

INTRODUCTION

AVT stands for audiovisual translation, which is the process of translating audiovisual information like movies, TV shows, videos, and other types of multimedia. Its main goal is to make this kind of material understandable and available to people from a range of linguistic and cultural backgrounds. AVT uses a variety of methods and techniques to make sure that communication is clear while keeping the source material's original meaning, style, and cultural nuances. According to Huber & Kairys (2021), AVT includes both well-known and innovative ways of translating language and signs. It includes voice-over, simultaneous interpreting at film festivals, audio description, subtitling for the hard of hearing, and fandubbing.

One of the most popular types of AVT is subtitling, which turns spoken dialogue or other audio elements into text that is shown on the screen. This lets people follow along with the conversation in their own language while still hearing the original sound. There are rules and standards that must be followed when subtitling to make sure that it is readable, in sync with the audio, and formatted correctly. Stiasih (2013) stated that subtitling is a tricky job that needs a deep knowledge of the source material, the audience, and the medium's technology limitations. It's a balance between getting the word across correctly and staying true to the original style, message, and cultural references.

According to scholars such as Gottlieb, Munday (2022), and Cintas & Remael (2021), good subtitling necessitates precise prerequisites and conditions. These may include character limits per line, subtitle duration on screen, and the necessity for brief yet accurate translations that communicate the intended meaning

of the original language. Maintaining the original message, style, and cultural variations while accurately communicating the content is a challenging balance to achieve for effective subtitling. This includes providing careful consideration to factors such as the number of characters, timing, and the need for precise and concise translations.

Cultural references play a significant role in audiovisual content, encompassing elements such as idiomatic expressions, jokes, symbols, and customs that are specific to a particular culture. Cintas and Remael (2021) have identified various types of cultural references which include real-world and intertextual cultural references. The first is divided into geographical references (to certain phenomena: *tornado*, *tsunami*; to physical, general locations: *savannah*, *plateau*; to physical, unique locations: *Lake Tanganyika*, *Yellow River*; and to endemic animal and plant species: *sequoia*, *platypus*), ethnographic references (to food and drinks: *tapas*, *trattoria*; to objects from daily life: *igloo*, *sticky buds*; to work: *gaucho*, *machete*; and to art, media and culture: *blues*, *Thanksgiving*; to groups: *Cockney*, *Orang Asli*), and socio-political references (to administrative or territorial units: *county*, *constituency*; to institutions and functions: *Reichstag*, *sherif*, *congress*; to socio-cultural life: *Ku Klux Klan*, *Prohibition*; to military institutions and objects: *marines*, *Smith & Wesson*; to personal names and institutional names: *Che Guevara*, *Gandhi*). Meanwhile, intertextual cultural references include overt intertextual allusions (such as an explicit reference to *Hamlet* or *Game of Thrones*) and covert intertextual allusions (all types of parody or other allusions taking the form of not explicitly identified references to other cultural artifacts).

In subtitling, the translation of cultural references poses particular difficulties. In order to address these challenges, Cintas and Remael (2021) put forth a range of strategies: loan, literal translation, calque, explicitation, substitution, transposition, lexical recreation, compensation, and omission. A loan, which is also known as borrowing, is the direct insertion of a term or an expression in the source text into the target language. Such is the case with numerous concepts that are currently emerging in the field of information and phrases from the source text into the text in the target language. This occurs when identical terms are shared by both languages, either as a result of historical convention or a recent addition to the target language. Such is the case with numerous concepts that are currently emerging in the field of information and communications technology. A specific type of loan known as literal translation entails the subtitler obtaining the expression directly from the source language and faithfully translating every element of the expression into the target language's structure. A calque is a form of literal translation that closely matches the structure of the source language, which may cause it to sound peculiar or unnatural in the target culture. Explicitation applies to a process of supplementing the target language with information that is implicit or only implicit in the original language.

Substitution is a type of explicitation in which a cultural reference in the source text is replaced with a similar reference already present in the source or target culture (cultural substitution), or with an expression that is appropriate for the situation but is not necessarily directly related to the original expression in the source text (situational substitution). Transposition is the process of exchanging or replacing a cultural idea or concept from one group with a cultural concept from

another culture. Lexical recreation is used when there are no existing equivalents in the target language (TL) for the newly created terms in the source text (ST). Translators may be required to create novel lexical terms or neologisms in order to accurately communicate the intended meaning to the target audience. Compensation is the process of balancing out a shortfall or inadequacy in one area of the translation by incorporating originality or including additional content in another part.

Previous studies have been conducted on the translation of terms that are culturally related. A study conducted by Alaa and Al Sawi (2023) examined the translation strategies used in the film *Feathers*, specifically focusing on translations from Egyptian Arabic into English. The study found that the equivalence between the two languages was not widely explored. By following Pedersen's typology of translation techniques, it is possible to determine the approaches employed by professional translators. The research revealed that there are different strategies used when working with the target text. However, it was observed that formal equivalence is not commonly utilized. Based on Pedersen's FAR model, it was found that most of the subtitles were of high quality, with only a few minor errors related to functionality. This study underscores the challenges of subtitling culturally bound texts and the importance of employing effective translation strategies to maintain both fidelity to the source material and readability for the target audience.

In the second study, translators Kardiansyah and Salam (2020) looked at how they might act as cultural mediators when translating the Indonesian book *Jatisaba* into English. The emphasis was on understanding the techniques used by

translator Christopher Allen Woodrich to make the original work accessible to readers worldwide while also capturing the subtle cultural differences. The study used Venuti's theory and interviews to investigate Woodrich's method. It made clear how the translator tried to maintain the local color of the text while facilitating reader understanding.

In a recent study conducted by Fuadah and Widiанти (2021), the focus was on the translation of cultural terms found in the Japanese title novel *Kimi no Suizo wo Tabetai*, which is known in English as *I Want to Eat Your Pancreas*. The study organized cultural terms based on Newmark's cultural categories, which include organizations, social culture, material culture, gestures, habits, and ecology. The researchers conducted a detailed analysis of the translation methods and approaches used by the translator. They specifically looked at subtitling strategies, the translator's role as a cultural mediator, and the translation of cultural terms. They employed different theories such as Pedersen's typology of translation strategies. The findings demonstrated a range of techniques including borrowing, literal translation, adaptation, and modulation, with the selection based on contextual considerations to ensure the appropriate conveyance of cultural nuances in the target text. This study sheds light on the intricacies of translating cultural terms and the importance of contextually-driven translation decisions in maintaining the integrity of the source material.

The previous studies by Alaa and Al Sawi (2023), Kardiansyah and Salam (2020), and Fuadah and Widiанти (2021) each offer insights into the translation of cultural references, focusing on subtitling strategies, the role of translators as cultural mediators, and the translation of cultural terms, respectively. They

employed different theories such as Pedersen's typology of translation strategies, Venuti's theory, and Newmark's cultural categories to analyze the cultural words and their translation process. While Alaa and Al Sawi discussed the prevalence of target-text-oriented strategies in subtitling, Kardiansyah and Salam focused on the translator's role in conveying cultural nuances and accessibility for international readers. Fuadah and Widiанти's study provided an analysis of translation procedures for cultural terms. This study aims at investigating the types of cultural references and their subtitling strategies in a documentary series entitled *World War II: From the Frontlines*. The analysis is conducted by using Cintas & Rymael's typology of cultural references and subtitling strategies.

RESEARCH METHOD

The method of this study is a descriptive case study of qualitative research. Creswell & Creswell (2018) state that qualitative research uses both textual and visual data, adheres to a systematic procedure for data processing, and uses a range of designs. Qualitative methods allow for an in-depth exploration of the nuances and contextual aspects of translating cultural references in subtitles. Clarifying the goal of qualitative research, recognizing particular designs, evaluating the researcher's role critically, utilizing a variety of data sources, following data recording protocols, carrying out multi-step analyses, and describing procedures to guarantee the validity and integrity of collected data are all part of it. Theoretical frameworks are utilized by qualitative research practitioners to offer a thorough comprehension.