



Application of Nababan's TQA and Mona Baker's Translation Strategies in Subtitling Cultural Words in Puss In Boots: The Last Wish

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Abstract: The phenomenon of popular streaming services such as Netflix making the quality of translation crucial in movie subtitles, it's become a common part of movies. They help to translate the language that the character speaks and it really helps viewers from all over the world to understand the story in the movie. Puss In Boots The Last Wish is an animated film produced by DreamWorks Animation which was made as an English-language movie but throughout the movie there are many Spanish words that appear in the dialogue. What makes this interesting is the way the producer combines English and Spanish into one unit that gives a strong element of Spanish culture to this film. This film is shown in various countries around the world, this is a challenge for film translators in translating every cultural word in the movie. Translation Quality Assessment in the aspect of acceptability is used to determine the quality of translation in this movie, considering that not all viewers understand Spanish culture or language. The results of the acceptability of this movie show quite good results with an average acceptability of translation of 83,3%. However, many cultural words in this movie appear but are not translated, which is an important note for translators because it ignores small details that can reduce the watching experience.

Keywords: *Translation, Cultural Words, Film, Acceptability*

INTRODUCTION

Streaming services have become the preferred platform for watching movies among a significant portion of Indonesian society, especially Gen Z. The rise of digital streaming platforms has totally changed how audiences consume entertainment, moving away from traditional movie theaters. According to data collected by IDN Times at the end of 2023, 65% of Gen Z prefer watching movies on streaming platforms rather than in cinemas, which have a much lower percentage of only 22%. This shows that people want on-demand content so they can watch movies anytime and anywhere. Netflix is the most popular platform, with 57% of people aged 16-20 choosing Netflix over other streaming services. This is because

Netflix has a wider range of genres and international films that appeal to younger audiences (IDN Times: 41). One of the main reasons for Netflix's popularity is its huge collection of foreign films, especially those in English. The most popular movies are mostly international titles, which makes a big question about the subtitles for these films. Subtitles are really important for making sure that people who don't speak the main language of a film can still enjoy and understand it. There's no exact data on the number of subtitle users in Indonesia, but Preply did a survey in the United States about people's preferences for subtitles or dubbing. The results showed that 96% of Gen Z in America prefer subtitles over dubbing,

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and on streaming platforms, 80% of Americans choose subtitles as their preferred method of consuming foreign-language content (Preply 2024). This shows a global trend where audiences increasingly rely on subtitles rather than dubbed audio to maintain the authenticity of the film's dialogue. Given the popularity and easy accessibility of streaming platforms, the question arises: do subtitles in films on platforms like Netflix maintain high quality and accuracy? This is particularly relevant in Indonesia, where the most popular films on streaming services are primarily in English. As a result, subtitles become an essential tool for Indonesian audiences, bridging the language gap and enhancing their overall viewing experience. However, not all subtitles are created equal, and some translations may fail to capture the nuances of the original dialogue. From this phenomenon, an interesting case can be found in DreamWorks Animation's film *Puss in Boots: The Last Wish*. This movie stands out due to its strong cultural background, blending elements of Spanish culture within its storyline. The characters frequently used Spanish words and phrases in their dialogues, which adds depth to the film's setting and character development. The fact that this film is available on streaming platforms like Netflix means that it should be understandable to a global audience, most of whom do not speak or fully comprehend Spanish and its cultural significance. The challenge, then, is whether the subtitles in this film successfully convey the meaning of these cultural references. How accurately do they translate the Spanish dialogues while maintaining the film's original nuance? This gives a unique challenge for translators in conveying the meaning of cultural words from the movie using the right translation strategies. Ensuring that audiences from diverse backgrounds can understand both the linguistic and cultural nuances of the film is an essential part of high-quality subtitle translation, and *Puss in Boots: The Last Wish* serves as a prime example of the complexities involved in this process.

In the discussion of this journal, the problem that occurs is the difference in language that appears in literary works including in movies. Translation's main objective is to transfer the text and the meaning to the target language to give a better understanding. The translation process involves the original text (ST) and then

the translator changes the language (SL) of the source text into the written text (TL) and also changes the language to the target reader (TL) (Jeremy Munday, 2001:5). In order to be effective in translating cultural words it need a translation strategies, translation strategies aren't planned in advance or suggested as the best solutions, they're found by looking at real examples of translated texts in different languages and presented as "actual strategies used" instead of the "right" strategies to use (Baker, 1992:6). Different kinds of non-equivalence require different strategies. Some are very simple, while others are more complicated (Baker, 1992:20). Translation strategies aren't planned in advance or suggested as the best solutions, they're found by looking at real examples of translated texts in different languages and presented as "actual strategies used" instead of the "right" strategies to use (Baker, 1992:6). Different kinds of non-equivalence require different strategies. Some are very simple, while others are more complicated (Baker, 1992:20). The task of translation also includes how a text can be accepted by the TL by paying attention to the linguistic context and cultural context.

Translating cultural words is a challenge for translators as they need to understand the culture from the origin of the story as in this case a Spanish culture. Cultural words play a significant role in a movie or in any other literary works as it is a tool to describe a certain terminology or activity of a related culture. Newmark explains in his book that the word culture has 5 namely Ecology, Material culture (artifacts), Social culture, Organizations, customs, activities, procedures, concepts and gestures and habits (Newmark, 1988:95). The five categories describe how the cultural word is defined and to be considered when it comes to translation. Cultural words emerge in many literary works and also in the movies as it gives deeper roots to the cultural background of a text or movie And also gives a strong cultural feel to a story, it helps in deepening the background of the story by taking a little bit of the culture

According to Nababan, Indonesians often complain that translations of books published in Indonesia are still very weak. This is because oftentimes the translated text is different from the original text. Many experts in translation agree that a translation text is considered good if the text in a translated text was accurate,

meaning that the original context in the original text remains the same. The language used must be in accordance with the norms applied to the target language. This includes the cultural norms that apply to the target language. The reading text must be easy for the reader to read (Nababan, 2012: 41). Translated text has to be accepted by the target language. Nababan in his theory of Translation Quality Assessment stated that the translated text not only transfers the meaning correctly but it has to be accepted by the target language in terms of language rules, norms and culture of the target language (Nababan, 2012:45).

Previous research on this topic has been conducted by Ulfiyatuzhriyyah and Evert (2022), analyzing the quality assessment of the cultural word in the novel *The Midnight Library*. The result of this study showed 50 data that contain cultural words and 5 cultural categories. The data are mostly material culture with 23 data (46%). Ecology 14 data (28%), social culture 4 data (8%), social organization and custom 4 data (8%), and gesture and habits 5 data (10%). With the result mostly scored 3 in the form of accuracy, readability and acceptability. Showing that the translator did a good job translating the cultural words from the novel *The Midnight Library*.

M. Agus Suriadi and Alma Nadi Anwar in their study of “Retaining the Readability of Cultural Words Translation: The Case of Indonesian Subtitles in Breadwinner Film” identified the translation quality assessment of cultural words translation in the “Breadwinner” film. They first categories the cultural words and translation procedure in Peter Newmark’s theory. The data found in this study was 12 data of cultural words. The translation procedure being used was transference, naturalization, couplet, and synonym. For the quality aspect, it is found that 6 data was considered readable, 4 data are less readable, and 2 are not readable. Despite the results being high in readability, the researcher suggests that the subtitles still need to be increased to bridge the lack of meaning in the target language.

“An Analysis of Translation Procedure in Translating Cultural Word” Apandi Apandi, Devi Siti Sihatul Afiah (2020). The researcher aimed to analyze the cultural words in the 5 Cirebon cultural texts: *Petilasan Nyi Mas*

Gandasari, Plangon, Puser Bumi, and Sunyaragi. The result of this study was 61 data have been found in the 5 Cirebon cultural texts with Social Culture 32 data, Ecology 2 data, Material Culture 21 data, and Concept Ceremony, Indigenous Custom with 6 data. The cultural words that have been found are being translated in only 4 procedures of translation: Transference, Literal, Descriptive, and Couplet.

Baskoro (2023) conduct a study about the translation procedures and qualitative assessment in his project thesis “Translation Procedure Most Dominant Used In The Object Description of Museum Borobudur (Karmawibhangga) At Taman Wisata Candi Borobudur Magelang, Jawa Tengah, Indonesia”. In Baskoro's research, he discusses the quality of translation and translation procedures carried out at the Borobudur Temple museum. The result of his study is that there are three most used dominant procedures, there are couplets with a total of 130, shift or transposition with 74, and transference with 48. The other translation procedures are notes, addition, and glosses with 3 data, modulation with 2, and componential analysis with 1. The quality of translated text that he found was 2,49 of the translations in Object Description were less accurate. Other data shows 2,37 is not acceptable or less acceptable. The readability aspect of the translation is 2,43. Baskoro suggested to the Borobudur Temple museum management to be able to cooperate with other parties who are competent in this field in the future researcher stated that the translator added explanations to make the reader of the target text achieve the message conveyed by the author of the novel.

This analysis looks at how well the translated text works for the audience, which is the main thing to consider when checking the quality of translated subtitles. It's really important to think about how well the translated text is received and understood by the audience. When it comes to subtitle translation, making sure the text works well is key because subtitles are like a bridge between the original language and viewers with different cultural backgrounds and levels of familiarity with the source language. This study also tries to figure out the specific translation steps used to translate culturally significant terms in a way that the audience can accept. By doing this, the research

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tries to provide insights into how well subtitle translation keeps cultural meaning while making sure the translated text is natural, clear, and appropriate for viewers around the world. The aim of this research is to identify the quality of translated cultural words and the translation procedures used in the movie "Puss In Boots: The Last Wish" in acceptability.

METHOD

This research uses a qualitative method, which is great for digging deep into complex issues. As Frankel and Wallen say, qualitative research focuses on the big picture to understand complicated problems (Frankel and Wallen, 1993:426). Unlike quantitative methods that use numbers and statistics, qualitative research focuses on gathering detailed info that captures the perspectives, experiences, and meanings that people or groups attribute to a particular issue.

In this study, the qualitative approach is a great fit because we're looking at how well translations capture cultural words. These words often have deep meanings that are tied to specific traditions, beliefs, and social contexts. Translating them is tough — it needs more than just language skills. It also requires a deep understanding of both the source and target languages, and the cultures they come from.

This research looks at how well the translation in the movie Puss in Boots: The Last Wish fits with the culture it's based on. We're checking to see if the translated cultural words in the subtitles are easy to understand and right for the audience. Since it's really important for viewers to be able to understand the story without getting confused, this study will check how well the translated cultural words fit with the audience in terms of clarity, naturalness, and cultural relevance.

A questionnaire is used to collect data. It'll give it to high school students, who were picked as the target audience for the movie. The researcher will ask them to rate different translated cultural words from the movie's subtitles and tell us if the translations are clear, easy to understand, and suitable for their level of comprehension. By collecting these responses, we hope to understand how well the cultural words have been translated and whether they've kept their original meaning while being easy for the audience to understand.

The questionnaire will have closed-ended questions. This format is chosen to make data collection efficient and organized. With closed-ended questions, respondents can choose predefined answers, which makes it easier for researchers to analyze the data systematically. This method is really helpful because it makes it easier for junior high school students to respond and reduces the chance of misunderstanding. Also, using closed questions makes it so we can compare answers and see how well the translation is working. The study tries to find out how well subtitle translation works in conveying cultural words while keeping things easy for young audiences to understand. The results will help us understand more about how good translation quality is in movie subtitles and might even offer some tips for improving the translation of culturally specific terms in future animated films.

Subject Of Research

This research was conducted on high school students who take English specialization classes held by the school. This was chosen because they have decent language skills as well as looking at the last English score, which must get a score above 75. From all students who take the class, 3 students will be selected who meet the criteria. The questionnaires that have been filled out by the students are the research material to determine the quality of the acceptability of the translation and see which translation procedures are more effective for translating words or phrases in the movie.

Research Instruments

Close Reading

It's really important to look at the subtitles in a movie closely to see how cultural words are translated. This helps make sure to not miss any important cultural terms. By doing this, it can get all the info we need about cultural words, and make sure that every instance of cultural language is documented and analyzed. By taking a close look at each subtitle, understand better how cultural expressions, idioms, and context-specific terms are translated. This method is great at getting accurate and detailed info on cultural words, which is important for figuring out the quality, accuracy, and acceptability of the translated subtitles in the film.

Questionnaire

The questionnaire is a very crucial instrument in this research. It is needed to identify the data that has been processed to determine the quality of the translation which is the main focus of this research. The questions given to the corresponded are close ended questions about their acceptability of the translation of cultural words. The questionnaire contains the aspects of acceptability explained by Nababan which will be their reference in determining their answers.

Data Collection

The data collection of this research is by watching the subtitles of the movie “Puss In Boots: The Last Wish” by paying attention to the cultural words that appear in the subtitles of the film. The data that has been collected then will be assessed by the respondents through questionnaires in the aspect of acceptability. The respondents chosen are 3 high school students who take English classes. previously the three students will be assigned to watch the film whether they have watched it or not, this is intended so that they have the same understanding of the story.

Data Analysis

The data taken in this study are cultural words in the movie Puss In Boots: The Last Wish. Data will be analyzed by: 1). watching the movie from beginning to end 2). collecting all cultural words that appear in the movie 3) classifying cultural words by referring to Newmark's theory of cultural word categories. include, Ecology, Material culture (artifacts), Social culture, Organizations, customs, activities, procedures, concepts, Movements and habits (Newmark, 1988:95). 4). then analyze the translation strategies that are being used by the translator in translating cultural words. 5). provide existing data to correspondents to conduct quality assessment. After the data from the movie subtitles were collected, the existing data were categorized into the 5 categories of cultural words described by Newmark. Also identified the translation procedure used.

No.	Source Language (SL)	Target Language (TL)	Cultural Categories	Translation Strategies
	Hey! <i>Hola</i>	Hai! Halo	Habits	

The word “*Hola*” translated in this case, the translator uses the Naturalization procedure which is a way of changing an unfamiliar word into a word that is familiar to the target language. The word “*Hola*” is a greeting word commonly practiced by people from SL so it falls into the category of Gesture and Custom. After the type and procedure were identified , the data is then searched for the quality of the translation by using Nababan's instrument table regarding the acceptability criteria of a translated text.

Translation categories	Score	Qualitative Parameter
Accepted	3	A translation seems natural; a term that is used generally familiar to the reader. The phrases, clauses, and sentences used are in accordance with Indonesian language rules.
Less Accepted	2	In general, the translation seems natural, but there is a problem with the use of technical terms and grammatical errors.
Not Accepted	1	The translation is unnatural because it is in accordance with Indonesian language rules.

FINDINGS AND DISCUSSION

Finding

The data obtained after collecting the data from the movie show interesting results. Of all the data found, 48 cultural words appeared in the movie. Unfortunately, many cultural words were not translated in the movie. In addition, most of the data found consisted of words that were frequently repeated in the movie without any variation in translation. As a result, the valid data collected consisted of 18 entries.

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Cultural Word

Of all the cultural words that appear, the most cultural words category that appears in the movie is Material culture with 17 data. Followed by the Ecology category with the same total of 17 data. Then, the Gesture and habits category is 10 data and Social work and leisure is 4 data. The least is the Organization, Custom, Activities, Procedures, and Concept category with only 1 data. So that the category of cultural words that appear in the movie is 34 data

Ecology

SL: Perro Muerto (43:57)

TL: Anjing Mati (43:57)

The word "perro" is like the English word "dog" and in Indonesian it's "anjing." In translation studies, "perro" is a cultural word related to ecology, since it's a part of the flora and fauna category. This classification is based on Newmark's (1988) categorization of cultural words, where ecological terms include references to animals, plants, geographical features, and other elements of the natural world.

"Perro" is a common word for a dog in many languages and cultures, but the meaning can vary. Even though it's easy to translate, there are different ideas about dogs in different places. In some cultures, they're seen as loyal pets, while in others, they might have different roles, like guarding or being strays.

Material culture (artifacts)

SL :Pampolona (10:34)

TL :Pampolona (10:34)

The word we talked about earlier is an example of material culture in translation studies because it's the name of a specific place. According to Newmark's (1988) classification of cultural words, geographical names like cities, towns, and other locations are considered part of material culture because they're closely tied to a particular place and its history, society, and culture.

Place names often have a lot of meaning beyond just what they literally mean. They can be tied to cultural identity, historical events, or specific traditions that are unique to that region. When translating place names, it's

important for translators to decide whether to keep the original name, adapt it phonetically, or provide extra explanations to make it clear to the audience.

Social culture work and leisure

SL : The Leche Whisperer. (19:02)

TL : Ahli susu (19:02)

The Spanish word "leche" means "milk" in English, but in this context, it's used to talk about a dairy expert profession. It's a Spanish cultural term that goes beyond the literal meaning of "milk" as a food or drink. It's used to describe a specific job related to making, processing, or selling milk.

According to Newmark's (1988) classification of cultural words, this term falls under the Social Culture category, specifically within the subcategory of Work and Leisure. Professions and occupational terms are often culturally embedded because they reflect the economic, historical, and societal structures of a particular region. The dairy industry has been important in many cultures around the world, and in Spain, traditional dairy farming and jobs related to milk are tied to the country's agricultural and culinary traditions.

Organisations, customs, activities, procedures, concepts

SL : but outside that church in Santa Coloma (1:02:47)

TL : tapi di luar gereja di Santa Coloma (1:02:47)

"Santa Coloma" is the name of a church that's really important to the culture and religion there. In translation studies, it's classified as an "Organizations, Customs, Activities, Procedures, and Concepts" under Newmark's (1988) classification of cultural words. This is because churches, as places of worship, are closely tied to the customs and traditions of the communities they serve, influencing spiritual practices and social structures.

Churches like Santa Coloma are more than just buildings; they're also places where people come together to worship, to remember history, and to connect with their community.

They're important parts of our cultural identity, and they're often named after saints or

religious figures who have a special place in people's hearts in that area.

Gestures and habits

SL : Señor Boots (12;54)

TL : Tn. Boots (12:54)

The word mentioned earlier is a common way to address someone in Spanish, and it's a big part of the language's social and cultural identity. In the movie, this term shows up a bunch, which makes it seem like more than just a word. It's used a lot in conversation, and it seems like it's a common way to talk to someone, showing how close you are or even how much you like them.

According to Newmark's (1988) classification of cultural words, this term falls under the category of Gesture and Habits. Gestures and habits are deeply embedded in daily communication and are often unique to specific languages and cultures.

Translation Strategies

From the data that has been collected, it is found that translation strategies that are often used are translation using loan words with a total of 32 data, then there is translation using more general words with a total of 10 data. translation by cultural substitution amounted to 3 data followed by translation by more natural/expressive words with a total of 3 data.

Translation using loan word

SL: Now do you know a good place to get some gazpacho? (09:53)

TL: di mana kedai yang menyajikan gazpacho? (09:53)

This strategy is often used by translators in this movie, such as the example above where a word that is closely related to a culture is translated without changing the word. According to Mona Baker's explanation in her journal, this strategy is commonly used to translate words that are closely related to cultural specific items. (Baker, 1992:34)

Translation by more general word (subordinate)

SL: Welcome to my fiesta (02;25)

TL: Selamat datang di pestaku (02;25)

The translation above uses the Translation by more general word strategy. It can be seen from how the translator changes a word from the source text that has a strong cultural connection with a word that is general and easily understood by the target audience. This strategy is commonly used throughout the movie because this strategy is effective in dealing with non-equivalent words. (Baker, 1992:26)

Translation by more natural/less expressive word

SL: You can have my gatito blade (53:06)

TL: Kau boleh ambil pisau kucingku (53:05)

The above strategy is used to avoid confusion for the audience so that the translator uses a more neutral word because the cultural words above have their own level of complexity to translate.

Translation by cultural substitution

SL: Holy Frijoles (05:59)

TL: Astaga (05:59)

The strategies above are used to translate words with cultural-specific items with words that do not have propositional meaning but are acceptable to the target audience (Baker, 1992: 31). The word above is changed by using a word that is not entirely correct but the audience can still understand it.

Translation Quality Assessment

The assessment of translation quality in the context of acceptability that has been filled in by the three correspondents shows the results of acceptance around 83,3%. Then less accepted around 5,5% and not accepted around 11,1%. These results are filled in by most of the target audience of the movie and the high acceptance results show the quality of the movie in terms of acceptance. These results are quite unexpected considering that many cultural words in this movie are translated using the translation strategy using loan words.

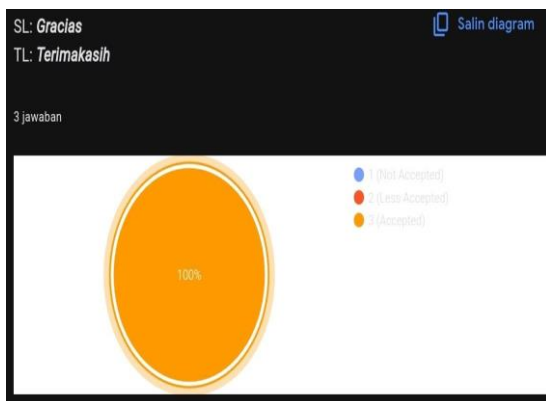
Accepted

SL: Gracias (08;19)

TL: Terimakasih (08;19)

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This example shows high acceptability, with an average result of 3. Apart from the word that tends to be easy to translate. With the right translation strategy. Produce an efficient translation that is easily accepted by the audience. The fact is that the translation above has a high level of acceptability, which means that the audience accepts the translation.

Less Accepted

SL: Perro! Start digging! (28:23)

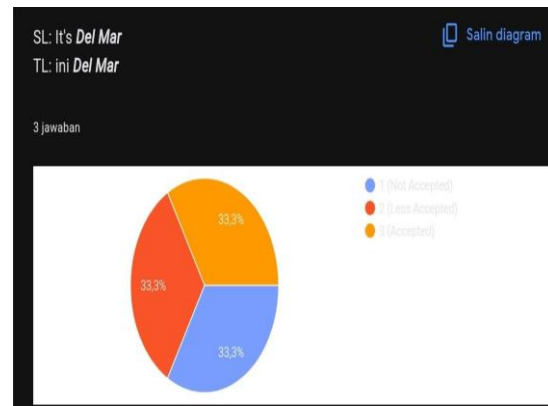
TL: Perro! Mulai menggali (28:23)



This example shows that the translated cultural words are less accepted. Showing a 66,7% result of less accepted means that the average score is 2,33. This shows that the translation above has not been accepted by the audience because it uses the loan word strategy, which most viewers do not relate to the word so that the audience does not understand and does not accept it.

SL: It's Del Mar (02:48)

TL: Ini Del Mar (02:48)



The table above shows unique results because each correspondent chose a different answer. The acceptability score above has a total score of 2. This explains that the acceptability aspect is less accepted. It is not entirely the translator's fault, the audience also needs to pay attention to the context to know the meaning of a cultural word.

CONCLUSION

The study found that most people liked how cultural words were translated in the movie Puss in Boots: The Last Wish. It seems like the approach used was effective in conveying meaning and cultural elements. The positive reception suggests that the translated content was accessible and comprehensible to viewers. However, the study also found that the translation process relied heavily on a single strategy using loan words or loan words with explanations. This method is simple and helps keep the cultural essence of certain terms, but it might not always be the best way to convey deeper meanings, especially for audiences unfamiliar with the source language. Also, the study found a lot of untranslated words in the movie that weren't included in the data analysis.

These untranslated words might have affected the audience's overall understanding and engagement with the film, as certain cultural references might not have been fully conveyed. This shows that a more comprehensive translation approach is needed to make sure all the important cultural elements are communicated to a diverse audience. The study found that most people were okay with translating cultural words in the movie Puss in Boots: The Last Wish. Most of the audience liked the translation, which shows that the approach worked pretty well in getting the meaning and cultural elements across. This positive reaction means that the translated



content was easy for viewers to understand. But the study also found that the translation process mostly used one strategy, which was to use loanwords or loanwords with explanations. This method is simple and helps keep the cultural essence of certain terms, but it might not always be the best way to convey deeper meanings, especially for audiences unfamiliar with the source language. Also, the study found a lot of untranslated words in the movie that weren't included in the data analysis. These untranslated words might have affected the audience's overall understanding and engagement with the film, as certain cultural references might not have been fully conveyed. This shows that a more comprehensive translation approach is needed to make sure all the important cultural elements are communicated to a diverse audience.

The findings suggest that the translators of *Puss in Boots: The Last Wish* should really pay attention to the little details in the characters' dialogue. Even small omissions or mistranslations can mess with the audience's experience and understanding of the film. Dialogue is a huge part of storytelling, and missing out on the subtle linguistic nuances could lead to misunderstandings or a loss of cultural significance. Translators should also try to understand the context of the film better, since *Puss in Boots: The Last Wish* is full of cultural references, humor, and idioms that might not translate well. The movie is made for a wide and diverse audience, so it's important to use translation strategies that keep the cultural essence of the original script while making it more accessible to viewers from different linguistic backgrounds. If translators can find the right balance between being flexible and understanding the context, they can make the movie more enjoyable for a wider audience and make sure that the cultural side of things is respected.

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