

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provides the conclusion of the analysis. In addition, suggestions for further research as well as several issues concerning this research are presented. It includes propositions for other researchers that may conduct the similar study, other object of research to be analyzed, and alternative approaches to be applied in further research.

5.1 Conclusion

This research focuses on the subtitling strategy and its acceptability of cultural terms in Nas Daily videos. After a thorough analysis was conducted on the entire 58 cultural terms using Newmarks typology, the subtitling strategies approach by Pedersen, and acceptability parameter assessment by Nababan et. al., the researcher concluded the following things:

Based on the percentage, the most dominant of cultural terms mentioned in Nas Daily videos is organization, customs, activities, procedures, ideas category especially names of concept or ideas. It is perceptible that in observing the culture of certain country, Nas is interested in exploring the concepts or ideas owned by the certain culture. As everyone knows, culture is an identity of a certain nation, and when discussing identity, the first thing that leaps to mind is the way people see the world embodied in their ideas and concepts.

Besides, the second most dominant category of cultural references is material culture, especially names of food and beverage. Nas is also interested in exploring food and beverages of country he visited. As many people understand, food is the most sensitive and important expression of national culture, and everyone must like it. They consume it every time and every day. Thus exploring this topic in Nas' videos can invite many viewers to watch his videos and follow his page.

Then from all the six strategies, the result of the study shows that all the strategies proposed by Pedersen were used by the translator of *Nas Daily*. The retention strategy is the most implemented strategy to be applied in cultural terms. As the researcher has noted earlier, retention strategy is the most SL-oriented strategy as stated by Pedersen (2011). From this, it is undeniable that the subtitler of *Nas Daily* videos tend to apply SL-oriented strategies rather than TL-oriented. The reason is that the subtitler want to convey the foreignness sense to the TT viewers, as *Nas Daily* has felt the importance of the ST content which makes it almost essential for the cultural ST to be visible in the translation. In addition, *Nas* also want to give additional knowledge of foreign culture and phenomena to the viewers, as what has been written on *Nas*' bio, "we show you the bright side of the world."

Afterwards, names of concept and ideas that dominate the finding of cultural term category are also generally applying the retention strategy. It is because most of the name of concepts and ideas do not always have equivalence in Indonesian culture. Thus, retaining it is the best way to obtain a qualified translation that convey the same idea as the ST.

Then, two of three levels of acceptability parameter are found in the data. The use of retention strategy in translating the cultural term bring the subtitles acceptable or in a little case only less acceptable. The acceptable subtitles are found 49 times or 84.5%, and the less acceptable subtitles found 9 times or 15.5%. Moreover, all of the less acceptable subtitles are produced when the subtitler adopt the retention strategy. Thus, retaining the SL term to enter the TL term is sometimes not appropriate way. Then, none of subtitles are unacceptable. In conclusion, the subtitles acceptability assessment showed that most subtitles are acceptable, as in few cases the subtitle feels not natural, even the subtitles that deviate the rules of Indonesian language are not found.

5.2 Suggestion

The following are several suggestions for other researchers who may be interested in analyzing the similar research:

1. The researcher suggests for those who are conducting the similar cultural translation study to investigate the category, subtitling strategy, and the quality with different data source such as animation movies, documenter film, video vlogger, or many other more. It is because the data found in those data source will be more various. In this research, the focus is only on the cultural terms in Nas Daily videos.
2. The researcher recommends for the other researchers who are interested in conducting the similar audio-visual translation (AVT) study to investigates the other type of AVT which is revoicing or dubbing. They can analyze dubbing strategy and its acceptability to obtain different and advanced analysis.
3. In addition, the other researchers can also analyze the other theories dealing with subtitling quality assessment as have been proposed by Pedersen (2017). His model is specifically proposed to asses the subtitles and deemed as the most comprehensive one to assess the subtitles. This thesis does not apply his model because the unit of analysis between the theory and this research are different.
4. Finally, the researcher suggests others who want to conduct the similar research to not only assess the acceptability aspect using questionnaires and raters' answers but also include a focus group discussion (FGD). It can be done by discussing it with the raters to obtain more in-depth analysis.