

## THE TRANSLATION OF SALADIN AL AYYUBI: A STUDY OF METHODS, CLARITY, AND AUDIENCE RESPONSE

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| ARTICLE INFO  | ABSTRACT   |
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| Received: 08-02-2024<br>Accepted: 10-03-2024<br>Published: 12-03-2024<br>Volume: 8<br>Issue: 1<br>DOI:<br><a href="https://doi.org/10.33019/lire.v8i1.278">https://doi.org/10.33019/lire.v8i1.278</a> | The purpose of this research is to reveal the clarity of the translation in the movie Saladin Al-Ayyubi. This research uses a qualitative approach with document analysis method. The data used in this study came from the dialog sentences of the two characters' speech in the subtitle of Saladin Al-Ayyubi episode 4 on the Arabic Cartoon YouTube channel and the results of a survey conducted on respondents totaling 21 participants. To collect data, the researcher watched and observed the movie Saladin Al-Ayyubi repeatedly to transcribe the movie. After that, the researcher distributed questionnaires to classify and analyze the types of methods, clarity, and audience responses to the Arabic - Indonesian translation in the Salahuddin Al-Ayyubi film. The findings of this study are the types of methods used in the Arabic - Indonesian translation of Saladin Al-Ayyubi movie and the level of clarity of the methods used according to the audience. The researcher found five out of eight Newmark methods used in the translation, namely (1) word-by-word method; (2) semantic method; (3) free method; (4) literal method; and (5) communicative method. The level of intelligibility in the Arabic - Indonesian subtitles of Saladin Al-Ayyubi movie shows that 19% of the text is at a low level of legibility, 59% of the text is at a medium level of legibility, and 22% of the text is at a high level of legibility. |
| <b>KEYWORDS</b><br><i>Translation method, language clarity, movie translation</i>   |  |

### 1. INTRODUCTION

Movies as mass media have various functions. Apart from being entertainment, movies also have functions as information and communication media (Angela & Winduwati, 2020). The development of the digital world has made films more widespread, so translation of films needs to be pursued so that films can be enjoyed by audiences in various parts of the world and the functions of films can run properly (Prasuri Kuswarini, 2016).

Translation activities are not always easy, therefore language differences, cultural gaps, and lack of understanding of translation theory are the biggest challenges for a language translator (Ainurrafiq, 2015; Jaya, 2020). Understanding the cultural differences faced by a translator often causes movie translations to be complicated to understand (Nalendra, 2014). The difficulty in finding word and cultural equivalents in translation can also cause a shift in the meaning of the translation (Ainurrafiq, 2015; Brahmana et al., 2022).



To deal with these difficulties, the translator must try to find the correct word equivalent (Siregar & Sentosa, 2015). The result of these efforts will produce two views that are considered subjective depending on the translator's perspective, namely the translation result is more inclined to the source language or the target language (Siregar & Sentosa, 2015). Therefore, in the science of translation, translators are required to master translation methods (Wijayanti, 2018). One of the theories of translation methods that can be used as a reference in translation science is the eight translation methods proposed by Peter Newmark in the book *A Textbook of Translation* (Newmark, 1988).

Peter Newmark's translation method theory has been used by Budiartika (Budiartika, 2015) in the article "An Analysis on Translation Method in Subtitle of Movie 5 CM" this research discusses what methods are found in the movie, so that 4 out of 8 translation methods used by translators in the process of translating the movie 5 CM were found. The free translation method is used more often because the translator tries to maintain the meaning in the source language by converting the structure of the source language into the target language.

In converting the composition of the source language into the target language, it is necessary to make adjustments so that there is no shift in meaning that can change the content. Like Brahmana, Sofyan, and Adha (Brahmana et al., 2022) have conducted a study entitled "Analysis of Chinese - Indonesian Translation Shifts in the Aftershock Film" Brahmana, et al, explained that the difference in language structure between the source language and the target language is one of the causes of meaning shifts. This is because each language has different and varied standard rules. So that significant adjustments need to be made in order to maintain the content of the source language and create good translation quality.

Translation quality can be measured by several factors, one of which is accuracy. As Brida and Sinaga (Brida & Sinaga, 2019) in "Analysis of the Translation Accuracy of Directive Speech Acts in the "Subtitle" of The Mask Of Zorro Movie Dialogue" which focused on the quality of translation of directive speech acts in movie subtitles. Brida and Sinaga analyzed the accuracy using a category table according to Nababan's theory in 2012 and concluded that the accuracy level of the film was at the medium level. From the results, it can be seen that the reason for the low quality of accuracy in the movie is due to the wrong choice of translation technique, namely the use of literal technique as much as sixty-six data out of the total research data.

In line with that, the clarity of the translation is also one of the factors of whether the quality of the translation is good or not (Syihabuddin, 2016). Like Sihotang, Tadjuddin, and Ekowati (Sihotang et al., 2020) in their article "Translation Errors in The Help and Hidden Figures Movie Subtitles" have discussed cultural translation errors in the movie subtitles. The results of the analysis explain that the wrong choice of word equivalents is one of the factors that affect the quality of translation, because it produces unclear translation results which result in the message not being fully conveyed.



Looking at the previous research that has been presented, it has not explained the problem of clarity of translation results using the translation method used. Therefore, the researcher tries to analyze the translation method of Arabic - Indonesian subtitles in Saladin Al-Ayyubi Animated Movie to reveal the clarity of the translation results. This movie carries a historical theme and received a rating of 8.6/10 from IMDb and has been produced into three languages, namely Malaysian, English, and Arabic (Idris et al., 2017).

The researcher tries to identify the problem in this study, namely what type of method is used in Arabic Indonesian translation in the movie Saladin Al-Ayyubi and how the level of clarity of the method used according to the audience.

## **2. LITERATURE REVIEW**

### **2.1 Subtitle Translation in Movies**

Translation is the process of transferring the source language text into the target language, both in terms of meaning and culture by paying attention to the equivalent in accordance with the lexical and grammatical structure (Ainurrafiq, 2015). In order for the message in the translation to reach the reader or listener, the translation process must also pay attention to the equivalence and reasonableness of the source language words in the target language (Khoiriyatunnisa & Yuniar, 2022).

In relation to movies, there are two ways of translation in movies, namely subtitling and dubbing (Khoiriyatunnisa & Yuniar, 2022; Nisa & Afifa, 2023). Subtitling is a translation process that focuses on the text words contained in a movie or television show (Khoiriyatunnisa & Yuniar, 2022). The transfer of messages from spoken language into text form is then displayed simultaneously with the dialog being spoken on the screen (Brida & Sinaga, 2019; Budiartika, 2015).

### **2.2 Saladin Movie**

With the rapid development of films, both local and foreign films are increasingly circulating and loved by the public (Brida & Sinaga, 2019). On the Arabic Cartoon youtube channel there are various kinds of films including the animated film Hasan Ibn Haytam a scientist who is an expert in the fields of science, falak, and philosophy. Furthermore, the animated film Al-Farabi is a scientist who is an expert in the fields of mathematics, philosophy, and medicine. Then the animated movie of Husain Ibn Sina, an expert in medicine, philosophy, and astronomy. Finally, the animated film Salahuddin Al-Ayyubi is a knight who is an expert in preparing military strategies and is known for his fair nature when fighting (Idris et al., 2017).

The animated film Saladin Al-Ayyubi or known by the original title Saladin the animated is a collaborative film released by MDeC Malaysia with JCC Al-Jazeera. with a total of 26 episodes, this animated film has been produced into three languages namely Malaysian, English, and Arabic. The movie is inspired by the story of the Islamic warrior, Saladin Al-Ayyubi who united Muslims in a holy war against the Crusaders in the 12th century (Idris et al., 2017). The movie Saladin Al-Ayyubi can be accessed on various video streaming services, one of which is on



the YouTube channel with Arabic Cartoon channel has provided the movie in Arabic with Indonesian subtitles. Until now, Arabic Cartoon has joined YouTube for eight years, starting from December 19, 2016 and has reached a total of 10,400 subscribers.

### 2.3 Translation Method

Wijayanti (2018) in the *Al-Turas Bulletin Journal* argues that in the science of translation, translators are required to master translation methods and be able to find word equivalence between the source language and the target language. There are eight translation methods in the translation process, namely word-by-word, literal, faithful, semantic, adaptation, free, idiomatic, and communicative translation methods (M. Zaka Al-Farisi, 2014).

#### 2.3.1 Word-by-word translation method

This method maintains the word order in the source language and each word is translated according to the dictionary base language.

#### 2.3.2 Literal translation method

Through this method, the grammatical arrangement will adjust to the arrangement in the target language, while the translation is done by searching for word-by-word equivalents in a sentence by taking into account the cultural elements of the source language.

#### 2.3.3 Faithful translation method

This method seeks to express the intent, purpose, and meaning of the source language loyally while maintaining the grammatical structure of the source language.

#### 2.3.4 Semantic translation method

The semantic translation method maintains the beauty of the source language and is flexible. The words related to culture are translated functionally which are often heard by the public.

#### 2.3.5 Adaptation translation method

This method is commonly used when translating poetry or drama, where the source language culture is adapted into the target language culture while maintaining the storyline, theme, and character of the source language. The original text is rewritten and adapted into the target language.

#### 2.3.6 Free translation method

This method tries to translate the original meaning of the source language text without paying attention to the grammatical rules and culture of the source language, so the results of this method tend to be very free, such as the use of colloquial words that do not exist in the source language. The translator usually makes a paraphrase of the core sentence in the text before starting the translation process.

#### 2.3.7 Idiomatic translation method

The idiomatic translation method focuses on the target language, that is trying to find the equivalence of idiomatic words in the target language that do not exist in the source language, using the impression of familiarity. This method is commonly used to translate proverbs, aphorisms, or literary expressions.

#### 2.3.8 Communicative translation method



This method pays attention to the target language in communication science. As for the translation process, this method still considers the cultural elements of the source language to the target language. Thus, it results in a translation that is easy to understand.

#### 2.4 Translation Clarity

In the context of translation, the quality of translation can be internal, which is related to the clarity of the text, or external, which is related to the reader's response and understanding of the translation (Majid, 2017). In this case, the clarity of the translation can be seen from the aspects of structure, diction and spelling, as well as the general reader's response to the translation (Syihabuddin, 2016).

As for measuring the clarity of a translation, Nababan (2012) compiled a 1-3 scale Readability Assessment Instrument: High Readability (score 3) if the words, technical terms, phrases, clauses, sentences or texts can be easily understood by the reader. Medium Readability (score 2) In general, the translation can be understood by the reader; however, there are certain parts that must be read more than once to understand the translation. Low Readability (score 1) The translation is difficult for the reader to understand.

### 3. METHODOLOGY

This research uses a qualitative approach with a document analysis method, the use of this research method aims to reveal the clarity of the translation and research results in the form of a narrative (Fadli, 2021).

The data source of this research is the dialog sentence of the two characters' speech in the subtitle of Saladin Al-Ayyubi episode 4 on the Arabic Cartoon YouTube channel (explained in table 1) and the results of a survey conducted on respondents, namely viewers of Saladin Al-Ayyubi episode 4 totaling 21 participants. The researcher took the characteristics of the respondent sample by using purposive sampling, namely determining the criteria with the category of students aged 18-21 years.

The data collection tools used in this research are film observation and questionnaires (Sarah et al., 2021). As for the data analysis technique in this study, the author uses Spradley's data analysis theory which consists of domain analysis, taxonomy, componential, and discovering. To collect data, researchers watched and observed the movie Saladin Al-Ayyubi repeatedly to transcribe the movie. After that, the researcher distributed questionnaires to classify and analyze the types of methods, clarity, and audience responses to the Arabic - Indonesian translation in the film Saladin Al-Ayyubi.

This research will examine the subtitle script in the movie using the documentation technique (Wahidmurni, 2017) and a Likert scale questionnaire, because it will measure the opinions and perceptions of a person or group of people (Sugiyono, 2013).



### 3.1 Table Demographics of Data Sources

| NO | Category                            | Minutes       |
|----|-------------------------------------|---------------|
| 1  | Dialogue Between Dankin and Saladin | 01:01 – 01:10 |
| 2  | Dialogue Between Zaher and Saladin  | 01:20 – 01:28 |
| 3  | Dialogue Between Khusna and Saladin | 03:38 – 03:43 |
| 4  | Dialogue Between Bihrom and Saladin | 12:29 – 12:42 |
| 5  | Dialogue Between Saladin and Zaher  | 12:46 – 13:06 |
| 6  | Dialogue Between Saladin and Zaher  | 14:52 – 14:59 |
| 7  | Dialogue Between Bihrom and Zaher   | 15:07 – 15:42 |
| 8  | Dialogue Between Saladin and Zaher  | 16:53 – 17:02 |

## 4. RESULTS AND DISCUSSION

In the process of translation, a translator needs to adopt a certain ideology, such as the Foreignization and Domestication ideology (Syihabuddin & Aryanti, 2023). Foreignization is a translation technique that prioritizes maintaining the linguistic and cultural elements of the source language. While Domestication will guide the translator in modifying the components contained in the source text to be in line with the circumstances and conventions prevalent in the target text (Syihabuddin & Aryanti, 2023).

To fulfill the above ideology, it is necessary to understand the theory of translation methods. Based on Newmark's theory (Newmark, 1988), there are five types of methods that are the findings in the research of analyzing the types of methods, clarity, and audience responses to the Arabic - Indonesian translation of Saladin Al-Ayyubi Movie. Among them, the free method is 9 data, the literal method is 6 data, the word-by-word method is 11 data, the communicative method is 1 data, and the semantic method is 11 data.

### 4.1 Table Translation Methods in The Movie Saladin Al-Ayyubi

| No | Methods              | Total Data | Percentage |
|----|----------------------|------------|------------|
| 1. | Free Method          | 9          | 24%        |
| 2. | Literal Method       | 6          | 16%        |
| 3. | Word-by-Word Method  | 11         | 29%        |
| 4. | Communicative Method | 1          | 2%         |
| 5. | Semantic Method      | 11         | 29%        |
|    | Total                | 38         | 100%       |

### 4.2 Table Free Translation Method in Saladin Al-Ayyubi Movie

| Free Translation Method          |  |
|----------------------------------|--|
| Bsu : أعترف يسعدني أنني لم أقتلك | Bsa : Know that i'm glad i didn't kill you |

The text in table 4.2 above is translated using the free method because the translator tries to translate the original meaning of the source language text without paying attention to the grammatical rules of the source language (M. Zaka Al-Farisi, 2014). So the results of this method tend to be very free, and the translator has made a paraphrase of the core sentence in the text before





starting the translation process. For example, the sentence "أتعرف" is not translated as "do you know" but as "Know" Then the sentence "أأني" is not translated literally, so it can be seen that the translation in the foreign language sentence is shorter than the original sentence.

#### 4.3 Table Literal Translation Method in Saladin Al-Ayyubi Movie

| Literal Translation Method                                   |   |
|--|---|
| Bsu : و عدت أخاك بأن أعتني بك و أفضل طريقة هي أن أعلمك تعنتي | Bsa : I promised your sister to take care of you and the best way to teach you to take care of yourself |

The text above shows the use of the literal translation method, because the grammatical structure adapts to the structure in the target language, while the translation is done by finding word-by-word equivalents in a sentence by taking into account the cultural elements of the source language (M. Zaka Al-Farisi, 2014). For example, the sentence "وعدت" is interpreted as "I promise." The expression shows that there is an adjustment of the grammatical structure of the language into the language. That is, the translator changes the predicate subject pattern into subject-predicate.

#### 4.4 Table Word-by-Word Translation Method in Saladin Al-Ayyubi Movie

| Word-by-Word Translation Method |                   |
|---------------------------------|-------------------|
| Bsu : صديق قديم ؟               | Bsa : Old Friend? |

The sentence "صديق" has the literal meaning of "friend" and the sentence "قديم" has the meaning of "long" From this explanation, it can be seen that the translator tries to maintain the word order in the source language and each word is translated as it is according to the dictionary base language (M. Zaka Al-Farisi, 2014). Therefore, the sentence above is identified as using the word-by-word translation method.

#### 4.5 Table Communicative Translation Method in Saladin Al-Ayyubi Movie

| Communicative Translation Method  |   |
|-----------------------------------|---|
| Bsu : لقد خاض صوند خمسين جملة هنا | Bsa : The word brave has been said fifty times here |

According to the Arabic-Indonesian dictionary, the phrase "خاص" means "to fight". However, the translator made the translation of the sentence into "spoken". This happens because the translator pays attention to the target language in communication science. As for the translation process, this method still considers the cultural elements of the source language to the target language, thus causing the translation results to be easily understood (M. Zaka Al-Farisi, 2014).



#### 4.6 Table Semantic Translation Method in Saladin Al-Ayyubi Movie

| Semantic Translation Method |                          |
|-----------------------------|--------------------------|
| Bsu : ألا بد أن ترحل        | Bsa : Do you have to go? |

Semantic translation is flexible (M. Zaka Al-Farisi, 2014). An example of translation using the semantic method can be seen in the sentence above. The sentence "ألا بد أن ترحل" is translated into "Do you have to go" because it has a similar meaning and is more flexible so that it can be easily understood by the reader.

In the context of translation, translation quality can be internal, which relates to the clarity of the text, or external, which relates to the reader's response and understanding of the translation (Majid, 2017). According to Syihabuddin (2016), the clarity of translation can be seen from the aspects of structure, diction and spelling, as well as the general reader's response to the translation. To find out the impact of using the translation method on the clarity of the translation, the researcher distributed a clarity assessment questionnaire to 21 participants who were college students aged 18-21 years old. By measuring the clarity level of the translated text, the researcher will find out the extent to which the general audience understands the subtitle text.

As for the measurement of clarity, it will be revealed through the readability instrument, because readability is a quality of translated text to measure clarity (Surgawi et al., 2018). Researchers used a 1-3 scale Readability Level Assessment Instrument adapted from Nababan's rating scale (Nababan et al., 2012): Low Readability Level (score 1) The translation is difficult for the reader to understand. Moderate Readability (score 2) Generally, the translation can be understood by the reader, but there are certain parts that must be read more than once to understand the translation. High Readability (score 3) if the words, technical terms, phrases, clauses, sentences or texts can be easily understood by the reader.

#### 4.7 Table Readability Assessment Instrument

| Score | Description   | Results                  |
|-------|---|--------------------------|
| 1     | The translation is difficult for the reader to understand.  | Low Readability Level    |
| 2     | In general, translations can be understood by the reader; however, there are certain passages that must be read more than once to understand the translation. | Medium Readability Level |
| 3     | When words, technical terms, phrases, clauses, sentences or translated text can be easily understood by the reader.   | High Readability Level   |

From the 38 data presented in the questionnaire, the respondents have measured the level of clarity variably. The following are examples of clarity measurements according to the readability aspect.





#### 4.8 Table Aspects of Low Readability in the Movie Saladin Al-Ayyubi

| Low Readability Aspect                  |  |
|---|--|
| Bsu : إذا زالت الحمى خلال يومين سينجو : | Bsa : If the fever continues for two days, he will be saved. |

The translation of the text in the data above is not well conveyed in the language. This happens because of the changed meaning in the translation "زالت" which means "gone" is not translated correctly by the translator. In order to make the translation clearer, the translation should be changed to "if his fever disappears in two days then he will recover". With this condition, the assessor gave a score of 1 because of the choice of diction that is not in accordance with the context so that the translation is difficult to understand (Syihabuddin, 2016).

#### 4.9 Table Aspects of Moderate Readability in the Movie Saladin Al-Ayyubi

| Moderate Readability Aspect                                      |  |
|--|--|
| Bsu : تذكر أن الرجل بأسلحتهم خارج بيتك على استعدادا لابادة اسرتك | Bsa : Remember the man who with his gun went to your house prepared to destroy your family |

In the data above, the number of diction presented in one sentence is too much, making it difficult for readers to connect each word in the sentence. Because ideally, the number of words in a sentence should not exceed seven words (Sari & Herri, 2020). It is better to make the sentence into two sentences so that it is more in line with the foreign language structure and easier to understand, namely "Remember the gunman has gone to your house" and "He is getting ready to destroy your family".

#### 4.10 Table Aspects of High Readability in the Movie Saladin Al-Ayyubi

| High Readability Aspect  |                             |
|--------------------------|-----------------------------|
| Bsu : كن قويا يا دانكن : | Bsa : Hang in there Dankin! |

The data above is one example of data that is included in the high readability level. The use of spelling. Namely the writing of exclamation marks in Bsa is in accordance with the context. Likewise, the use of diction and language structure used in Bsa can be easily understood by the reader (Syihabuddin, 2016).

In measuring the clarity of the translation, the general audience response to the translation is also one of the aspects to be considered (Syihabuddin, 2016). In this case, the researcher classifies the audience's response into three categories, namely less clear (the audience cannot understand the content of the text), quite clear (the text can be understood well by the audience, although there are still some texts that are difficult to understand), and very clear (the audience is very easy to understand the content of the text).



**4.11 Table Audience Responses to the Arabic - Indonesian Translation in the Movie Saladin Al-Ayyubi**

| Respondents | Clarity Level |             |            |
|-------------|---------------|-------------|------------|
|             | Less Clear    | Quite Clear | Very Clear |
| 1           | -             | 37          | 1          |
| 2           | 5             | 29          | 4          |
| 3           | 11            | 22          | 5          |
| 4           | 8             | 27          | 3          |
| 5           | 37            | 1           | -          |
| 6           | 17            | 14          | 7          |
| 7           | 15            | 21          | 2          |
| 8           | 3             | 33          | 2          |
| 9           | 2             | 18          | 18         |
| 10          | -             | 29          | 9          |
| 11          | 6             | 14          | 18         |
| 12          | 10            | 23          | 5          |
| 13          | 3             | 6           | 29         |
| 14          | 3             | 8           | 27         |
| 15          | 1             | 37          | -          |
| 16          | 18            | 20          | -          |
| 17          | -             | 15          | 23         |
| 18          | -             | 32          | 6          |
| 19          | 9             | 15          | 14         |
| 20          | -             | 38          | -          |
| 21          | 4             | 34          | -          |
| Total       | 152           | 473         | 173        |
| Percentage  | 19%           | 59%         | 22%        |

Table 4.11 shows the assessment of the respondents, is the audience in general, on 38 data of Arabic - Indonesian subtitles in Saladin Al-Ayyubi movie. The data shows that 22% of the clarity level of Arabic Indonesian subtitles in Saladin Al-Ayyubi Movie is at a high level, which is easy to understand, 59% of the clarity of Arabic - Indonesian translation in Saladin Al-Ayyubi Film is categorized as medium level or need to reread when understanding the content of the translation, and 19% of the clarity of Arabic Indonesian translation in Saladin Al-Ayyubi Film is categorized as low level, which is difficult to understand.

From the analysis of the subtitle text in the movie Saladin Al-Ayyubi, it is known that the most widely used methods are word-by-word method and semantic method. This is because the translator tries to translate the words in the source language singly with the most common meaning. The translator also often explores the language structure to maintain the aesthetics of the source language and make the translation appropriate for the target readers. The communicative method is the cast used due to the lack of complex words or cultural elements in the subtitle text. Therefore, the translator does not really need to use this method.



## 5. CONCLUSION

From the 38 data collected on the Arabic - Indonesian subtitles of Saladin Al-Ayyubi movie, it can be concluded that there are 5 out of 8 Newmark methods used in the translation. They are word-by-word method as much as 11 data (29%), semantic method as much as 11 data (29%), free method as much as 9 data (24%), literal method as much as 6 data (16%), and communicative method as much as 1 data (2%). Thus it can be seen that the methods that tend to be used more are the word-by-word method and the semantic method, which amount to 29 data.

The level of clarity in the Arabic - Indonesian subtitles of Saladin Al-Ayyubi Movie shows that 19% of the text is at a low readability level, 59% of the text is at a medium readability level, and 22% of the text is at a high readability level. The subtitles in the movie Saladin Al-Ayyubi found on the Arabic Cartoon Youtube channel tend to be easy to read even though readers have to read more than once to understand the translation in certain parts.

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