

AN ANALYSIS OF TRANSLATION STRATEGIES TOWARD CULTURAL TERMS IN “AND THEN THERE WERE NONE” NOVEL

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Abstract

The method of the research is descriptive qualitative. The research aims to figure out the translation strategy used in translating, especially the cultural terms in “And Then There Were None” into Indonesian in which into: “Lalu Semuanya Lenyap.” The translation strategies used based on Baker (2018)’s and Newmark’s (1988). The steps of the research are analyzing the cultural terms in the novel by classifying the cultural terms based on the cultural categories. The findings show that there are 48 cultural terms in the novel. The cultural terms are classified into five categories: (1) ecology, (2) material culture, (3) social culture, (4) organizations, customs, activities, procedures, concepts, and (5) gestures and habits. The result shows there are seven strategies applied to translate the cultural terms from the source language (English) to target language (Indonesian). The strategies are (1) translation by a more general word (superordinate), (2) translation by cultural substitution, (3) translation using a loan word or loan word plus explanation, (4) translation by paraphrase using a related word, (5) translation by omission, (6) literal translation, and (7) naturalization. The most frequent used is strategy number 3; translating using a loan word or loan word plus explanation.

Keywords: *cultural terms, cultural categories, translation strategies, novel*

Introduction

Translation is a process between two different written languages, the original language or the language a translator translates from (source language) and a different language or the language a translator translates to (target language) (Munday, 2001). A translator usually knows both of the source language and the target language well. Translating is not easy as it requires practical knowledge and skills. Moreover, in the practice of translating, a translator usually deals with some problems concerned with translation. Mathieu (2019) mentioned that these translation problems included lexical-semantic problems, grammatical problems, syntactical problems, rhetorical problems, pragmatic problems, and cultural issues.

One of the problems in translation is cultural issues, which is caused by the

differences in cultures between source language and target language. Baker (2018) stated that the word in source language may express a concept which is unknown in the culture of target language. Words that have cultural concepts or will be referred to “cultural terms”, are considered challenging to translate as the target language may or may not have the equivalence of the terms. The cultural terms have to be translated in a way that the readers of target language understand what they mean. Therefore, a translator needs to have sufficient knowledge about the concept of culture in source language and knows how to convey the same concept in target language.

Cultural terms are found in texts of many types and genres, such as in tourism, political, historical, religious, scientific, and literary texts. In literary texts, cultural

terms are found in written materials that require the author to write in specific settings, such as novels. It is commonly written in a specific setting that represents a culture. Therefore, it can be concluded that a novel may contain words that have cultural concepts. Taking everything into consideration, the writer chooses to study a novel to examine the cultural terms. The objects of this research are a novel by Agatha Christie, "And Then There Were None" and its Indonesian translation "Lalu Semuanya Lenyap".

In translating the cultural terms, translation strategies are mainly used to overcome the problem of cultural differences. There are various translation strategies frequently used by the translator, depending on the type of cultural terms. In "And Then There Were None" novel, there are several cultural terms from English that are translated variously in Indonesian. Therefore, this research focused on the cultural terms found in "And Then There Were None" novel and the translation of the cultural terms in its Indonesian translation "Lalu Semuanya Lenyap". The writer then analyzed the translation strategies used in translating the cultural terms in the novel.

Additionally, the research problem that can be concluded are:

1. What are the cultural terms in "And Then There Were None" novel and the translation of the cultural terms in its Indonesian translation "Lalu Semuanya Lenyap"?
2. What are the strategies used by the translator to translate the cultural terms?

In brief, the purpose of this research are:

1. To find out the strategies used by the translator to translate the cultural terms
2. To find out the strategies used by the translator to translate the cultural terms

There are some theories of experts about translation that are used to analyze the translation of cultural terms in "And Then There Were None" novel.

According to Nida and Taber (1969) in Haryanto (2000), translation does not only

concern on reproducing a text in the target language but also concern on the message of the source language, making the closest natural equivalent, first in terms of meaning and secondly in terms of style.

Munday (2016) stated that "the process of translation between two different written languages involves the changing of an original written text (the source text or ST) in the original verbal language (the source language or SL) into a written text (the target text or TT) in a different verbal language (the target language or TL)".

In the practice of translation, translation strategies are usually applied to overcome problems in translation. Baker (2018) proposed examples of strategies used by professional translators for dealing with non-equivalence at word-level.

1. Translation by a more general word (superordinate)

This is one of the strategies to deal with non-equivalence words. As Baker (2018) stated, it works appropriately in most, if not all languages, because in the semantic field, meaning is not language dependent. For example, in the novel, "He'd have a gin" is translated to "Dia akan minum gin".

2. Translation by a more neutral/less expressive word

This strategy might be used to avoid conveying the wrong expressive meaning. For example, in the novel, "One or two of your old cronies are coming" is translated to "Satu atau dua orang sahabat lama Anda datang".

3. Translation by cultural substitution

This strategy involves replacing a culture-specific item or expression with a target language item considering its impact on the target reader. This strategy makes the translated text more natural, more understandable and more familiar to the target reader. For example, in the novel, "his six feet of well-proportioned body" is translated to "tubuhnya yang setinggi 180 senti dengan proporsi yang bagus".

4. Translation using a loan word or loan word plus explanation

This strategy is usually used in dealing with cultural terms, modern concepts, and buzz words. Using the loan word with an explanation is very useful when a word is repeated several times in the text. At the first time, the word is mentioned by the explanation, and in the next times, the word can be used by its own. For example, in the novel, "Coming out of the hotel, he stretched himself, yawned, looked up at the blue sky and climbed into the Dalmain" is translated to "Dia keluar hotel sambil menggeliat, menguap, melihat ke langit yang biru, dan masuk mobil Dalmainnya".

5. Translation by paraphrase using a related word

This strategy is used when the source item is lexicalized in the target language but in a different form, and when the frequency with which a certain form is used in the source text is higher than it would be natural in the target language. For example, in the novel, "After all, people don't like a Coroner's Inquest" is translated to "Bagaimanapun tidak ada orang yang suka diperiksa polisi".

6. Translation by paraphrase using unrelated words

The paraphrasing strategy can be used when the concept in the source item is not lexicalized in the target language. When the meaning of the source item is complicated in the target language, the paraphrase strategy may be used instead of using related words; it may be based on modifying a super-ordinate or merely making clear the meaning of the source item. For example, in the novel, "Well, medicine was mostly faith-healing when it came to it" is translated to "Memang, dalam hal seperti ini biasanya obat mujarab yang diperlukan adalah kepercayaan saja".

7. Translation by omission

This may be a drastic kind of strategy, but it may be even useful to omit a word or expression in some contexts. If the meaning conveyed by a particular item or expression is not necessary to mention in the understanding of the translation, translators use this strategy to avoid lengthy explanations. For example, in the novel, "Mr Isaac Morris had shaken his little bald head very positively" is translated to "Mr. Isaac Morris menggelengkan kepala kecilnya dengan pasti".

8. Translation by illustration

This strategy can be useful when the equivalent target item does not cover some aspects of the source item and the equivalent item refers to a physical entity which can be illustrated, particularly in order to avoid over-explanation and to be concise and to the point.

Other than these eight strategies proposed by Baker (2018), there are 12 other translation strategies according to Newmark (1988):

1. Literal Translation

This strategy used for word-for-word and one-on-one translation. The text in source language is translated directly to target language, and the grammatical construction is converted into the nearest equivalent. For example, in the novel, "motor-boat" is translated to "perahu motor".

2. Transference

Transference is the process of transferring a word in source language to target language. It is the same as Newmark's (1988) translation using a loan word or loan word plus explanation strategies.

3. Naturalization

This strategy adapts the word in the source language into the standard pronunciation in the target language. For example, "cocktail" is translated to "koktail".

4. Cultural Equivalent

5. The word in source language is translated into a cultural word in target language. For example, “baseball” is translated into “kasti” in Indonesia.
6. Neutralisation
 - 1) Functional Equivalent
Functional equivalent is used when the translation of cultural terms require a cultural-free word. For example, “samurai” is translated into “warriors”.
 - 2) Descriptive Equivalent
In translation, description sometimes is needed to explain the word. For example, “samurai” is described as “the aristocratic warriors of premodern Japan from the 12th century”.
7. Label
This is a provisional translation, usually of a new institutional term, which should be made in inverted commas.
8. Componential Analysis
This is the splitting up of a lexical unit into its sense components, often one-to-two,-three or -four translations.
9. Deletion
Deletion involves the reduction of unnecessary words in non-authoritative texts, especially metaphors. It is similar to translation by omission strategy by Baker (2018).
10. Couplet
Couplet combines more than one strategy as stated above. For example, transference is combined with descriptive equivalent.
11. Accepted Standard Translation
This strategy is used when the translator uses the official or the generally accepted translation of any institutional term.
12. Paraphrase, Gloss, Notes
The meaning of the word in source language is explained. The explanation is much more detailed than descriptive equivalent.
13. Classifier

Generic or general or superordinate term sometimes supplied by the translator to qualify a specific term.

In the case of cultural terms, Harvey (2000) defined the cultural terms as the concepts, the institutions and the people related to the culture of source language. Newmark (1988) classified culture into several cultural categories as follows:

1. Ecology
Cambridge Dictionary defines ecology as the relationships between the air, land, water, animals, and plants. Some cultures have their own terms for the ecological features such as the name of plants, trees, animals, winds, seasons, rains, and hills. Newmark (1988) stated that the terms should be value-free, politically and commercially. For example, “orangutan” is considered as cultural terms as it belongs to Indonesian culture and the terms are generally used without being adapted to another language.
2. Material Culture
As stated in Encyclopedia, material culture consists of any physical manifestation or product of culture. Material culture is objects such as tools, weapons, utensils, machines, ornaments, art, buildings, monuments, written records, religious images, clothing, and any other ponderable objects produced or used by humans (Britannica, 2019). Newmark (1988) divides material culture into several categories: food, clothes, houses and towns, and transport. Food is considered as the most sensitive according to him, as there are many foods originated from cultures and it is considered an important expression of a culture. Moreover, because it is difficult to translate food terms, they are usually transferred or being adapted in the target language. Food like “rendang”, for example, which is originated from Indonesia, might be similar to curry, but the cooking process, techniques and

ingredients are different from one to another. Thus, it is usually still translated as “rendang” as there is no equivalence to this term. Another example would be “pizza” that is originated from Italia, is adapted into Indonesian without any spelling changes, but usually, the terms are italicized as it is considered as foreign terms.

Aside from food, clothes are also a part of culture. Clothes are difficult to translate, especially traditional clothes, such as “batik”, “kebaya”, “peci”, “blangkon” from Indonesia. The terms may be kept and adapted, but it can also be explained by adding generic noun or words that can be understood by people from another culture, for example, “batik clothes”. If the terms have to be explained sufficiently, the translator may also explain the terms in the footnotes.

Similarly, houses, towns, and transportations are also an important part of a culture. In Indonesian, there are some terms for the houses, towns, and names of transportations, such as “keraton” or “kraton”, “candi”, “delman”, “bajaj”. The names or types of the terms are usually left without being translated.

3. Social Culture

Social culture included any name of jobs, entertainment, hobbies, sports, games. Job name like “butler”, is described as “the chief male servant of a household who has charge of other employees, receives guests, directs the serving of meals, and performs various personal services” according to Merriam-Webster. In Indonesia, the terms “butler” is usually translated as “pelayan”, even though it isn’t as specific as the original terms, as it means “people who serve”. Leisure activities such as entertainment, hobbies, sports and games are also considered as cultural terms. For example, “sepak takraw” from

Southeast Asia, “football” from the United States, are considered as local sports, and usually, the terms are used without being adapted. Entertainment, like the music genre “dangdut” is also left without being translated as the other cultures may not have the equivalence of the music genre.

4. Organizations, Customs, Activities, Procedures, Concepts

It is anything related to the name of political organizations, activities, procedures, ideas, and religious. Newmark (1988) divided the category into several sub-categories: political and administrative, religious, and artistic. For example, “sultan”, “pope” are terms that belong to this category.

5. Gestures and Habits

Cambridge Dictionary defines gesture as a movement of the body, hands, arms, or head to express an idea or feeling. Some gestures only occur in a particular culture, but not others. For example, “bowing” from Japan, “thumbs up” from American and European cultures.

6. Habit, as defined in Dictionary.com, is a particular practice, custom, or usage. For example, the terms of “gotong royong”, “jam karet” in Indonesia. Some cultures have their own habit that never occurred in another culture, like saying “bless you” after someone nearby sneezes, only exist in American and European culture.

Method

The writer used qualitative method to explore the objectives of the research. The research focused on a novel titled “And Then There Were None” by Agatha Christie, published in 2003 by HarperCollins Publisher in London, and the Indonesian translation of the novel titled “Lalu Semuanya Lenyap” by Maretta, published in 2017 by PT Gramedia Pustaka Utama. The writer collected the data through several steps: reading the “And Then There Were None” novel, finding the

cultural terms and the translation of the cultural terms contained in both "And Then There Were None" novel and its translation "Lalu Semuanya Lenyap", selecting, classifying the cultural terms into several cultural categories, and analyzed them based on theories of translation strategies. The writer used content analysis to find the cultural terms in both "And Then There Were None" and its translation in the Indonesian translation version of the novel, "Lalu Semuanya Lenyap". To analyze the data in this research, the writer use Miles and Huberman (2014)'s technique of data analysis in qualitative research, which is consisted in three steps: data condensation, data display and conclusion drawing and verification.

Findings and Discussion

The objects of research are an English novel entitled "And Then There Were None" and its Indonesian translation entitled "Lalu Semuanya Lenyap". "And Then There Were None" is a crime novel written by Agatha Christie. The novel was first published in the United Kingdom in 1939 by the Collins Crime Club and was published in Indonesia in 1984 by PT Gramedia Pustaka Utama. The Indonesian translation was done by Maretta.

The versions of the novel used in this research are "And Then There Were None" that was published in 2003 by HarperCollins Publisher in London, and the Indonesian translation of the novel titled "Lalu Semuanya Lenyap" that was published in 2017 by PT Gramedia Pustaka Utama.

The collection of the data was done by reading the "And Then There Were None" novel, to find the cultural terms in both "And Then There Were None" and its translation in the Indonesian translation version of the novel by using content analysis. The findings of the research showed that the novel contained 48 cultural terms. The cultural terms were sorted into five cultural categories: (1) ecology, (2) material culture, (3) social culture, (4)

organizations, customs, activities, procedures, concepts, and (5) gestures and habits, and they were analyzed based on theories of translation strategies. The cultural terms found in the novel belonged to each category can be seen as in the followings:

In ecology category, there are two cultural terms. According to Newmark (1988), ecology consisted of flora, fauna, winds, plains and hills.

Table 1. Ecology

Cultural Terms	Translation
red herring	ikan <i>herring</i> merah
Salisbury Plain	dataran Salisbury

In the sub-category of fauna, there is red herring. In the sub-category of plains, there is Salisbury Plain.

In material culture category, there are 28 cultural terms. Newmark (1988) divides material culture into several sub-categories: food, clothes, houses and towns, and transport.

Table 2. Material Culture

Cultural Terms	Translation		
bathing dress	baju renang		
Mackintosh	jas hujan		
Pyjamas	Piama		
pyjama jacket	jubah tidur		
Wig	Wig		
Brandy	Brendi		
Cascara	Cascara		
Gin	Gin		
ginger beer	<i>Gingerbeer</i>		
Cocktail	Koktail		
Whisky	Wiski		
Soda	Soda		
Wine	Anggur		
Ham	Ham		
Marmalade	Selai		
Belhaven	Belhaven		
Belhaven	Guest	Belhaven	Guest
House		House	
Cambridge		Cambridge	
Exeter		Exeter	

Newquay	Newquay
Oakbridge	Oakbridge
Plymouth	Plymouth
Ritz Hotel	Hotel Ritz
Torquay	Torquay
Morris	Morris
motor-boat	perahu motor
Super-Sports	<i>supersports</i>
Dalmain car	Dalmain
The Dalmain	Mobil Dalmain

In the sub-category of clothes, there are bathing dress, mackintosh, pyjamas, pyjama jacket and wig. In the sub-category of drink, there are brandy, cascara, cocktail, gin, ginger beer, soda, whisky and wine. In food category, there are ham and marmalade. In the sub-category of houses and towns, there are Belhaven, Belhaven Guest House, Cambridge, Exeter, Newquay, Oakbridge Plymouth, Ritz Hotel and Torquay. In the sub-category of transport, there are Morris, motor-boat, Super-Sports Dalmain car and The Dalmain.

In social culture category, there are nine cultural terms. Social culture included any name of jobs, entertainment, hobbies, sports, games. Newmark (1988) divided social culture into two sub-categories: work and leisure.

Table 3. Social Culture

Cultural Terms	Translation
Knitting	Merajut
Mountaineering	mendaki gunung
Shooting	Berburu
The Times	The Times
Yachting	berperahu layar
Butler	Pelayan
Governess	guru privat
nursery governess	guru pengasuh
Sister	Perawat

In the sub-category of leisure, there are knitting, mountaineering, shooting, The Times and yachting. In the sub-category of work, there are butler, governess, nursery governess and Sister.

In organizations, customs, activities, procedures, concepts category, there are seven cultural terms. Newmark (1988) divided the category into several sub-categories: political and administrative, religious, and artistic.

Table 4. Organizations, Customs, Activities, Procedures, Concepts

Cultural Terms	Translation
Colonel	Kolonel
General	Jenderal
Inspector	Inspektur
Lord	Lord
Regiment	Resimen
Scotland Yard	Scotland Yard
Supreme Court	Kejaksaan Tinggi

In the sub-category of political and administrative, there are Colonel, General, Inspector, Lord, Regiment, Scotland Yard, and Supreme Court.

In gestures and habits category, there are two cultural terms. Terms belong to gestures and habits category are terms that are used to express movement, practice or custom that existed in a particular culture. There are two cultural terms belong to gestures and habits in the novel.

Tabel 5. Gestures and Habits

Cultural Terms	Translation
Inclined	Menunduk
Bowing	Membungkuk

There are seven translation strategies used to translate 48 cultural terms in the novel. The translation strategies are: (1) translation by a more general word (superordinate), (2) translation by cultural substitution, (3) translation using a loan word or loan word plus explanation, (4) translation by paraphrase using a related word, (5) translation by omission, (6) literal translation, and (7) naturalization. The translation strategies applied in cultural terms in the novel can be seen in the followings.

Translation by a more general word (superordinate) is used in three cultural

terms. It is found in material culture category and social culture category.

Tabel 6. Translation by a More General Word (Superordinate)

Cultural Terms	Translation
Marmalade	Selai
Knitting	Merajut
Butler	Pelayan

Translation by cultural substitution is used in one cultural term. It is found in drink category.

Tabel 7. Translation by Cultural Substitution

Cultural Terms	Translation
Wine	Anggur

Translation using a loan word or loan word plus explanation is used in 20 cultural terms. It is found in ecology category, material culture category and social culture category, and organizations, customs, activities, procedures, concepts category.

Tabel 8. Translation using a Loan Word or Loan Word plus Explanation

Cultural Terms	Translation
red herring	ikan <i>herring</i> merah
Wig	Wig
Cascara	Cascara
Gin	Gin
ginger beer	<i>Gingerbeer</i>
Soda	Soda
Ham	Ham
Belhaven	Belhaven
Belhaven	Belhaven
Guest	Guest
House	House
Cambridge	Cambridge
Exeter	Exeter
Newquay	Newquay
Oakbridge	Oakbridge
Plymouth	Plymouth
Torquay	Torquay
Morris	Morris
The Dalmain	Mobil Dalmain
The Times	The Times
Lord	Lord
Scotland Yard	Scotland Yard

Translation by paraphrase using a related word is used in 12 cultural terms. It is found in material culture category, social culture category, organizations, customs, activities, procedures, concepts category, and gestures and habits category.

Tabel 9. Translation by Paraphrase using a Related Word

Cultural Terms	Translation
bathing dress	baju renang
Mackintosh	jas hujan
pyjama jacket	jubah tidur
Mountaineering	mendaki gunung
Shooting	berburu
Yachting	berperahu layar
Governess	guru privat
nursery governess	guru pengasuh
Sister	perawat
Supreme Court	Kejaksaan Tinggi
inclined his head	menunduk
Bowing	membungkuk

Translation by omission is used in one cultural term. It is found in material culture category.

Tabel 10. Translation by Omission

Cultural Terms	Translation
Super-Sports	<i>supersports</i>
Dalmain car	Dalmain

Literal translation is used in four cultural terms. It is found in ecology category and material culture category.

Table 11. Literal Translation

Cultural Terms	Translation
Salisbury Plain	dataran Salisbury
Ritz Hotel	Hotel Ritz
motor-boat	perahu motor

Naturalization is used in eight cultural terms. It is found in material culture category and organizations, customs, activities, procedures, concepts category.

Tabel 12. Naturalization

Cultural Terms	Translation
Pyjamas	Piama

Brandy	Brendi
Cocktail	Koktail
Whisky	Wiski
General	Jenderal
Inspector	Inspektur
Kolonel	Kolonel
Regiment	Resimen

The cultural terms in “And Then There Were None” novel were analyzed with content analysis based on Newmark’s (1988) theory of cultural categories and Baker’s (2018) as well as Newmark’s (1988) translation strategies. From the findings, it is shown that there are a total of 48 cultural terms found in “And Then There Were None” novel. The cultural terms were sorted into five categories and 11 sub-categories.

Table 13. Frequencies and Percentages of Cultural Categories

Cultural Categories	Frequency	Percentage
Ecology	2	4.17%
Material Culture	28	58.33%
Social Culture	9	18.75%
Organizations, Customs, Activities, Procedures, Concepts	7	14.58%
Gestures and Habits	2	4.17%

According to table 13 above, it is shown that in “And Then There Were None” novel, the material culture terms is the most frequent of all cultural terms. There are 28 material culture terms found in the novel. Meanwhile, the least amount of cultural terms belongs to ecology and gestures and habit.

In the translation version of “And Then There Were None” novel, it is found that there are eight strategies applied in the translation of cultural terms. There are six translation strategies from Baker’s (2018) theory and two translation strategies from Newmark’s (1988) theory.

Table 14. Frequencies and Percentages Translation Strategies

Translation Strategies	Frequency	Percentage
Translation by a more general word (superordinate)	3	6.25%
Translation by cultural substitution	1	2.08%
Translation using a loan word or loan word plus explanation	20	41.67%
Translation by paraphrase using a related word	12	25%
Translation by omission	1	2.08%
Literal translation	3	6.25%
Naturalization	8	16.67%

According to table 14 above, it is shown that there were seven translation strategies used in “And Then There Were None” novel translated into “Lalu Semuanya Lenyap”. The translation strategy that was more frequently used is translation using a loan word or loan word plus explanation. The strategy was used 20 times to translate cultural terms in the novel. The translation strategies used the least are translation by cultural substitution and translation by omission.

Conclusion

The findings of the research showed that the novel contained 48 cultural terms. The cultural terms were sorted into five cultural categories: (1) ecology, (2) material culture, (3) social culture, (4) organizations, customs, activities, procedures, concepts, and (5) gestures and habits. The result of the research showed that from the total of cultural terms, 4.17% belonged to the category of ecology,

58.33% belonged to the category of material culture, 18.75% belonged to the category of social culture, 14.58% belonged to the category of organization, customs, activities, procedures and concepts, 4.17% belonged to the category of gestures and habits. The largest amount of cultural terms in the novel belong to material culture.

Among the strategies proposed by Baker (2018) and Newmark (1988), seven strategies were applied to translate the cultural terms: (1) translation by a more general word (superordinate), (2) translation by cultural substitution, (3) translation using a loan word or loan word plus explanation, (4) translation by paraphrase using a related word, (5) translation by omission, (6) literal translation, and (7) naturalization. Out of all translation strategy, translation by a more general word (superordinate) was used 6.25%, translation by cultural substitution 2.08%, translation using a loan word or loan word plus explanation was used 41.67%, translation by paraphrase using a related word was used 25%, translation by omission was used 2.08%, literal translation was used 6.25%, naturalization was used 16.67%. The most frequent translation strategy applied in the translation of "And Then There Were None" is translation using a loan word or loan word plus explanation. It reflects that the translator keeps the original term as it is the closest target language equivalent.

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