one of the translation techniques proposed by Molina & Albir (2002). It is usually used to translate words, phrases, or sentences related to cultural values such as habits, traditions, customs, etc. Language is always related to culture, and every language has its own culture. Therefore, adaptation is a suitable technique for translating cultural terms to be acceptable.

Table 3
The Use of Adaptation

Line/Duration	Source Language	Target Language
369/ 00:22:00,735 --> 00:22:03,342	**motherhood**, sisterhood, right?	**ibu rumah tangga**, persaudaraan, bukan?
947/ 00:55:53,826 --> 00:55:58,272	to be able to create employment and **support** their families.	untuk bisa menciptakan lapangan kerja dan **menafkahi** keluarganya.
310/ 00:18:46,306 --> 00:18:52,206	but small family-based enterprises, **small businesses, medium-sized businesses** are…	Namun, usaha kecil milik keluarga, **UMKM**

Table 3 shows that word *motherhood* was translated into *ibu rumah tangga*. *Motherhood* refers to the state of being a mother. Based on the context, the speaker said that women are part of community, family, motherhood, and sisterhood. So, it is talking about the roles of being women. In Indonesian, being a mother who takes care of any domestic tasks or house cores is called *ibu rumah tangga*. Therefore, the equivalent term for *motherhood* in Indonesian is *ibu rumah tangga*.

Another example, in line 947, word *support* in the SL refers to how the business owners and entrepreneurs afford their families. If it is translated literally, it becomes *mendukung*. However, the word *menafkahi* in the TL can accurately deliver the meaning of word *support* in the SL because it is more often used in daily conversation rather than the word *mendukung*. In addition, *mendukung* has a wider meaning in the TL. These examples of adaptation techniques are part of the domestication strategy.

There is also an example of the use of adaptation in line 310. In the SL, the speaker said about small businesses and medium-sized businesses. These noun phrases can be translated using literal translation; however, it will result in a long sentence in the TL. Since in the subtitle guideline, it is important to maintain the number of characters and duration for each line of subtitle, the adaptation technique helps reduce the number of characters for the translation result. UMKM is an Indonesian term that refers to small and medium-sized businesses because UMKM is an abbreviation from *Usaha Mikro Kecil Menengah*. Therefore, the word UMKM can represent long noun phrases, *small and medium-sized businesses*, in a concise way.

Established equivalence is a technique proposed by Molina & Albir that aim to create equivalent terms between the SL and the TL even though they have a different style of language. This technique is very useful when translating terms of the SL, but it cannot be translated literally.

Table 4
The Use of Established Equivalence

Line/Duration	Source Language	Target Language
638/ 00:38:32,118 --> 00:38:37,179	in getting money capital and also **climbing up the ladder at work**.	dalam mendapatkan modal dan **meniti karier di perusahaan.**
1049/ 01:01:36,250 --> 01:01:40,036	Almost I **removed myself** from half of the tasks that I did the previous year.	Hampir saya **lepas tangan** dari sebagian tugas yang saya kerjakan tahun lalu.
1046/ 01:01:28,740 --> 01:01:31,825	I'm going to have a head **TA**,	Saya akan mendapatkan kepala **asdos**,

Table 4 shows the examples of established equivalence in the subtitle. The first example is an expression *climbing up the ladder at work* in the SL. It means the process of a person achieving a certain career path at work. Based on the meaning, this expression cannot be translated literally because it can deliver inaccurate meaning. In the TL, this expression can be delivered as *meniti karier di perusahaan*. It has the same meaning as the SL although it has quite different literal meanings. Indonesian audience is more familiar with that expression.Another example in Table 4 is a phrase *removed myself* in the SL. The speaker is talking about how she worked with her colleague and almost forgot about her task. It sounds weird in the TL if translated into *menghapus diri saya*. This expression has no meaning. Therefore, the use of *lepas tangan* is the most suitable to translate the phrase since it has the same meaning as the SL. This example also has completely different literal words. However, the expression *lepas tangan* has a clear message for the Indonesian audience because it is acceptable in the TL's culture. These examples are also parts of the domestication strategy.

The established equivalence technique was also applied in line 1046. The speaker talked about TA or teaching assistant. In the TL, it is called as *asisten dosen*. In the example above, the speaker said the abbreviation of teaching assistant, TA. Therefore, to make an equivalent term in the TL, *asisten dosen* can be shortened into *asdos*. This is acceptable in the TL culture since in universities or colleges, many students usually say *asisten dosen* as *asdos*.

Transposition is a translation technique that allows changing word class or word position grammatically from the SL. For example, it can be translated noun into an adjective, an adjective into a verb, etc.

Table 5
The Use of Transposition

Line/Duration	Source Language	Target Language
351/ 00:21:13,924 --> 00:21:18,970	does create more **adaptability**, **versatility**, **flexibility** in this company.	dapat lebih **adaptif**, **serbabisa**, dan **fleksibel** di perusahaan tersebut.
284/ 00:17:17,864 --> 00:17:21,106	We're really talking about how to be **better performers**	Kita benar-benar berbicara bagaimana agar **kinerja kita lebih baik**
19/ 00:01:40,382 --> 00:01:44,604	and Ibu Ayupita Tiara Silalahi **for moderating** this evening.	dan Ibu Ayupita Tiara Silalahi **selaku moderator** kegiatan malam ini.

Table 5 shows the use of the transposition technique. In the SL, it is stated *adaptability, versatility, and flexibility*. These words are nouns. They can be translated as a noun in the TL. It becomes *adaptabilitas, kepandaian yang beragam, dan fleksibilitas*. However, it sounds unfamiliar to Indonesians. Therefore, changing the word class into adjectives in the TL can be more acceptable. Words *adaptif, serbabisa, dan fleksibel* can describe the SL message in easy understanding for Indonesian audience. In addition, changing the nouns into adjectives can shorten the translation result in the TL, so this technique also helps the subtitle maintain its legibility by making the translation result not have excessive characters.

In line 287, the transposition technique was also applied. Noun phrase *better performers* refers to people who do their job in a better way at work. However, in the TL, *performers* mean people who perform entertainment in front of many people, such as actors, actresses, and athletes. Therefore, *better performers* were changed into *kinerja kita lebih baik*. In this case, the word *performers* were converted into *performance* (*kinerja*) in the TL. Both are still nouns, but they have different functions. Word *performers* refers to the people, while *kinerja* refers to the action or process of carrying out a job or task. This change is acceptable in the TL.

There is also changing word class in the translation result of line 19. The phrase *for moderating* was translated into *selaku moderator* in the TL. This change aims to reduce the complexity of the translation result. It is acceptable to translate the phrase *for moderating* into *memoderatori*. However, changing the phrase *for moderating* into *selaku moderator* can be simpler to read because the audience must read subtitles quickly. Therefore, the transposition technique was used in line 19.

Borrowing. This technique adapts foreign words in the SL into the TL. Commonly, the foreign words are changed into spelling that is acceptable in the TL. This technique is usually used when foreign words are available in the TL and have a similar meaning.

Table 6
The Use of Borrowing

Line/Duration	Source Language	Target Language
887/ 00:49:42,976 --> 00:49:47,370	There used to more difference between resource, rich **ecosystem**	Dulu lebih banyak perbedaan antara sumber daya, **ekosistem** yang kaya
458/ 00:27:57,338 --> 00:28:01,178	I think we have this ability just to be able to **multitask**	Saya rasa kita memiliki kemampuan untuk **multitasking**
186/ 00:11:24,507 --> 00:11:26,426	**co-founder** of Kalei Ventures,	**ko-pendiri** Kalei Ventures,

As seen in Table 6, the word *ecosystem* was adapted into the TL, becoming *ekosistem*. In both languages, ecosystem/ekosistem refers to any creatures living together in a particular environment or area. In this case, *ecosystem/ekosistem* in business terms means organizational networks such as customers, suppliers, competitors, and any parts in the business ecosystem are involved in business activities.

Another example of a borrowing technique is shown in line 458. In the SL, the speaker said *multitasking*. Multitasking refers to the process of doing multiple tasks at the same time. In the TL, no phrase has the same meaning as *multitasking*. It is acceptable to translate *multitasking* using the described technique. However, the subtitle has limited characters and duration for each line that appears on the screen. To make it concise, the borrowing technique was used in translating the phrase *multitasking*. In addition, since this video is about business, it is acceptable to use the phrase multitasking since it is often used in the business world.

In the last example, there is a phrase *co-founder* in the SL. A co-founder refers to a member of the executive team who played a role in founding a company. It has a different meaning from *founder* since it has the prefix co-. In the TL, there is no specific phrase that can explain *co-founder* in the same meaning. Therefore, the borrowing technique is used to translate *co-founder* in TL, becoming *ko-pendiri*.

Literal translation. This technique is verbatim translating the SL into the TL. In this technique, it is literally translated without changing any meaning of each word in the SL.

Table 7
The Use of Literal Translation

Line/Duration	Source Language	Target Language
156/ 00:09:56,368 --> 00:09:58,222	We have 200 countries participate	Kami mengundang 200 negara berpartisipasi
1129/ 01:06:17,967 --> 01:06:19,740	You can also subscribe to our newsletter	Anda juga bisa berlangganan buletin kami
1117/ 01:05:43,041 --> 01:05:44,800	Thank you for having me.	Terima kasih sudah mengundang saya.

Table 7 shows the use of literal translation. The SL and the TL have the same exact number of words in the sentence. In addition, all words are translated explicitly. There was no meaning changing in the translation result because literal translation already clearly expressed the SL's message.

Line 1129 also shows the application of literal translation. In this example, every word of the SL was translated literally into the TL. The same goes for line 1117. This is an example of an applied literal translation. Every word has a literal meaning. Word *having* has a lot of meaning. It is translated into *mengundang* because it describes well the context of the sentence.

Calque is a translation technique by Molina & Albir (2002) that literally translates phrases from the SL. In this technique, the structure of the phrase is changed, and including foreign words into the TL.

Table 8
The Use of Calque

Line/Duration	Source Language	Target Language
127/ 00:08:23,456 --> 00:08:26,657	We'll hear from **celebrity entrepreneurs** like Sir Richard Branson	Kita akan belajar dari banyak **pengusaha selebritas** seperti Pak Richard Branson
1046/ 01:01:28,740 --> 01:01:31,825	… **teaching assistant**	... atau **asisten dosen**.
957/ 00:56:28,105 --> 00:56:31,531	that everybody's going to be talking about because there are **consumer products**.	yang akan dibicarakan orang karena ada **produk konsumen**.

In the example above, there is the noun phrase *celebrity entrepreneurs*. Celebrity entrepreneurs refer to well-known people becoming entrepreneurs or doing a business. In the TL, the word *celebrity* was translated into *selebritas*. According to KBBI, *selebritas* means well-known people. This word is borrowed from the SL. In the TL, placing an adjective in front of the noun is not acceptable. Therefore, the phrase *celebrity entrepreneurs* were translated into *pengusaha selebritas* in the TL. There is a change in the phrase structure.

Another example of the calque technique can be seen in line 1046. A teaching assistant refers to a person who assists a lecturer or a professor in teaching students. In Indonesian, a *teaching assistant* can be described as *asisten dosen*. This is applied to the calque technique because it has a loan word *asisten*. In addition, the structure of the phrase is rearranged because, in the TL, an adjective cannot be placed in front of the noun.

In line 957, the phrase *consumer products* were translated into *produk konsumen*. This phrase refers to a final good usually used by customers for personal use. This one also applied the calque technique because the translated phrase in the TL was borrowed from the SL. Same as the previous example, there was a structural change because, in TL, nouns should be in front of adjectives.

Conclusion

Translation strategy is very important in choosing what kind of approach for the translation result. In translation, cultural aspects cannot be separated, and translation strategy is applied during translating cultural aspects of the source language. There are two translation strategy: domestication and foreignization (Venuti, 2001). According to Vinay and Darbelnet (cited in Rohimah, 2021) translation techniques by Molina & Albir (2002) categorized as domestication are adaptation, established equivalence, and transposition. In addition, there are three translation techniques categorized as foreignization: borrowing, literal translation, and calque.

This study found 34 lines of the subtitle using the domestication strategy in translating cultural terms. The most frequent technique used in this strategy is established equivalence with 18 lines of subtitles. This technique is used to translate idiomatic expressions or terms that cannot be translated literally, but there are equivalent terms that have similar meanings with different styles in the TL. In addition, it is found that nine lines of subtitles use transposition, and seven lines of

subtitles use adaptation. The use of transposition in this subtitle does not only apply domestication strategy but also helps maintain the legibility and number of characters of the subtitles. It is because transposition changes the word class in the TL and makes the translation result more concise and simpler to be read by Indonesian audiences.

It is also found that 883 lines of subtitles use the foreignization strategy. The most frequent technique used in this strategy is the literal translation. Since the video is a direct conversation, many sentences are usually spoken in daily activities. In addition, the topic of this video is business which contains many business terms. As a result, 261 lines of subtitles were found using the borrowing technique. It is because most business terms are similar in Indonesian, except for the spelling difference. The technique also helps maintain the subtitle's number of characters and duration because terms in the SL can be translated with the same words or number of characters. Moreover, this study shows five lines of subtitles using the calque technique. This technique allows translating foreign phrases into loan words in the TL. It also changes the structure of the phrases since it is not allowed to put an adjective in front of a noun in the TL.

After conducting the study, it can be concluded that both domestication and foreignization strategies are applied in the subtitles of the chosen video. Domestication is applied for translating cultural terms that may help the audience understand the conversation's context. This strategy also helps maintain the number of characters in the subtitles. On the other hand, foreignization is applied to translating most of the business terms. All in all, this study shows that the tendency of the translation strategy used in the chosen video subtitles is foreignization. There are 883 lines of subtitles out of 1137 lines using the foreignization strategy. This tendency indicates that the subtitles maintain the SL's value because there are many business terms, especially technical terms, used during the conversation. This also gives the audience new knowledge about foreign culture and business phenomena overseas due to the use of foreign terms related to business.

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