

THE STUDY OF SUBTITLING STRATEGY IN 'ALL TOO WELL' SONG TRANSLATION

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ABSTRACT

This study analyzes and discusses the subtitling strategies of the song translation "All Too Well (10-minute version)" from English to Indonesian. The data are taken from Taylor Swift's official lyrics video and the Indolirik channel on YouTube. The study is descriptive qualitative, and content analysis is applied in studying the data and gaining results. The study uses Gottlieb's (1992) 10 subtitling strategies focusing on audiovisual translation. The results show that there are four strategies found in the translated song lyrics: paraphrase (36%), transfer (32%), condensation (22%), and expansion (10%). The paraphrase strategy is probably used because most of the lyrics contain figurative expressions; therefore, the translator managed to convey their basic meaning rather than translating them with equivalent expressions. Meanwhile, the expansion strategy is the least used in translation because the translator might consider that most lyrics do not need more information in the target text. The song lyrics are generally well-conveyed; hence, the whole lyrics' meaning is interconnected and understandable.

Keywords: *Audiovisual Translation, Song Translation, Subtitling Strategy*

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INTRODUCTION

Translation plays an essential role in understanding different languages. According to Bell (1991), translation means substituting a text in one language with an equivalent expression in a second language. Moreover, Bassnett (2002) stated that translation is not only the replacement of lexical and grammatical aspects of two languages but involves the cultural settings of the texts. Therefore, translation is not merely a matter of transferring a text but requires adequate background knowledge of the source language and target language, for instance, a song translation from English to Indonesian.

Song translation is one of the translation issues found on YouTube. Chaume (2013) stated that audiovisual translation is described as transmitting audiovisual texts between two languages (cited from Hashish and Hussein, 2022). The progressive change in technology makes the internet have particular roles in people's lives; for example, people who love music can have some music applications on their devices like Spotify or YouTube. YouTube is a medium that provides videos, mainly music, that offer many options for an audience, such as a foreign song with its translation into a local language. Consequently, technology's

impact creates more scope for translation studies. This idea is in line with Darissuraya's (2022) argument that a rapid expansion of audiovisual translation has added richer data in translation studies. Audiovisual translation is another challenge for a translator, like time and space restrictions. Moreover, many metaphorical expressions are used since songs are part of literary works. The translator must deliver the meaning as closely as possible, equivalent to the original song lyrics, while synchronizing the time and space restrictions and reading flow.

This study intends to analyze and discuss the subtitling strategy in the song translation "All Too Well (10-minute version)." This song was booming globally in late 2021. Hence, some translators on YouTube soon published lyrics and its meaning in Indonesian, yet not singable, only to deliver the meaning. Many channels uploaded their translated versions of the song "All Too Well", but one channel is the most viewed and liked. Therefore, it is assumed that this channel's translated version is more accessible to targeted audiences than other channels' versions. The channel's name is Indolirik, and novice translator(s) did the translation.

The lyrics video is equipped with both source and target languages. A translator makes a video of a source language paired line by line with the target language, in this case, from English to Indonesian. The song lyrics are translated 'faithfully' according to the creators' understanding; however, is the song's meaning well-delivered in the target language? This study examines and discusses the subtitling strategy of the song "All Too Well" (10-minute version). This study is beneficial to developing critical thinking and broadening people's insight, a reference for future researchers and learners, a contribution to enriching research studies in the translation field, and a meaningful input for students or novice translators.

LITERATURE REVIEW

Many scholars have researched translation strategies focusing on specific objects and approaches. The following studies analyzed and discussed translation strategies on a particular scope, audiovisual translation. The subsequent studies are elaborated adequately to discover similarities and differences with the present study.

Leni and Pattiwael (2019) discussed translation strategies (non-strategic and strategic) in the song "Do you want to build a snowman?" from English into Indonesian based on the theories of Åkerström (2009) and Lefevere (1975). The result of the study shows that: (1) the translator tended to translate lines of the lyrics by using fewer words; however, the number of syllables is maintained in the source lines. (2) Five out of nine strategies are used. The previous researcher discussed these ideas (non-strategic and strategic strategies) detailed and comprehensible. The present researcher opines that elaboration on the interconnection of two theories used in the previous study (non-strategic and strategic strategies) was not adequately stated. Both previous and current studies discuss audiovisual song lyrics from English into Indonesian; however, the present study uses Gottlieb's subtitling strategy in translating song lyrics performed by novice translator(s), and the translated lyrics are not singable.

Another research is from Darissurayya (2022), who explored translation techniques in da'wah videos from English into Indonesian based on Molina and Albir's (2002) translation techniques. The object of the study was taken from three Youtube videos of Nouman Ali Khan Indonesia Channel. The study discovers that the fansubbers used varied translation techniques; however, the literal translation is the most dominant one. This study affirms that fansubber can use various techniques which prove that novice translators can deliver a well-conveyed message in the target language. This previous study combined three variables, making it interesting research, but some techniques discovered in the study were not fairly discussed, while some strategies had detailed explanations. Besides, the significance of the study was not well stated in the paper. Both previous and present studies examine audiovisual translation on YouTube from English into Indonesian by fansubbers or novice translators. However, the present study uses Gottlieb's subtitling strategy to translate the song lyrics.

Hudi et al. (2020) discussed the translation techniques and accuracy in the movie 'The English Teacher' from English to Indonesian based on Molina and Albir's (2002) translation techniques and Nababan's (2012) accuracy rubric. The results find that: (1) out of 18 strategies, 12 are used in translating the movie script, and the most dominant is the literal technique. (2) Based on the raters' score (18 readers), the accuracy score is 2.86, the acceptability score is 2.79, and the readability score is 2.86. In conclusion, the translation quality is accurate, acceptable, and readable. An interesting gap between previous and current studies is that the previous research discussed translation quality that involved readers as the raters. However, it would be clearer if the previous researchers explained how to gain the final result of the raters' score and added supporting arguments from scholars or related studies to strengthen the research findings. Both previous and present studies discuss audiovisuals from English into Indonesian, yet, the present study employs Gottlieb's subtitling strategy in translating song lyrics.

Hashish and Hussein (2022) studied how professional subtitlers differ from fansubbers in translating slang expressions from English into Arabic in the movies "Goodfellas" and "Training Day," based on the theory of Cintas and Ramael (2007). The results showed that professional subtitlers and fansubbers overcame challenges and applied diverse strategies when translating slang expressions. The study indicates that professional translators translated slang expressions felicitously, and the performance of fansubbers' translations was slightly lower than professional translators. The previous study topic is strenuous yet intriguing due to the researchers taking the data from two movies based on three different translators (professional and fansubbers). In the results and discussion section, the researchers did group the founded strategies into subheadings but discussed them all together and named them as example 1 to example 30. Consequently, readers quite hardly find specific sample analyses of a strategy because they have to read entire examples one by one. The present study discusses the subtitling strategy in song translation from English into Indonesian.

Last study, Andhika (2022) analyzed translation strategies in the song "Lead the Way" from English to Indonesian based on the theories of Åkerström (2009) and Chesterman (2016). The results show that: (1) the translator translated lyrics lines with fewer words but preserved a similar number of syllables as in the original lines. (2) Out of thirteen strategies, eight strategies are used. The

researcher elaborated each strategy that was discovered in song translation very well. The researcher did not explicitly state the importance of the research's findings. Furthermore, the researcher applied two approaches in analyzing the data, which stood out as the study's novelty; however, the two approaches' interconnection and their roles in the study were not elaborated sufficiently. Both previous and present studies discuss the audiovisual translation of song lyrics from English into Indonesian. Nevertheless, the present study uses Gottlieb's subtitling strategy in translating song lyrics performed by novice translator(s) that are not singable.

In conclusion, the previous and the present study share slight similarities in scope, namely audiovisual translation, yet the theory used, the object of studies, and the objective of the studies are diverse. Hence, other researchers have never done the topic of the present study, nor has it ever been written in books or journals. The present study intends to analyze and discuss the subtitling strategy based on Gottlieb's strategies (1992) in the song translation "All Too Well (10-minute version)" from English into Indonesian. Gambier and Gottlieb (2001) stated that the subtitling strategy is a close correlation between film dialogue and subtitle content; in other words, the source language should be synchronized with the target language. Gottlieb classified subtitling strategies into ten components which are further explained as follows:

Table 1. Gottlieb's Subtitle Strategies

No	Strategy	Definition	Example
1.	Transfer	Transfer is to translate the source text entirely and accurately.	SL: I can't hear what you say TL: Aku tak bisa mendengar yang kau katakana. (Hidayati, 2019)
2.	Expansion	Expansion requires an explanation or more information in the target language. It is because some cultural nuances are not retrievable in target language.	SL: I'm waiting for signal, dad! TL: Aku menunggu tandamu, yah! (Hidayati, 2019)
3.	Paraphrase	Paraphrase is used when the original's phraseology cannot be reconstructed in the same syntactic way in the target language.	SL: Bill. We're good, buddy. I got your money. It's right here in my. TL: Bill. Hei, Tak masalah. Aku akan membayarmu. Uangnya ada padaku. (Hidayati, 2019)
4.	Condensation	Condensation is to shorten the text in the least obtrusive way possible.	SL: Where humankind would finally destroy themselves TL: Dimana manusia saling bunuh.

			(Hidayati, 2019, p. 27)
5.	Decimation	Decimation is an extreme form of condensation. It is perhaps for reasons of discourse speed; even potentially important elements are omitted	SL: I want to tell her! TL: Aku saja! (Hidayati, 2019)
6.	Imitation	Imitation is to maintain the same forms, typically with names of people and places.	SL: Welcome to <i>Jolly Old London!</i> TL: Selamat datang di <i>Jolly Old London!</i> (Hidayati, 2019)
7.	Transcription	Transcription is used when a term is unusual, such as using a third language or nonsense language, even in the source text.	SL: This is our rule, <i>amigo</i> . TL: Ini adalah aturan kita, <i>teman</i> . (Hidayati, 2019)
8.	Dislocation	Dislocation is adopted when the original employs some special effect, such as a silly song in a cartoon film, where the effect is more important than the content.	SL: Spider-pig, spider-pig, can he swing from a web? No, he can't; he is a pig! TL: Babi labalaba, babi labalaba, dapatkah dia berayun dari jaringnya? Tidak bisa, dia seekor babi. (Hidayati, 2019, p. 26)
9.	Deletion	Deletion is to eliminate the whole part of a text.	SL: Put up your sword; <i>you know not what you do?</i> TL: Kenakanlah pedangmu (Pratama, 2018)
10.	Resignation	Resignation is used when no translation solution can be found, and meaning is inevitably lost.	SL: Beyotch! TL: - (no translation) (Pratama, 2018)

RESEARCH METHOD

The study's method is qualitative research, and content analysis is applied to study the data and gain the results. Content analysis is conducted to collect, categorize, and analyze the data. Content analysis is further divided into two methods: the library and explicatory methods. The library method means identifying and locating the source that provides factual information or personal expert opinion on the research question (George, 2008). This study will analyze and discuss the data from the primary sources - the original lyrics and the Indonesian translation - by applying Gottlieb's subtitle strategy. Meanwhile, explicatory means examining a major text or complex event to understand its aspect(s) (George, 2008). The study's data are analyzed and discussed carefully and closely based on Gottlieb's approach.

The study analyzes and discusses the song translation 'All Too Well (10-minute version) from English into Indonesian. The data are collected from Taylor

Swift's lyric video, and the translated song lyrics are from the Indolirik channel on YouTube. The music video of 'All Too Well (10 minutes version)' was published on November 12, 2021, and the translated version from the Indolirik channel was posted on November 13, 2021. The data were taken from the source text and target text, and data are in the form of sentences or clauses, with total data are 81 lines.

For the research procedure, the researcher listened and read to original lyrics thoroughly several times, then typed down the lyrics. Subsequently, the researcher did the same in the translated version. Both data were compiled in one table, and then the researcher studied and analyzed its song translation strategy.

FINDING AND DISCUSSION

This section intends to analyze, discuss, and elaborate subtitle strategy used in each line of song lyrics from English to Indonesian, built upon the ten classifications of the subtitling strategy proposed by Gottlieb (1992). Gottlieb's subtitling strategies specify audiovisual translation. Audiovisual translator faces some challenges in translating the text, like time and space restrictions or reading flow conservation. Gottlieb (1992) proposed ten strategies: transfer, expansion, paraphrase, condensation, decimation, imitation, transcription, dislocation, deletion, and resignation. Out of ten strategies, only four strategies that the translator referred to in translating the song lyrics. The following chart shows the percentage of each strategy found in the song lyrics translation.

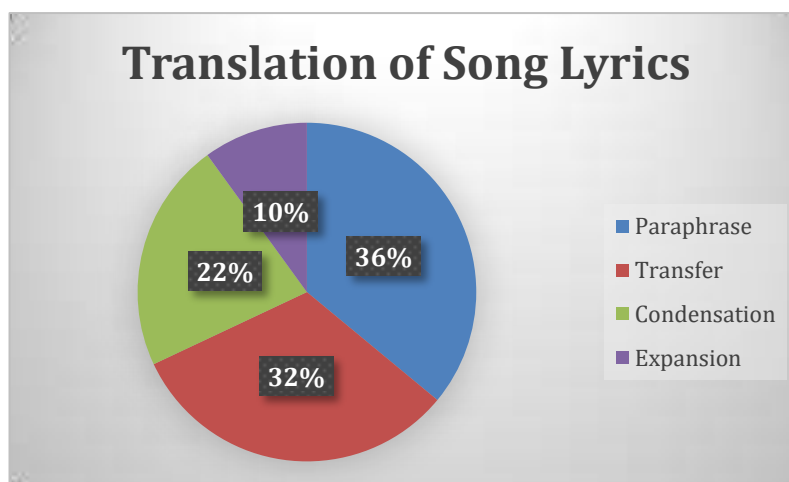


Chart 1. Song lyrics translation

There are 81 lines in 'All Too Well' original song lyrics and the same 81 lines in the translated version. There are four types of strategies out of ten strategies that are found in the translated song lyrics, which are transfer 26 times (32%), paraphrase 29 times (36%), condensation 18 times (22%), and expansion 8 times (10%). Each strategy is discussed adequately below.

1. *Transfer Strategy*

According to Gottlieb (1992), the transfer strategy means translating the source text completely and accurately from the source language to the target language, in this case, from English to Indonesian. Additionally, the

transfer strategy requires literal meaning, or it is equipped with denotative meaning. It is denotative because its the word's main meaning, not including ideas or feelings people might connect with that word. The following table presents some examples of data analysis on the transfer strategy.

Table 2. Sample Analysis of Transfer Strategy

Line	English	Indonesian
8	And I can picture it after all these days	Dan aku masih bisa mengingatnya hingga kini
27	And I know it's long gone and there was nothing else I could do	Dan aku tahu semuanya telah lama berlalu dan tak ada lagi yang bisa aku lakukan
40	I'm a crumpled-up piece of paper lying here	Aku bagaikan selembur kertas yang hancur tergeletak di sudut ruangan
53	Time won't fly it's like I'm paralyzed by it	Waktu tidak mau bergerak, seakan aku dilumpuhkan olehnya

The translator translated line 8 and line 27 completely and accurately from the source lines to the target lines. The translator did not delete or add words; all words are translated into the target lines, and both lines' meanings are well-conveyed in the target lines.

Different from the two previous lines, line 40 and line 53 contain metaphorical expressions. In line 40, Taylor Swift presupposes herself as a crumbled paper. The translator used the transfer strategy to convey the source line; hence its meaning in the target line is literal as in the source line. The metaphorical expression of the line is also well-conveyed in the target line. Line 53 is another example of data that contains a metaphorical expression. Taylor Swift presupposes time as if it can paralyze her. The translator translated the line completely and accurately to the target line as written in the source line. The line's meaning and metaphorical expression are well-delivered in the target line.

Transfer strategy is applied 26 times (32%) in the data or the second-most applied strategy. In Darissuraya's study (2022) about translation techniques of Da'wah videos, the most used technique is the literal technique based on Molina and Albir (2002). Gottlieb's transfer strategy and Molina and Albir's literal technique share the same idea about delivering the meaning directly and accurately to the source text as in the target text. The result of this study is in line with Darissuraya's statement that direct translation is commonly used specifically from English into Indonesian.

2. *Paraphrase Strategy*

Gottlieb (1992) stated that the paraphrase strategy is applied because the original's phraseology cannot be reconstructed in the same syntactic way in the target language. The paraphrase strategy is preferred in translating lines that contain a figurative expression. The figurative lines have a connotative meaning, but using the paraphrase strategy, the translator delivers it denotatively or prioritizes the meaning rather than its equivalent expression.

Consequently, the meaning is facilely understandable for the targeted audience, yet the figurative expression translation is somehow lost in the target language. The following table presents some examples of data analysis on the paraphrase strategy.

Table 3. Sample Analysis of Paraphrase Strategy

Line	English	Indonesian
1	I walked through the door with you the air was cold	Permulaan hubungan aku merasa tidak ada yang spesial
20	And I was thinking on the drive down any time now	Dan aku selalu menunggu kau mengatakan tiga kata itu
46	A never needing ever lovely jewel whose shine reflects on you	Apakah aku hanya gadis cantik sempurna yang tidak butuh apapun?
50	Sipping coffee like you're on a late-night show	Berbicara santai seperti semunya tidak ada yang salah

Line 1, line 20, and line 46 are metaphorical lines. Those lines are not translated as literally as written in the source text. The translator focused on delivering the line's meaning based on the translator's understanding by reconstructing them in a different syntactic form and meaning. Those lines imply connotative meaning because they contain metaphorical expressions which indicate more than what is written. Consequently, the translated lines denotatively are not equivalent to the target line.

Line 50 is translated not merely the meaning yet also the situation at the time. Hence, it involves meaning in the situation and condition. The translator paraphrased the meaning by highlighting the situation: a 'late-night show' is a time to relax and spare leisure time. Instead of translating what a 'late-night show' is, the translator delivers a situation involved in the 'late-night show.' Therefore, this is a paraphrase strategy because the translator delivered the line in a different form, but the meaning is understandable.

The paraphrase strategy is mostly applied in the data, which is 29 times (36%) since most of the lyrics contain figurative expressions. The translator might decide to use this strategy because there is no equivalent expression in the target language, or the expressions might be unfamiliar to the translator. This idea is supported by Leni and Pattiwael's (2019) argument that, to some expanse, the translator determined to deliver the basic meaning of the source text into the target text by changing the form. Moreover, Hashish and Hussein (2022) also argued that the paraphrase strategy tends to use when the translator lacks equivalence expression or is unaccustomed to some expressions of the source text.

3. *Condensation Strategy*

According to Gottlieb (1992), the condensation strategy is to shorten the text in the least obtrusive way possible. It is because the translator considers certain aspects, such as time and space restrictions, or because certain parts have minor meanings in the whole sentence or phrase; hence it

does not give a specific impact to the entire meaning. The following table presents some examples of data analysis on the condensation strategy.

Table 4. Sample Analysis of Condensation Strategy

Line	English	Indonesian
7	Autumn leaves falling down like pieces into place	Daun-daun musin gugur berjatuh
38	And you call me up again just to break me like a promise	Dan kemudian kau menghubungiku kembali hanya untuk menghancurkanku
63	It was rare, I was there, I remember it all too well	Itu jarang terjadi dan aku masih mengingatnya dengan jelas
78	Wind in my hair, I was there, I was there Down the stairs, I was there, I was there	Saat angin membelai rambutku Saat dibawah tangga, aku mengingatnya

All the source lines are shortened in the target lines. Reduced parts do not significantly affect translation results, but the detail of the source line is missing. In line 7, the translator deleted the phrase 'like pieces into place'; consequently, the poetic sense in this line is lost. Similar to line 7, the metaphorical expression in line 38 is also deleted. The deleted phrase in line 38 is 'like a promise' that has a function to highlight the word 'break.'

Line 63 is reduced in the target line. The translator deleted a minor part that might be considered less significant. Deleted line's part is 'I was here.' This part has no significant meaning to the whole meaning; however, it details how exactly the thing is. The deleted part might be less important, but it is essential in the poetic sense and form of the song lyrics. In line 78, the translator omitted the sentence, 'I was there.' There are four sentences of 'I was there,' and the translator omitted the other three and used only one in the translated line. Repetition tends to consider less significant because it delivers the same meaning or idea; however, it is substantial in the form of the song lyrics. The meaning is well-conveyed, but the poetic sense is lost.

In Molina and Albir's techniques, the condensation strategy is known as reduction, which means decreasing information in the target language. The condensation strategy reduces source line meaning in the target text; however, the meaning is generally accessible for readers, but its detail is lost. Presumably, the translator considered those deleted lines less significant to the whole line's meaning.

4. *Expansion Strategy*

Gottlieb (1992) defined the expansion strategy as used when the original text requires an explanation because of some cultural nuance not retrievable in the target language. The expansion strategy functions to narrate some parts of the line to make it clear and acceptable for the targeted audience. This strategy is the opposite of the condensation strategy. The following table presents some examples of data analysis on the expansion strategy.

Table 5. Sample Analysis of Expansion Strategy

Line	English	Indonesian
17	You tell me 'bout your past	Kau menceritakan semua masa

	thinking your future was me	lalumu karena berfikir akulah masa depanmu
21	He's gonna say it's love you never called what it was	Pacarku yang sekarang akan mengatakan itu cinta namun kau tidak pernah mengatakan apapun
45	And that made me want to die the idea you had of me who was she?	Dan itu membuatku ingin mati saat kau menganggapku hanya hiburan, kau pikir aku siapa?
54	I'd like to be my old self again but I'm still trying to find it	Aku ingin kembali ke saat sebelum mengenalmu, dan aku masih berjuang untuk itu

In line 17, the translator added a word or expanded some information to make it accessible and understandable for the audience in the target language. The translator added the word 'karena' in the target language to link the sentence 'You tell me 'bout your past' and the clause 'thinking your future was me.' Even though there is no significant expansion of meaning in the targeted line, it is still counted as the expansion strategy because there is added information in the target line.

Line 21 is translated longer than what is written in the source line. The translator added more information or explanation in the target line; hence the targeted audience can clearly understand this line. Expansion is happening in the word 'he,' translated as 'pacarku,' and adding the extra word 'namun.'

The translator provided more information than what is written in the source line 45. The sentence 'the idea you had of me' is translated as 'kau menganggapku hanya hiburan' shows that the translator also provided information on the phrase 'the idea.' The translator added an explanation to make it understandable and acceptable for the targeted audience. The translator tried to synchronize one line to another in the translated lyrics; hence all lines are interconnected.

The translator added a detailed explanation in targeted lines even it is not there in the source line. The translator made it precise by adding some words in the targeted line: 'to be my old self' is translated as 'kembali ke saat sebelum mengenalmu.' Instead of generally translating the meaning of 'to be my old self,' the translator specifies the meaning of 'to be my old self,' here which indicates the time when this couple in the song lyrics did not bound in this relationship. The expansion strategy was presumably used when the translator could substitute equivalent terms from the source text to the target text; therefore translator gave more explanation or description in the target text.

Those are sample analyses of the translator's subtitling strategies in translating the song lyrics. The aim of this song translation is only to transfer the song's meaning without considering the style of the song lyrics. The translator translated most figurative expressions that are not quite familiar in society but personal to Taylor Swift with a basic meaning faithfully based on the translator's understanding. The present researcher suggests including references or essential information in the description box or chat box on YouTube; hence whenever a curious audience needs information about those translated song lyrics, they can read it in the description box chat box.

CONCLUSION AND SUGGESTION

This study intends to discover the translator's translation strategy. Hopefully, the results and discussion can be meaningful input for other novice translators specifying those who translate song lyrics on YouTube. Out of the 81 lines of the "All Too Well" song lyrics by Taylor Swift, it is discovered that based on Gottlieb's ten subtitling strategies, only four types are used in the translation. The most used is the paraphrase strategy, then the transfer strategy, while the least used is the condensation strategy, then the expansion strategy. These strategies are most used might be because they fit the needs of the translator's capability and the time and space of the screen. The transfer strategy requires a literal translation or a denotative meaning. The paraphrase strategy is close to the connotative meaning that functions to keep the poetic sense and meaning at once, especially since the text is in prose form, which is song lyrics, for instance: substituting a figurative expression from the source line with its equivalent in the target line. However, the translator tended to translate the line's basic meaning instead of replacing it with an equivalent expression; therefore, it is more denotative than connotative. The condensation strategy is used because some parts are considered less significant or given no specific meaning in sentences or phrases. The expansion strategy is useful for adding more explanation because the lyrics are primarily metaphorical lines; hence the translator managed to deliver the meaning as straightforwardly as possible.

This study only discusses one song translation from a novice translator; further researchers can discuss two or more song translations and focus on professional and novice translators to see the significant difference between professional and non-professional. The future researcher can combine two or more theories to make it diverse and interesting such as translation strategy and equivalence or translation strategy and translation accuracy.

In conclusion, the translation of the song lyrics is successfully delivered in the target language. However, the interpretation of the song lyrics, specifically poetic sentences, and phrases are, somehow beyond what the line might imply; for example, line 1, "I walked through the door with you the air was cold," is translated as "Permulaan hubungan aku merasa tidak ada yang special." There is no specific reference provided by the channel of the translated lines that contain figurative expressions. Hence, misunderstanding or misconception can happen from a translator's perspective

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