CHAPTER IV

RESEARCH FINDINGS AND DISCUSSIONS

In this chapter, the researcher presents the description and analysis of the data collected. This section present finding of the research and discussions dealing with the collected data that will answer the statement of the problems stated in chapter I. This chapter will include the subtitling strategies that were used in English subtitle of Indonesian short animation movies.

4.1 The Results of Subtitling Strategy

The first objective of this study is to find out subtitling strategies in the English subtitle of Indonesian short animation movies. In order to achieve the objective, each religious term in the dialogue was classified based on types of subtitling strategies. The table below shows the numbers of each strategy used in the short animation movies.

Table 4.1 Frequency of Strategy Used in the Short Animation Movies

No.	Type of Strategy	Frequency	Percentage
1	Imitation	207	49.76%
2	Transfer	157	37.74%
3	Expansion	17	4.1%
4	Transcription	10	2.4%
5	Deletion	10	2.4%
6	Resignation	8	1.92%
7	Paraphrase	7	1.68%
	Total	**416**	**100%**

As the result shown in the table above, there are seven of Gottlieb's subtitling strategies applied in all of the short animation movies, they are transfer, imitation, transcription, expansion, paraphrase, deletion, and resignation. Among all the strategies above, the most frequently used strategy is imitation. The descriptions of each strategy are described below:

1) The usage of imitation strategy in translating religious terms in all of the short animation movies are used 207 times of all 416 data. It means that 49.76% out of 100% terms were using imitation strategy in translating Indonesian terms into English. Also, as the researcher have mentioned above, imitation is the most frequently used strategy in the short animation movies among other strategies.

2) The usage of transfer strategy in translating religious terms in all of the short animation movies are used 157 times of all 416 data. It means that 37.74% out of 100% terms were using transfer strategy in translating Indonesian terms into English.

3) The usage of expansion strategy in translating religious terms in all of the short animation movies are used 17 times of all 416 data. It means that 4.1% out of 100% terms were using expansion strategy in translating Indonesian religious terms into English. This percentage indicated that 17 religious terms in the short animation movies was explained more by the subtitler.

4) The usage of transcription strategy in translating religious terms in all of the short animation movies are used 10 times of all 416 data. It means that 2.4% out of 100% terms were using transcription strategy

in translating Indonesian terms into English. This strategy was used when the source language was using third language, in this case was Arabic, and then translated it into the target language.

5) The usage of deletion strategy in translating religious terms in all of the short animation movies are used 10 times of all 416 data. It means that 2.4% out of 100% terms were using deletion strategy in translating Indonesian religious terms into English. This percentage is the same with transcription strategy.

6) The usage of resignation strategy in translating religious terms in all of the short animation movies are used 8 times of all 416 data. It means that 1.92% out of 100% terms were using resignation strategy in translating Indonesian religious terms into English. This strategy was used because the subtitler did not or could not translate the term from SL into TL.

7) The usage of paraphrase strategy in translating religious terms in all of the short animation movies are used 7 times of all 416 data. It means that 1.68% out of 100% terms were using paraphrase strategy in translating Indonesian religious terms into English. This is the most little used strategy among all of the subtitling strategy.

4.2 The Discussion of the Results of Subtitling Strategy

The following discussion is about the 7 subtitling strategies that have been found in the previous chapter. Those subtitling strategies are imitation, transfer, expansion, transcription, deletion, resignation, and paraphrase. In this discussion, each data would be followed by the analysis of how each subtitling strategies

occurred with the data. The researcher will took only some example of the data for each type of strategy. More detail can be seen in appendix 1.

4.2.1 Imitation

Imitation strategy served the original form of source language into target language. This strategy was the most used among other strategy with 207 of 416 data. There are the samples where the imitation strategy used:

a. Dodo tadi sedang ber*wudhu* tau!!

b. I'm taking *wudhu*. (M1, datum No. 4)

a. *Assalamu'alaikum.*

b. *Assalamu'alaikum*. (M2, datum No. 11)

a. Tapi apa sih bulan *Hijriah*?

b. But what is *Hijriah* month? (M3, datum No. 5)

a. Dari *Mekah* ke *Madinah*

b. From *Makkah* to *Madinah* (M3, datum No. 15)

a. Aku ketiduran waktu baca *Al-Quran*

b. I overslept while reading the *Al-Quran* (M5, datum No. 13)

a. Siapa saja sih Yah, orang yang wajib membayar *zakat fitrah* itu?

b. Who is obligated to pay *zakat fitrah*? (M8, datum No. 24)

a. *Allah SWT* itu siapa, paman?

b. Who is *Allah SWT*, uncle? (M12, datum No. 22)

From some of the samples above, the names of place, activities, and holy books were not translated into target language. Also, the name of Allah and any of

exclamation expressions in Arabic that often said by Muslims were not translated into target language.

In conclusion, the imitation strategy can be found in names, events, places and exclamation expressions in the source dialogue. The religious words and terms that usually always used by Muslims were not translated into another form. In another word, the translator kept the originality of the source language.

4.2.2 Transfer

Transfer strategy is an equivalent transmission of a whole form and messages from SL into TL. There is no added explanation or modification, or even deletion of the form and the message because the subtitler translated the dialogue literally. This strategy was used in 157 (57.74%) of 416 data. There are the samples where the transfer strategy used:

a. Ayah sedang *sholat*

b. Father is *praying* (M2, datum No. 5)

a. Tolong panggilkan ayahmu di *masjid* ya, Syamil

b. Please call your father in the *mosque*, Syamil! (M5, datum No. 39)

a. Makanya Dodo tanya soal *Nabi*

b. So Dodo asked about *the prophet* (M6, datum No. 6)

a. Lalu kitab yang ketiga adalah kitab *Injil*

b. Then, the third book is *Bible* (M7, datum No. 20)

a. *Rukun iman*

b. *The pillars of iman* (M9, datum No. 5)

a. *Buka puasa* bersama

b. *Fast breaking* together (M10, datum No. 1)

a. Iya, rasanya seperti kiamat ya

b. Yeah, it feels like the doomsday (M11, datum No. 5)

From the samples above, we can conclude that transfer strategy was used when there is no addition or deletion in translation, no change of word from SL to TL, and they refer to the same meaning. Even in the word "*Injil*", that we all know as the name of one of the holy book, was translated into "*Bible*" in order to fit with what people most familiar with.

4.2.3 Expansion

Expansion strategy is used when the translation need more information because there are some differences in both SL and TL. The information is needed so the translation can be acceptable in the target language. In this research, the researcher found 17 (4.1%) data of 416 data in all of the short animation movies analyzed. There are the samples where the expansion strategy used:

a. Dodo mau *buka*?

b. You want to *break the fast*? (M1, datum No. 15)

From the sample above, this strategy was chosen by the subtitler to give more information and explanation on the word "buka" which actually mean "open" if translated literally into target language. The subtitler expand the translation of "buka" into "break the fast" so the message of the story in that dialogue can be delivered accurately.

a. Kalian sudah pintar belum, *mangaji*nya?

b. Are you smart on *reciting Al-Quran*? (M7, datum No. 51)

In the sample above, it can be seen that the subtitler added "Al-Quran" in the dialogue to point out that the word "mengaji" means "reciting Al-Quran" and not the other book. With adding little information in the dialogue, the translation becomes more understandable in target language.

a. *Rukun iman*

b. *The six pillars of iman* (M9, datum No. 1)

The sample above was taken from the first dialogue in the 9th short animation movie than introducing the title of the short movie. The dialogue said "rukun iman" that translated by the subtitler into "the six pillars of iman" with addition of the word "six" which imply to the numbers in the pillars of iman.

a. Ketiga, iman kepada *rasul*

b. Third, belief in all *God's prophets and messegers* (M9, datum No. 15)

Expansion strategy was found in the sample above where the source language was expanded when translated into the target language. From that sample, the word "rasul" was translated and expanded with supplementary information into "God's prophets and messegers".

4.2.4 Transcription

Transcription strategy is used when the source language seems unusual, irregular, atypical, and peculiar. In this case with all the short animation movies, the transcription strategy was found because the source language use third language, that is Arabic, in the dialogue. With that being said, total 10 (2.4%) data over all

416 data is transcription strategy.

    a.   *Ahlan wa sahlan ya Ramadhan*

    b.   *Welcome ya Ramadhan* (M4, datum No. 1)

The sample above is a common phrase used by Muslim and often said exactly like that with Arabic language. The Arabic language in this dialogue is different from the source language used, which is Indonesian. Therefore, the subtitler used transcription strategy in translating this dialogue into the target language.

    a.   *Innaa anzalnaahu fee lailatil qadr*

    b.   *Lo! We revealed it on the Night of Predestination* (M5, datum No. 1)

The sample above is part of surah al-Qadr in short animation movie number 5. The surah used Arabic which was different from the source language. Therefore, the subtitler used transcription strategy to translate the third language of surah al-Qadr into the target language.

    a.   *Allahumma laka shumtu*

    b.   *O god, because of you I fasted,* (M10, datum No. 9)

The sample above is a part of pray that must be recited before breaking the fast. The praying is in Arabic which then translated into the target language. To translate this, the transcription strategy was used.

4.2.5 Deletion

Deletion strategy tends to exclude less important aspects of SL so it only leaves the important messages to be expressed in the TL. In this research, deletion

strategy was found in 10 (2.4%) data of total 416 data.

    a. Ampunilah *dosa*ku dan kedua orang tuaku.

    b. Forgive me and my parents. (M5, datum No 42)

In the sample above, the word "dosa" in SL was not translated in TL. The deletion of the word "dosa" in target language did not give a big change of the meaning and the messages in the dialogue's translation.

    a. *Fakir miskin*,

    b. *The poor*, (M8, datum No. 36)

The source language in sample above have same meaning between "fakir" and "miskin" that is why, in the target language, the subtitler only use one and deleted the other so the translation become "the poor" which already represent those two words.

    a. Apalagi gara-gara tidur lagi setelah *sholat subuh*

    b. Moreover, because of sleep again after *subuh* (M10, datum No. 5)

From the sample above, the source language of religious terms was "sholat subuh". In the translation of that term, the subtitler deleted or excluded the less important aspect into only "subuh".

4.2.6 Resignation

Resignation strategy is the strategy used when there is zero translation of the source language into the target language as a result of inability to translate the messages at all. In this research, resignation strategy was found in 8 (1.92%) data

of whole 416 data.

   a. *Muharam, syafar, rabiul awal, rabiul akhir, jumadil awal, jumadil akhir*

   b. (none) (M3, datum No. 18)

   a. *Kitab-kitab* lainnya

   b. (none) (M7, datum No. 7)

   a. *Amil,*

   b. (none) (M8, datum No. 38)

Some samples above shows that the subtitler did not translate all the religious terms in the source language. Instead, the subtitler just left the target language translation with nothing.

4.2.7 Paraphrase

Paraphrase strategy is a strategy when the subtitler gave change to the source language form in order to provide an acceptable form and messages in the target language. In this research, paraphrase strategy was found in 7 (168%) times of whole 416 data.

   a. *Ya Allah, untukmu aku berpuasa, kepadamu aku beriman,*

   b. *Ya Allah, in thee I fasted, with thy faith,* (M1, datum No. 49)

   a. *Atas segala rizki yang engkau berikan, dengan segala rahmatmu,*

   b. *Unto you I surrender and I eat with the fast,* (M1, datum No. 50)

   a. *Wahai yang maha pengasih dan penyayang.*

   b. *With the grace of god, oh god most compassionate.* (M1, datum No. 51)

From the samples above, the paraphrase strategy was used to match the structure

of a prayer in target language, even the wording were also changed in order to provide an acceptable form and messages of source language in the target language.

a. *Dia yang maha mengatur dan memelihara*

b. *He is the one who regulates and nourishes* (M12, datum No. 25)

a. *Allah itu esa, kepadanyalah segala sesuatu bergantung*

b. *Allah, the eternally besought of all* (M12, datum No. 26)

a. *Dia tidak beranak dan tidak pula diperanakkan*

b. *He begetteth not, nor is he begotten* (M12, datum No. 27)

a. *Dan tidak ada seorangpun yang setara dengan dia*

b. *And there is none like unto him* (M12, datum No. 28)

From another sample of paraphrase strategy above, it also shows that the wording and the structure of the source language was changed when translated into the target language. The purpose change in this sample was also to provide an acceptable form and messages of the source language in the target language.

4.3 The Results of Translation Accuracy

Another objective of this research is to know the translation accuracy from Indonesian to English of all the short animation movies. In order to achieve the objective, the researcher used the translation accuracy instrument from Nababan, Nuraeni, and Sumardiono (2012, p.50) that contains qualitative parameters and scores from one to three. The table below shows the results of translation accuracy of all the short animation movies that have been analyzed by the researcher:

Table 4.2 Total Amount for Translation Accuracy Level

Short Animation Movie Title	Very Accurate		Less Accurate		Inaccurate		Total Data
	Score	%	Score	%	Score	%	
M1 – Adab Puasa	180	81.82%	30	13.64%	10	4.55%	220
M2 – Ayo Sahur	72	61.01%	32	27.12%	14	11.86%	118
M3 – Mengenal Bulan Hijriyah	90	87.38%	8	7.77%	5	4.85%	103
M4 – Ahlan Wa Sahlan Ya Ramadhan	195	95.12%	10	4.88%	0	0	205
M5 – Lailatul Qadr	165	76.04%	50	23.04%	2	0.92%	217
M6 – Nabi dan Rasul	240	85.11%	40	14.18%	2	0.71%	282
M7 – Kitab-Kitab Allah	219	80.81%	44	16.24%	8	2.95%	271
M8 – Membayar Zakat	42	51.85%	30	37.04%	9	11.11%	81
M9 – Rukun Iman	129	93.48%	8	5.80%	1	0.72%	138
M10 – Buka Puasa Bersama	114	68.67%	50	30.12%	2	1.21%	166
M11 – Kiamat	168	81.95%	34	16.59%	3	1.46%	205
M12 – Siapa Allah	321	92.51%	26	7.49%	0	0	347
Total Amount	**1.941**	**82.42%**	**358**	**15.20%**	**56**	**2.38%**	**2.355**

From the result above, the total amount of the translation accuracy in all of the short animation movies are 1.941 (82.42%) of 2.355 data for the very accurate translation. The total amount for the less accurate translation of all the short animation movies are 358 (15.20%) out of 2.355 data, and 56 (2.38%) for the inaccurate translation.

4.4 The Discussion of the Results of Translation Accuracy

The following discussion would analyze about the three levels of translation accuracy that divided into very accurate, less accurate, and inaccurate that was found from analyzing the short animation movies. The researcher would only use

some of the data from each levels of the translation accuracy and the detail can be found in appendix 2, page 165.

4.4.1 Very Accurate

A very accurate translation is when there are no distortion and the words, terms, phrases, clauses, sentences and the messages of the story from SL are translated accurately into the TL. Based on the result of the finding, it shows that most of the translations of all the short animation movies were very accurately translated. It means that the translation can be easily understood. The total score that found in the first short animation movie are 180 (81.82%). For the second short animation movie, the total score are 72 (61.01%). Then, the total score for the third short animation movies are 90 (87.38%). Then, there are 195 (95.12%) score of very accurate translation of the fourth short animation movie. And then, the fifth short animation movie's score are 165 (76.04%). And 240 (85.11%) score for the sixth short animation movie of the very accurate translation. The total score for the seventh short movie the very accurate translation are 219 (80.81%). The very accurate translations from the short animation movie number eighth are 42 (51.85%). For the ninth short animation movie, there are 129 (93.48%) very accurate score. Then, for the tenth short animation movie, there are 114 (68.67%) very accurate translation score. There are 168 (81.95%) very accurate translation score for the eleventh short animation movie. And then, for the twelfth short animation movie, which is also as the last short animation movie, the score for the very accurate translation are 321 (92.51%). The example of this category is in this table below:

Table 4.3 Examples of Very Accurate Translation

Movie (Dialogue No.)	SUBTITLE		Frequency
	Indonesian	**English**	
M2 (5)	Dia bertugas sendirian	He works alone	3
M3 (18)	Kamu mau tidak kalau aku ajari nama dan urutan bulan hijriah?	Do you want me to teach you about the name and the arrangement of hijriah month?	3
M4 (26)	Kenapa kita berpuasa?	Why do we fast?	3
M5 (35)	Waah, semoga mimpimu itu pertanda lailatul qadr, Nadia	Hopefully your dream is a sign of Lailatul Qadr, Nadya	3
M5 (42)	Labih baik dari seribu bulan?	Better than a thousand months?	3
M5 (53)	Lalu, kapan malam Lailatul Qadr itu terjadi, bu?	Then, when Lailatul Qadr will happen, mom?	3
M6 (7)	Syamil, kita harus segera melakukan sesuatu	Syamil, we have to do something	3
M6 (99)	Ayo kita tanya beliau	Let's ask him	3
M7 (93)	Jadi, kami sholat berjamaah di masjid	So we pray ashar together in the mosque	3
M8 (2)	Hari ini hari libur	Today is holiday	3

4.4.2 Less Accurate

The next category is less accurate which mean that the translation of the SL into TL still has ambiguity and distortion that ruin the original messages of the story. From the result of the finding, it can be seen that there are still many of the translation that belong to this category. In the first short animation movie, the score of the less accurate translation are 30 (13.64%). In the second short animation movie, the score of the less accurate translation are 32 (27.12%). And then, the score of the less accurate translation of the third short animation movie are 8 (7.77%). Next, the fourth short animation movie score are 10 (4.88%). Then, short animation movie number fifth's score are 50 (23.04%). There are 40 (14.18%) less accurate translation score for the sixth short animation movie. The seventh

short animation movie score are 44 (16.24%). Then, short animation movie number eighth's score are 30 (37.04%). And then, the score of the less accurate translation of the ninth short animation movie are 8 (5.80%). For the tenth short animation movie, there are 50 (30.12%) less accurate score. The eleventh short animation movie score for less accurate category are 34 (16.59%). And the short animation movie number twelfth's score for the less accurate translation are 26 (7.49%).

Table 4.4 Examples of Less Accurate Translation

Movie (Dialogue No.)	SUBTITLE		Frequency
	Indonesian	**English**	
M4 (31)	Pasti capek kan?	It must be tired, right?	2
M5 (8)	Wah, indah sekali ya malam ini	Waahh… very beautiful this night	2
M5 (17)	Biasanya burung ini kalau malam kan berkicau	Usually, this bird is chirping if in the night	2
M10 (14)	Rumahnya Galih itu kan seram	Galih's house is terrify	2
M11 (50)	Menyeramkan sekali	So scared	2

Analysis:

1) The dialogue from movie number 4 with number of dialogue 31 is included in the less accurate translation. In reading the dialogue, it needed some time to understand the translation meaning. In the SL sentence, it said *"pasti capek kan?"* that was translated into SL *"It must be tired, right?"*. If take a look on the previous sentence of the dialogue, it said *"bayangkan jika kita terus bekerja,"* it mentioned the word *"kita"* which means *"we"*. So, to make a better translation into TL, the word *"It"* must be changed into *"we",* so the translation would be *"we must be tired"*. Or, the word *"tired"* turned

into *"tiring"*, so the translation would be *"it must be tiring"*. That would make the translation more accurate and more acceptable.

2) The dialogue from movie number 5 with number of dialogue 8 is included in the less accurate translation because the structure of the translation is unusual. In that dialogue, the subtitler translated completely without even changing the sentence structure. The SL dialogue is *"Wah, indah sekali ya malam ini"* then translated into *"Waahh… very beautiful this night"*. The sentence should express the amazement of someone about something but the translation failed to express that because the translation was too literal. It would be more acceptable if the translation was *"wow… how beautiful tonight is"* or the more simple one *"wow… tonight is so beautiful"*.

3) The dialogue from movie number 5 with number of dialogue 17 is included in the less accurate translation because the dialogue *"Biasanya burung ini kalau malam kan berkicau"* was translated into *"Usually, this bird is chirping if in the night"* which is not a very accurate translation. The use of *"if in the night"* is confusing. The correct preposition for the word *"night"* is *"at"*, so the translation should be *"at night"*. Hence, the translation would be *"Usually, this bird is chirping at night"*.

4) The dialogue from movie number 10 with number of dialogue 14 is included in the less accurate translation. The translation was pretty accurate but the word choice was a little inaccurate. The SL dialogue *said "Rumahnya Galih itu kan seram"* and the translation was *"Galih's house is terrify"*. The translation of the word *"seram"* was a little unsuitable for the dialogue because the word "terrify means *"menakuti"*. The English

translation would be better if it was translated into *"terrifying"* or the simple one, *"scary"* so, the translation would be *"Galih's house is terrifying"*.

5) The dialogue from movie number 11 with number of dialogue 50 is included in the less accurate translation. It is similar with the example number 4 above with inaccurate word choice that made the translation of the dialogue less accurate. The SL dialogue said *"Menyeramkan sekali"* and the translation said *"So scared"*. The word *"scared"* which mean *"takut"* is not appropriate with the word *"menyeramkan"*. Compared with *"so scared"*, *"so scary"* is the more appropriate one.

4.4.3 Inaccurate

The last category is inaccurate which means that the translation of the words, terms, phrases, clauses and sentences from SL into TL are inaccurate and the messages are all wrong translated. From all 12 short animation movies that have been analyzed, almost all movies had some inaccurate translation and only movie number 4 and 12 that does not have any inaccurate translation. In the first short animation movie, the score of the inaccurate translation are 10 (4.55%). Short animation movie number two have the most inaccurate translation in it with 14 (11.86%) score. The third short animation movie has 5 (4.85%) score of inaccurate translation. The total score for the fifth, sixth, and tenth short animation movies are 2 with different percentages (0.92%, 0.71%, and 1.21%). There are 8 (2.95%) inaccurate score for the seventh short animation movie. The eighth short animation movie has 9 (11.11%) score of inaccurate translation. The ninth short

animation movie has 1 (0.72%) score of inaccurate translation. And the short

animation movie number eleventh's score for the inaccurate translations are 3

(1.46%).

Table 4.5 Examples of Inaccurate Translation

Movie (Dialogue No.)	SUBTITLE		Frequency
	Indonesian	**English**	
M2 (4)	Kasihan sekali bapak petugas itu ya	A pitty the officer,	1
M2 (15)	Titi sikat gigi	…Titi is toothbrash	1
M2 (26)	Ayah, memangnya yang bertugas siskamling untuk membangunkan warga hanya satu orang saja ya?	Father, whether in charge of poskampling wake up the citizens only one person?	1
M2 (30)	Kakek mau tau,	Your grandfa know,	1
M5 (28)	Seakan-akan mimpi itu nyata	The dream as a real	1

Analysis:

1) The dialogue from movie number 2 with number of dialogue 4 is included

   in the inaccurate translation. The SL dialogue is *"Kasihan sekali bapak*

   petugas itu ya" and translated into *"A pitty the officer,"*. The meaning of

   the English translation by the subtiter is ununderstandable.

2) In the dialogue number 15 of the second short animation movie, the

   meaning of SL and TL are totally different. The SL of the dialogue is *"Titi*

   sikat gigi" which means that Titi is brushing her teeth at that moment,

   while the English translation said *"…Titi is toothbrash"* which means that

   Titi is the name of the toothbrush. It is obvious that the message of the SL

   in that dialogue was failed to be translated into the TL.

3) From the dialogue number 26 of the second short animation movie, the

   translation was hard to understand takes a lot of time to know the meaning.

The original dialogue from the SL was *"Ayah, memangnya yang bertugas siskamling untuk membangunkan warga hanya satu orang saja ya?"* was translated into *"Father, whether in charge of poskampling wake up the citizens only one person?"*. The sentence structure used in the translation was uncommon that's why it was so hard to understand and need some times to finally get the meaning.

4) The dialogue of second movie, number 30 is similar with the sample number 2 before. The message of the SL in this dialogue was also failed to be translated into the TL. The source dialogue *"Kakek mau tau,"* was translated into *"Your grandfa know,"*. The dialogue can be simply translated into *"grandpa want to know"* because it was just a sentence that people normally used before they ask question to somebody.

5) The sample of movie 5, number 28 is included in inaccurate translation. The SL dialogue "Seakan-akan mimpi itu nyata" was a sentence that used conjunction + past tense, so it would be better if the dialogue translated into *"as if the dream was real"*.

From the result of translation accuracy test which was taken from twelve short animation movies above, the researcher can make a conclusion that the translation of almost all of twelve short animation movies is categorized as very accurate translation. Very accurate translation refers to the accuracy of translating the words, terms, phrases, clauses and sentences from SL to TL without any distortion. From the calculation of score from all 2355 datum, 1941 or 82.42% are categorized as very accurate translation, 358 or 15.20% data are categorized as less

accurate translation, and the amount of inaccurate translation is 56 or 2.38%. According to the result, there are still some dialogues that are categorized as less accurate and inaccurate translation. Therefore, it is very important for the subtitler and translator to increase their knowledge and skill in choosing an appropriate word in order to make an accurate subtitle translation for the target audience.