



SNAP TO READ

A STUDY OF COMPARISON BETWEEN DVD VERSION AND INTERNET VERSION ON TRANSLATION TECHNIQUE AND QUALITY OF AUTOMOTIVE TERM IN CARS MOVIE

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Abstract:

One of the most popular ways of movie translation is subtitling. In order to make a quality subtitle, subtitler should deal with the limited time, limited space, and terminological problems. Special terms, such as automotive term, on subtitling could be found in a family movie. This is a challenge for the subtitler since the terms should be suitable for the audiences in a family movie, i.e. children and teens. This research focuses on: (1) analyzing the translation technique and the translation quality of automotive terms in Cars movie, presented in DVD and in the Internet version, and (2) comparing the quality of the translation of the two versions. This research employs a descriptive qualitative method with the data sources: documents and informants. The research sampling technique is purposive to select the 45 data from the data sources. Data were collected through content analysis, individual interviews, and focus group discussion (FGD). All data are categorized into seven types. They are body part, car brand, car need, car race, engine, process, and miscellany. From the data, this study finds out that there are 12 different techniques applied by the DVD subtitler, compared with 14 different techniques applied by the Internet subtitler. The last finding points out that the quality of DVD translation

of automotive terms is more accurate and more acceptable than the quality of the Internet translation. The techniques that produce the high level of accuracy are established equivalent and pure borrowing technique, while the techniques that make acceptable translations of automotive term are established equivalent and generalization technique.

Keywords: *automotive terms, terminological units, translation technique, translation quality, accuracy, acceptability*

Translation on media has become the most central role to transfer the message. It could be to inform, to educate, and to entertain its target audiences. Re-voice, or dubbing, and subtitling are the popular approaches to the movie translation. Nowadays, subtitling becomes the favored translation mode in media since it is known as a cheaper and quicker method than dubbing (Cintas and Anderman, 2009). Luyken et al. (as cited in Gaurgakopoulou, 2009, p. 21) explain subtitle as compressed written translations of source dialogue that appear as a line of text at the bottom of the screen. They also add that subtitle appears and disappears to occur with the equivalent segment of the source dialogue. However, as proposed by Karamitroglou (1998), a standard subtitle text appears in 5 or 6 seconds. This would make subtitling is less appropriate for a slow reader or young audiences since they cannot reach the adult reading speed¹. Thus, subtitlers in a family movie should be more aware of choosing techniques and proper words so their young audiences will not be confused or even missed the caption.

Subtitling for family movie is very similar to the translation of a children literature (Cui, 2012) since the movie has children audiences. Thus, when the subtitler faces a translation for children audiences, s/he should have great liberties and limitations. The subtitler could control the text, such as changing, shortening, deleting, or adding words, to the child's level of comprehension and their reading abilities (Shavit, 1981, p. 171-172).

However, considering the norm of translating children's literature above, it is extremely important for subtitler of children media to do their best to apply the strategies instead of avoiding the new cultural elements (Mahadi and Naghmeh-abbaspour, 2015, p. 67). Thus, subtitle could be an option for children and teenagers who want to learn the source dialogue (Tănase, 2014, p. 974). In other words, translated media helps the young audiences to have a better understanding of the world and to introduce to new special terms.

Subtitling on family movie could be found on DVD and the Internet. Subtitling in DVD industry has big opportunities in making a quality translation because the professional subtitlers have the original script and have more experiences in dealing with terminological problems. A terminological problem is when the translation problem has an effect on terms with specific meaning from a special field. If the search is unsuccessful, subtitlers may propose a solution, i.e. a new term with a footnote (Cabr , 2010, p. 360). Nevertheless, they should be careful about using additional words since they have to keep the standard characters per seconds, which is 35 cps (Karamitroglou, 1998). Unfortunately, with the guaranteed professional performance, the release of the movie on DVD is quite long after the theatrical release. Thus, it is not rare that most of the people would acquire a movie and subtitle from the Internet.

Subtitle files from amateur subtitler are quite easy to find on the Internet. Subtitler posted his/her subtitle about more or less a day after the movie was released. From that reason, Bogucki (2009, p.51) found not only was the Internet subtitler pressed for time not to be outdone, but also his/her 'source text' was only from a camcorder recording of the original cinema release. As a result, Internet subtitle sometimes comes in low-quality translation. In knowing its translation quality, the subtitle files will have some variety of people's rate. The higher the rate, the better quality of subtitle people can get.

A movie entitled *Cars* is one of the family movies with many dialogues containing special terms, especially automotive terms. *Cars* tells about a

rookie race car with his ambition to become the champion of the biggest car race. The race car named McQueen meets many types of vehicles and cars with different backgrounds when he accidentally strays in an abandoned main street. With many different characteristics, they speak many automotive terms to talk about car parts as if those are their bodies. Not only car parts that are mentioned among the conversation, but also car accessories, car needs such as gasoline as their beverage, and car race terms and phrases.

Some of the automotive terms are able to understand to adult audiences, but not to children. This is a challenge for subtitlers in order to make the special terms coherent and to sound natural in the target language (TL), not to mention the target audiences of the movie. This case becomes the inspiration of this study, by taking automotive terms as the main issues. This research also compares translation techniques and quality between the Indonesian subtitle of the DVD version and the Internet version. The DVD version is obtained from the publication of PT Vision Interprima Pictures. The internet version comes from the subtitler named Kuryu_Kohei from indofiles.net. The subtitle had been updated, including re-synchronized and re-edited, since 2016.

Based on the background of the study, two following research questions were raised followed by corresponding research objectives:

1. How are the automotive terms translated by both subtitlers from DVD version and Internet version in the movie entitled *Cars*?
2. To what extent are the DVD translation and the Internet translation quality in the level of acceptability and accuracy of the translated automotive terms?

Objectives:

1. To discover the techniques used by both subtitlers from DVD version and Internet version to translate the automotive terms in the movie entitled *Cars*.
2. To find out which one is the most acceptable and accurate translation of automotive terms in the subtitles of the movie

entitled *Cars* between DVD and Internet version.

METHOD

Participants

As one of the data source of the research, the informants are three raters and three respondents. The raters evaluated the accuracy of the translation of automotive terms, while the respondents evaluated the acceptability of the automotive terms collected in the Indonesian subtitle of the movie *Cars*. The selected raters are three teaching staffs of Universitas Sebelas Maret. In choosing the respondents, the original target audiences of the movie, i.e. teenagers between aged of 13 and 15 were used. There are three junior high school students to assess acceptability.

Instruments

In assessing the translation quality, this research uses parameter score based on Nababan, Nuraeni, and Sumardiono (2012, p. 50-51) as follows:

Table 1. Scale of Accuracy Level

Categories	Score	Parameters of the Accuracy Level
Accurate	3	Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara akurat ke dalam bahasa sasaran. Sama sekali tidak terjadi distorsi makna.
Less Accurate	2	Sebagian besar makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber sudah dialihkan secara akurat ke dalam bahasa sasaran. Namun, masih terdapat distorsi makna atau terjemahan makna ganda (taksa) atau ada makna yang dihilangkan, yang mengganggu keutuhan pesan.
Inaccurate	1	Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara tidak akurat ke dalam bahasa sasaran atau dihilangkan (delete).

As shown in table 1, automotive terms are accurately translated if they have the correct equivalent words in the TL and no distortion in meaning. The terms are less accurate if the translations are having a double interpretation or a distortion in meaning that makes the terms almost lost from the original

context. If the target terms are incorrect to match the context or it is deleted completely, the terms are inaccurately translated.

Table 2. Scale of Acceptability Level

Categories	Score	Parameters of the Acceptability Level
Acceptable	3	Terjemahan terasa alamiah. Istilah yang digunakan lazim digunakan dan akrab bagi pembaca: frasa, klausa dan kalimat yang digunakan sudah sesuai dengan kaidah-kaidah Bahasa Indonesia.
Less Acceptable	2	Pada umumnya terjemahan sudah terasa alamiah, namun ada sedikit masalah pada penggunaan istilah teknis atau terjadi sedikit kesalahan gramatikal.
Unacceptable	1	Terjemahan tidak alamiah atau terasa seperti sebuah karya terjemahan, istilah teknis yang digunakan tidak lazim digunakan dan tidak akrab bagi pembaca: frasa, klausa dan kalimat yang digunakan tidak sesuai dengan kaidah-kaidah Bahasa Indonesia.

Based on table 2, the automotive terms in TL are listed as an acceptable translation if the terms are naturally translated based on the target automotive context and familiar to the target audiences. The terms are less acceptable if the translations use less natural language style that makes it less suitable in target automotive context. The translated automotive terms could belong to unacceptable translation if the terms are translated with not popular or unusual terms in the target automotive industry context.

Procedures

In order to collect the data from informants, questionnaires that consist of closed-format questions and open-format questions of the automotive term comparison between the original and the target language on DVD and Internet version were given to both raters and respondents to give scores. The closed-format questions are on the scale of evaluating the translation quality in terms of accuracy and acceptability. The questionnaire also had open-format questions for giving comments reasons or notes related to the translation quality assessment.

Before the informants assessed the data, they watched the whole

movie. Individual interview to the raters was done to find out what their considerations in evaluating the translation quality. For the respondents, they were gathered by using focus group discussion method.

Data analysis

The data were analyzed by using Bogdan & Biklen's technique of data analysis (as cited in Westbrook, 1994, p. 245), which consisted of organizing the data manageable groups, searching for patterns, discovering what is to be learned, and deciding what the researcher will report.

Before the data were given to be evaluated by the informants, the first step is classifying the data based on the categorization. The process began with collecting the automotive terms in the movie *Cars* in English and Indonesian version of DVD and Internet version and then separating the data and the non-data. The data were classified based on the definition and function of an automotive term. The categories are body part, car brand, car need, car race, engine, process, and miscellany.

The second step is encoding the data. Data coding is required to give each datum an identity that is easy to be recognized, for example, BP/DVD/01/00:01. The explanation of the code above is as follows: **BP** is the abbreviation of "body part" as the categories of automotive terms (BP: Body part; CB: Car brand; CN: Car need; CR: Car race; E: Engine; P: Process; M: Miscellany); **DVD** is the abbreviation of DVD version (DVD: datum is taken from DVD; NET: datum is taken from the Internet); **01** refers to the number of datum; and **00:01** refers to the time of emergence of the datum. After the encoding was done, the data were inputted to the questionnaire. The questionnaires were filled out by the raters and respondents.

After the questionnaires were collected, the next step is analyzing the data in terms of translation techniques. This step was done by applying Molina and Albir's (2002, p. 509-511) translation techniques and using content analysis method (Leech and Onwuegbuzie, 2007, p. 569) by comparing both terms in source language (SL) and TL in order to figure out the translation technique used by the subtitlers in translating automotive terms.

Finally, the last step is analyzing the data in terms of accuracy and acceptability. The data were counted up to determine its translation quality after collecting the scores and comments from the questionnaires.

FINDINGS AND DISCUSSION

The Comparison of Translation Techniques Used in Translating Automotive Terms between the DVD and Internet Version

The first research question is “How are the automotive terms translated by both subtitlers from DVD version and Internet version in the movie entitled *Cars*?”. This analysis was done by comparing both terms in SL and TL in each type to find out the translation technique used by the subtitlers. Thus, the findings are combined so they could be discovered the total of the techniques. The result could be seen in the tables and figures below.

Table 3. Comparison of Translation Techniques of Body Parts

Applied Techniques	DVD datum	Internet datum
Established Equivalent	4	4
Reduction	3	2
Generalization	2	-
Discursive Creation	-	2
Adaptation	-	2
Pure Borrowing	-	1
Natural Borrowing	1	-
Amplification	1	-
Literal	1	-
Amplifi. + Reduction	-	1

Table 4. Comparison of Translation Techniques of Car Brands

Applied Techniques	DVD datum	Internet datum
Pure Borrowing	4	5
Established Equivalent	1	-

Table 5. Comparison of Translation Techniques of Car Needs

Applied Techniques	DVD datum	Internet datum
Generalization	1	1
Amplification	1	2
Established Equivalent	2	-
Modulation	-	1

Table 6. Comparison of Translation Techniques of Car Racings

Applied Techniques	DVD datum	Internet datum
Generalization	1	1
Description	-	1
Amplification	1	-
Established Equivalent	1	-
E.E. + Description	-	1

Table 7. Comparison of Translation Techniques of Engines

Applied Techniques	DVD datum	Internet datum
Generalization	1	1
Description	-	1
Amplification	1	-
Established Equivalent	1	-
E.E. + Description	-	1

Table 8. Comparison of Translation Techniques of Processes

Applied Techniques	DVD datum	Internet datum
Established Equivalent	3	3
Adaptation	2	2
Discursive Creation	1	1
Modulation	1	1
Literal	1	1
Reduction	1	-
E.E. + Modulation	-	1

Table 9. Comparison of Translation Techniques of Miscellanies

Applied Techniques	DVD datum	Internet datum
Established Equivalent	-	2
Discursive Creation	3	-
Literal	1	1
Generalization	-	1
Reduction	1	1
Particularization	-	1
Pure Borrowing	-	1
Natural Borrowing	1	-
E.E. + Reduction	1	-
Reduction + P. Borrowing	-	1

Figure 1. Grand Comparison of Translation Techniques Used in Translating Automotive Terms

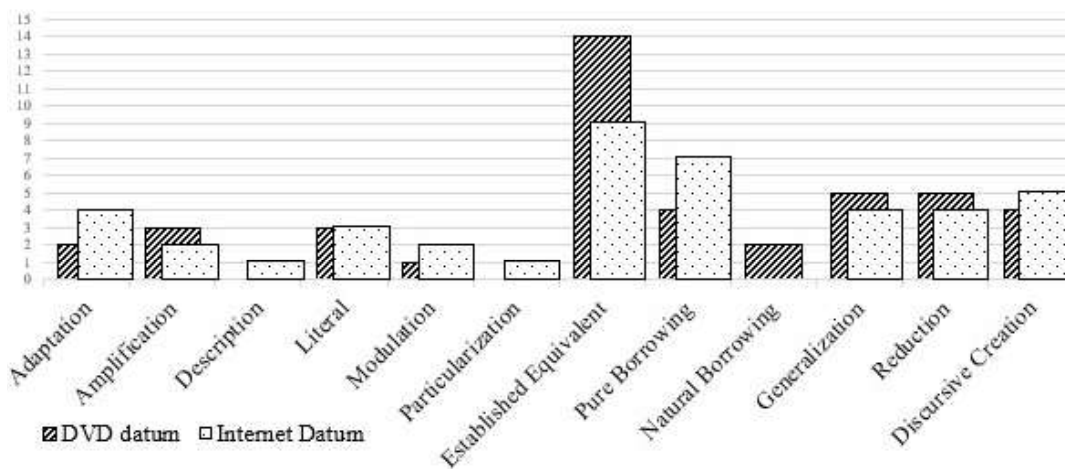
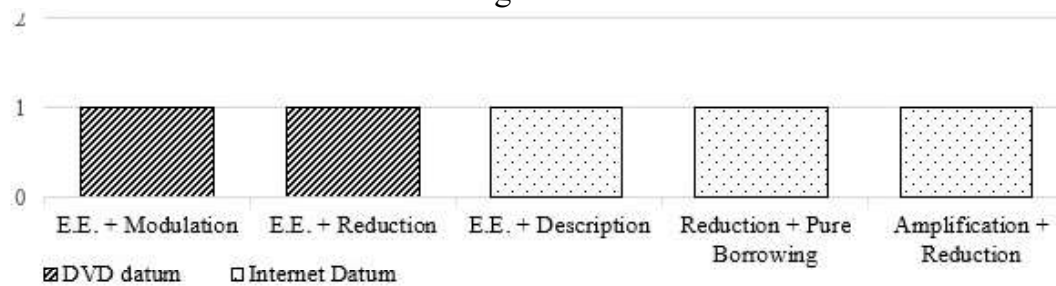


Figure 2. Grand Comparison of Combination Translation Techniques Used in Translating Automotive Terms



The total number of translation techniques used by DVD subtitler is ten techniques. Meanwhile, the total number of translation technique used by Internet subtitler is eleven techniques. As shown in figure 1, it could be concluded that the most applied technique is established equivalent technique. This technique applies when a translated term or expression is recognized by a dictionary or language in use as an equivalence (Molina and Albir, 2002, p. 510). For example, the term **pits** in DVD version is translated into ***pit***. Pits are areas at a race track for fueling, tire changing, making mechanical repairs, etc. (motorera.com/dictionary). *Pit* has the official definition in KBBI, which is *tempat berhenti untuk memperbaiki kerusakan mobil atau motor (dalam arena balap)*. It has the equivalent meaning with pits in source language, so the term **pits** is translated by using established equivalent technique.

Another example is the term **side view mirror** that is translated into ***spion***. Side view mirror is an exterior and door mounted mirror (motorera.com/dictionary), while *spion* is a mirror to see the condition behind the vehicle (KBBI) or a side view mirror (*Teknik Bodi Otomotif Jilid 3*). Thus, the term **side view mirror** is translated into ***spion*** by using established equivalent. This technique is dominant in translating body parts both in DVD and Internet version.

However, this does not mean that the other techniques are less appropriate than established equivalent technique to translate automotive terms. The other techniques are used for particular goals. For instance, pure borrowing technique is dominant in translating car brands since brands are transferred normally without any changes (Newmark, 1988, p. 215). Pure borrowing is a technique that takes the word straight from the source text (Molina and Albir, p. 510). The examples of this technique are the data **Ferrari, Cadillac, Porsche, and Corvette** that are found in the subtitle. The brands are kept in the target text. That was done because the names do not have the equivalence in Indonesian language.

Generalization, reduction, and discursive creation techniques are

applied to keep the terms suitable in context even though those techniques involve deleting, reducing, and changing into a general term and into a temporary equivalence (Molina and Albir, p. 510). **Checkered flag** in DVD version is translated into *bendera* by using generalization. The original term is translated partially since *bendera* is flag in Indonesian language. Thus, the term **bendera** becomes a general or neutral term. **Lemon** in DVD version is deleted or translated by using reduction technique. The term lemon in the movie becomes an insulting word because it is a name for a car with many defect, flaw, or imperfection whether it is new or used (motorera.com/dictionary). **R and R** in DVD version is translated into *istirahat dan santai* (rest and relax in Indonesian language) by discursive creation or by replacing new phrase that has the same meaning with the whole context because the phrase in target language is from the abbreviation of R and R itself.

In figure 2, it could be seen that subtitlers also used combination techniques in some data. This case is expected to be found since the most fitting possible translation of technical terms is a combination of techniques according to a study of *Translation of Technical terms* by Åsa Marklund in 2011. One of the examples is the term **hot-rod** in DVD version that is translated into *mobil permakan*. It is translated by using established equivalent and reduction technique. *Mobil permakan* is a modified car in Indonesian language. Meanwhile, hot-rod is the modified car driver, builder, or enthusiast (Merriam-Webster). The DVD translation omits the word driver since the driver in the movie is the car itself. The next example is the term **pits** in Internet version that is translated into *pit (tempat pemeriksaan di arena balapan)*. The translation uses established equivalent and description technique. Description replaces a term or expression with a description of its function (Molina and Albir, p. 510). The description is *tempat pemeriksaan di arena balapan*, which is a maintaining area at a race track in Indonesian language.

The Comparison of Translation Quality between the DVD and Internet Data

The next research question is “To what extent are the DVD translation and the Internet translation quality in the level of acceptability and accuracy of the translated automotive terms?”. After discovering translation techniques used to translate the types of automotive terms, the findings are examined the impact of them on the translation quality in terms of accuracy and acceptability. As the result, this research could meet the general conclusion of quality assessment between the data from DVD and Internet version. The following tables show the general conclusion of accuracy assessment between the DVD and Internet data.

Table 10. General Conclusion of Accuracy Assessment

Types of Automotive Term	DVD	Internet
Body Parts	Accurate	Accurate
Car Brands	Accurate	Accurate
Car Needs	Accurate	Accurate
Car Races	Accurate	Accurate
Engines	Accurate	Inaccurate
Processes	Accurate	Accurate
Miscellanies	Less Accurate	Less Accurate

According to the table 10, majority of the data from the DVD and the Internet version are accurate. However, the DVD version is more accurate than the Internet version. The using of established equivalent technique and pure borrowing technique affects the accuracy of the automotive term translation. For instance, the term **hooked up** is translated into *menyambung* in DVD version and *sambungkan* in Internet version. Both translations are using established equivalent technique. *Sambungkan* and *menyambung* means to connect or to hook in Indonesian language. Thus, the translations are accurate since the terms are right based on the dictionary. Another example is the term **headlights**. In DVD version, **headlights** is translated into *lampu depan* by using established equivalent technique. Headlight is a powerful light at the front of a vehicle (Merriam-Webster). Meanwhile, *lampu depan* is a

big light placed in front of the car (*Teknik Bodi Otomotif Jilid 3*). Therefore, *lampu depan* is accurate as the translation of the term headlights.

The next examples are the terms of brand names **Ferrari**, **Cadillac**, **Porsche**, and **Corvette** that are transferred by using pure borrowing technique. All data above are accurate because the terms are taken straight without any change from the source text. Their official websites in Indonesian region, such as ferrari.com/en-ID for Ferrari, keep the original name of the brand.

Table 11. General Conclusion of Acceptable Assessment

Types of Automotive Term	DVD	Internet
Body Parts	Acceptable	Acceptable
Car Brands	Acceptable	Less Acceptable
Car Needs	Acceptable	Acceptable
Car Races	Acceptable	Less Acceptable
Engines	Acceptable	Acceptable
Processes	Acceptable	Acceptable
Miscellanies	Less Acceptable	Less Acceptable

Based on table 11, most of the data from DVD and Internet version are acceptable due to the automotive term translations commonly used by the target audiences and in Indonesian automotive context. Nevertheless, the DVD version has more acceptable translations than the Internet version. Acceptable translations of automotive term are produced by using established equivalent and generalization technique. The example of this case is the term **drive** that is translated into *melaju* in DVD data and *jalan-jalan* in Internet data. They are translated by using established equivalent technique. *Melaju* and *jalan-jalan* belong to acceptable translation because the terms are familiar words in Indonesian automotive context. The next example is the term **road-pavin' machine** in Internet version that is translated into *mesin pembuat jalan* by using established equivalent. The translation is acceptable since it is adopted easily by the audience as a machine of road making.

Another example is the term **gas** that is translated into *BBM* in DVD version and *bahan bakar* in Internet version, the term **engine block** that is translated into *mesin* in Internet data, and the term **throttle** that is

translated into *pedal gas* in DVD data. All terms above are translated by using generalization technique and belong to acceptable translation because the terms are commonly utilized in Indonesian automotive context.

CONCLUSION

Based on the data findings and discussion in the previous chapter, this study draws conclusions to meet the objective of this research.

Firstly, this research found the translation technique for each version. There are adaptation, amplification, natural borrowing, pure borrowing, discursive creation, established equivalent, generalization, literal, modulation, and reduction technique in DVD version. Meanwhile, in Internet version, there are adaptation, amplification, pure borrowing, description, discursive creation, established equivalent, generalization, literal, modulation, particularization, and reduction technique. This research also found some combination of two translation techniques in each version. In DVD version, there are established equivalent with modulation technique and established equivalent with reduction technique. While in Internet version, there are established equivalent with description technique, reduction with pure borrowing technique, and amplification with reduction technique. Entirely, translation using established equivalent technique becomes the most recurring technique used by both subtitlers to translate automotive terms in the *Cars* movie. Afterward, it is followed by general technique and reduction technique in DVD version, and pure borrowing technique in Internet version.

Secondly, this research made the grand general conclusion from each version. This research discovered that both DVD and Internet version are overall accurate and acceptable as it has been shown in table 10 and table 11. However, even though the automotive term translation in DVD and Internet version are both generally accurate and acceptable, DVD translation is more accurate and more acceptable than the Internet translation.

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