TRANSLATING CONVERSATIONAL IMPLICATURES FROM ENGLISH TO INDONESIAN IN YOUTUBE VIDEO ENTITLED *THE TEAM MEETING*

[1]**Aldha Williyan, **[2]**Dila Charisma**

[1]Universitas Muhammadiyah Cirebon
[2]Universitas Muhammadiyah Cirebon

alwilliyan@gmail.com

Abstract. YouTube is not only a platform for entertaining the viewers. Nowadays, language learners can use videos on YouTube as a tool to learn many things dealing with language. One of the benefits of watching YouTube videos is that learners can comprehend pragmatic equivalence. Therefore, this study aims to analyze the English dialogue among the speakers in the YouTube video entitled *The Team Meeting* and its Indonesian subtitle to reveal the pragmatic equivalence. The analyzed pragmatic element is conversational implicatures. Additionally, the translation strategies used in Indonesian subtitles are also analyzed. To do this, the qualitative methodology, particularly textual analysis is used. With textual analysis, some steps in analyzing the data are needed. First, the English dialogue among the speakers and its Indonesian subtitle are transcribed. Second, translation strategies and pragmatic equivalence are analyzed. Lastly, the data are presented in form of paragraphs. The results show that the translation strategies can assist the English dialogue and its Indonesian subtitle to reach pragmatic equivalence. Borrowing words from English in Indonesian and the same basic structures between both languages generally contribute to this equivalence.

Keywords: conversational implicature, pragmatic equivalence, translation strategies

INTRODUCTION

YouTube has transformed into a platform for large audiences to get information from around the world. YouTube also follows the concept of widescreen films using subtitles in various languages in order to spoil viewers of these languages. Subtitles are indeed the most preferred mode of film translation (Ayonghe & Ategha, 2018). Under these circumstances, research related to the translation process in YouTube video subtitles is very interesting. This study therefore aims to analyze the conversational implicatures in English conversation among speakers of *The Team Meeting* YouTube video and how it is translated into Indonesian subtitles. With those aims, this research attempts to open people's eyes that YouTube videos are one of the rich resources of language exposure for language teaching and learning (Watkins & Wilkins, 2011). YouTube videos even are able to effectively enhance English vocabularies and sentence structures (Sahayu & Friyanto, 2019). They are not only a tool for entertaining the viewers but also nowadays as a tool to learn many things dealing with languages. Comprehending conversational implicature and how it is translated from source into the target language are the two benefits of YouTube videos. Through this research, it is therefore expected that the readers can be equipped with adequate knowledge about translation strategies and how they are used to translate conversational implicatures.

Translation strategies, which this research focuses on, are essential elements in achieving pragmatic equivalence, including conversational implicatures. Good and acceptable target languages produced by the translators can be formed only by suitable translation strategies (Wedhowerti et al., 2020). One of the translation strategies commonly used is the translation by a more general word or superordinate. This strategy is used when the target language does not have a vocabulary equivalent to the vocabulary of the source language, so under this condition, the words from the more general target language are used (Baker, 2018). In other cases, translation by a more neutral or less expressive word is implemented by the translators. This strategy is used when the target language does not have a vocabulary with the same level of expressiveness as the vocabulary of the source language, therefore a more neutral word is used (Baker, 2018).

Furthermore, translation plays a role in disseminating culture (Newmark, 1988). The translators no wonder often replace culture-specific items or expressions from the source language with target language items that do not actually have exact same meaning but have the same impact on the target reader (Baker, 2018). It is regarded normal since source and target language mostly have different cultures. This inevitably pushes the translator to not only deal with equivalent vocabularies but also the cultures of each language in order the meaning and messages are delivered correctly. No wonder, translation by cultural substitution is often used. However, culture-specific items of the source language sometimes are also commonly found in the target text without any substitution. Translation using a loan word or loan word plus explanation is used instead (Baker, 2018). This is conducted either because the original cultural item is more suitable or the target readers are indeed regarded capable to comprehend them.

Paraphrase also has a significant role in translation. It is normally defined as the process of changing the sentence structures of a text into a different one without changing the original meaning (Bailey, 2011). With this, the translator can reveal a text from one level or type of language to another with a meaning that tends to be more easily understood by the target reader without changing the original meaning. No wonder, translation by paraphrase using related words or unrelated words are commonly used as the strategy (Baker, 2018). Both of them deal with paraphrasing, but there is a striking difference between the two, namely whether or not the concept expressed by the source item is lexicalized in the target language (Baker, 2018). In translation by paraphrase using a related word, the concept expressed by the source item is lexicalized in the target language. Meanwhile, translation by paraphrase using unrelated words has the opposite effect, that is, it is not lexicalized.

The two final translation strategies are translation by omission and translation by illustration (Baker, 2018). There are several situations that allow the translators not to translate the source language items into the target language. It is when the items are not too crucial for the meaning. Omission in translation hence is common. Additionally, illustration in translation is also one of the recommended strategies to use if the item can be illustrated and can be an answer to the absence of the equivalent target language item. Each translation strategy has advantages and disadvantages. Therefore, translators are still the main figure who can decide which strategies are used especially to achieve the pragmatic equivalence, which is in this case is conversational implicatures.

Dealing with pragmatic equivalence, the translators concern on how the utterances or sentences are delivered in communication and how the interlocutors or readers interpret them in context (Baker, 1992). Context determines the meaning of the utterances (Yule, 2003). With it, the utterances contain implicatures which refer to the meaning beyond the

words (Thomas, 1995). Therefore, translating source languages that contain implicatures into target languages equivalently is challenging since the translators need to consider the intended meaning or pragmatic force of the source languages.

Implicatures are divided into conventional and conversational implicatures. However, this study limits the area of investigation into only conversational implicature as it is one of highlights in pragmatics (Levinson, 1983). Conversational implicature is classified as generalised and particularised conversational implicatures. They are particularly different in terms of the effect of context, namely the generalized conversational implicature tends to be less strong context-bounded, while the particularized conversational implicature is stronger context-bounded (Yule, 2003).

Beside conversational implicature, the speakers commonly perform cooperative principles which consist of four maxims. The use of these maxims indicates the willingness of the speakers to cooperate in the conversation. They perform maxim of quality by speaking truly, maxim of quantity by speaking briefly, maxim of relation by speaking relevantly, and maxim of manner by speaking clearly (Cruse, 2000). The speakers can successfully achieve standard implicatures if these maxims are fully fulfilled. However, these maxims can also be violated and opted out by the speakers (Thomas, 1995). Violating the maxims occurs when the interlocutors are misled intentionally by the speakers who do not saying the truth. Meanwhile, the maxims are opted out when the speakers have no willingness to cooperate in conversation.

The maxims are also possible to be flouted by the speakers (Cutting, 2002). In flouting quantity maxim, the speakers inform the interlocutors too much or too little. Then, in flouting quality maxim, it is pointed out that exaggerating is used by the speakers as in the hyperbole. Meanwhile, in the flouting relation maxim, the speakers "expect that the hearers will be able to imagine what the utterance did *not say*, and make the connection between their utterance and preceding one". Lastly, the speakers in flouting manner maxim emerge to be obscure and often attempt to exclude a third party.

The fact that translating conversational implicatures from source into target language utterances or sentences is challenging encourages the translators to employ various translation strategies. Translation strategies allow the translators to know how translation equivalence works in relation to the original text (Molina and Albir, 2012). The work on the field of translation strategies no wonder have been conducted by various previous studies. Gedik (2020), for instance, analyzes how the swear words of a Turkish film are translated into English subtitles. The study reveals that swear words are translated more refined in the target language, and that some of them are written off. Additionally, Wedhowerti et al., (2020) focus on revealing translation strategies in translating Toer's *Bumi Manusia*. The study figures out that to perfect the process of translating Indonesian novels into English, translators must also use the English context to make their English translation readable, this will greatly assist translation strategies in dealing with non-equivalence target language items. Similarly, Wenlin et al., (2019) concern on the Indonesian version of novel *Pride and Prejudice*, and investigate how translation techniques of logical metaphor are used and affect translation quality of logical metaphor. They find that not all techniques are able to contribute to the translation quality.

It can be seen that translation is researchable. Many researchers have explored it with various purposes. However, the research involving translation and conversational implicatures has received less attention. This study therefore is expected to fill the gap.

METHOD

This research analyzes translation strategies and the conversational implicatures in English dialogs among the speakers of *The Team Meeting* YouTube video. *The Team Meeting* is selected because it has 1.3 million views on YouTube. It is enough to show the excellence of this YouTube video which is initiated by Liverpool F.C YouTube Channel. Additionally, to support the analysis, qualitative methodology was employed, particularly textual analysis, as the data were from the actual words or actions of the participants (Fraenkel et al., 2012). The analysis consisted of several steps. Firstly, the researcher watched the video on Liverpool F.C YouTube Channel and downloaded the English dialogs among the characters as well as the Indonesian subtitles. Secondly, English dialogs were analyzed using conversational implicature theories. Thirdly, the translation strategies proposed by Baker (2018) were also analyzed to reveal how the conversational implicatures were translated into Indonesian subtitles. Lastly, the data were presented in form of paragraphs since it employed qualitative methodology (Mackey and Gass, 2005).

FINDINGS AND DISCUSSION

This study, based on the previous explanation, deals with translating conversational implicatures in the YouTube Video entitled *The Team Meeting* which consists of six speakers. All of them are coded into Speaker 1 (S1), Speaker 2 (S2), Speaker 3 (S3), Speaker 4 (S4), Speaker 5 (S5), and Speaker 6 (S6). To begin the discussion, conversational implicatures produced by each speaker are presented. Afterward, the translation strategies used in the Indonesian subtitles are also analyzed to reveal what strategies are commonly used to translate conversational implicatures from English into Indonesian.

Conversational Implicature in *The Team Meeting* YouTube Video

Through the analysis, this study reveals some phenomena related to conversational implicatures. Two of the phenomena are particularized conversational implicatures and standard implicatures. Furthermore, the maxims of the conversation are also flouted by the speakers. Maxim of quantity and relation, for instance, are in some moments flouted. Similarly, the maxim of manner is flouted by the speakers in a certain moment of the dialogs. Below is table 1 that summarizes the conversational implicatures produced by the speakers.

Table 1. Conversational Implicatures

Conversational Implicatures	Percentage
Generalized conversational implicature	0%
Particularized conversational implicature	19%
Standard implicature	63%
Flouting the maxim of quality	0%
Flouting the maxim of quantity	5,9%
Flouting the maxim of relation	6,7%
Flouting the maxim of manner	5,4%

It can be seen from the figure above that standard implicatures are dominantly produced by the speakers with a percentage of 63%. This indicates that the speakers mostly follow the four conversational maxims. However, flouting the conversational maxims is arguably

unavoidable in any conversation. It also occurs in the conversation among the speakers in this study in which the speakers flout the maxim of relation with 6,7%, the maxim of quantity with 5,9%, and the maxim of manner with 5,4%. Additionally, particularized conversational implicatures are also found in the conversation among the speakers with a percentage of 19%. These are the only five phenomena that are produced by the speakers in the YouTube video entitled *Team Meeting* as generalized conversational implicatures and flouting the maxim of quality are not even found. One of the phenomena found in this study is presented in excerpt 1 below.

Excerpt 1	
S1:	Give them out
S2:	No problem.

Speaker 1 in this conversation asks speaker 2 to distribute one product to the other members of the meeting. The response of speaker 2 clearly follows the four maxims and hence it belongs to the standard implicature. First, it follows the maxim of relation as it is relevant to the utterance of speaker 1. Second, speaker 2 really does the command of speaker 1 to distribute the product and thus his utterance contains the truth to fulfill the maxim of quality. Third, the maxim of quantity is also achieved since speaker 2 responds to what needs to be expressed, namely confirmation to do the instruction of speaker 1. Finally, the response of speaker 2 is clear right on point of the previous utterance and therefore it does not trigger any confusion in the conversation. In other words, speaker 2 successfully achieves the maxim of manner. Below is excerpt 2 that displays another phenomenon.

Excerpt 2	
S2:	And we like to call it Cap...Aldi.
S1:	But what's that got to do with Chaokoh?
S2:	Does it have to?
S5:	Come on, Robbo.

Besides standard implicature, another phenomenon found in this study is particularized conversational implicature. It is represented by excerpt 2 in which it can be seen that speaker 2 explains his idea regarding how to promote the product named *Chaokoh*. However, his explanation has no relation with the product at all. It triggers speaker 6 to replies *come on, Robbo* as his expression of annoyance. That is why the utterance of *come on, Robbo* is strongly influenced by the context of the conversation and hence it is classified as a particularized conversational implicature. This utterance obviously means differently in another context. It possibly means giving encouragement, inviting someone, and any other possible meanings. After standard implicature and particularized implicature are presented, some phenomena related to maxims are also explained. Excerpt 3 below is one of the examples.

Excerpt 3	
S1:	Bobby?
S6:	Can I have a phone charger?

It is actually simple for speakers in any conversation to achieve maxim of relation. They only need to reply with the relevant response. Unfortunately, it can be seen from excerpt 3 that speakers do not always respond relevantly. Speaker 6, for instance, responds to the question of speaker 1 irrelevantly. Speaker 1 actually expects useful ideas coming from speaker 6 since they are in the middle of a meeting discussing how to promote a product. However, speaker 6 ask permission to charge his phone instead. It means that he

intentionally does not follow the maxim of relation. In other words, the maxim of relation is flouted by speaker 6 as he does not even give any answer that the previous speaker wants. In addition, flouting the maxim of relation is possibly produced together with flouting the maxim of quantity. It can be seen in excerpt 4 below.

Excerpt 4	
S1:	Has anybody else got any ideas?
S4:	Eh, fun fact! Did you know the coconut tree is a member of the palm tree family, and the only known living species of the genus Cocos?

From excerpt 4, it is obvious that speaker 4 replies to the questions of speaker 1 with an irrelevant response. Speaker 1 clearly need ideas from the members of the meeting about promoting a product. Speaker 4 takes his turn to respond to the question, but he, unfortunately, mentions the fun fact of the coconut tree which of course has no relation with the question of speaker 1. It, therefore, can be stated that the maxim of relation is flouted by speaker 4 as his utterance does not even fulfill the expectation of the previous speaker. Furthermore, the maxim of quantity is also flouted by Speaker 4 in this conversation since his answer contains more information than the previous speaker asks. It reveals the fact that speakers through their utterances can flout more than one maxim. Additionally, the maxim of manner is flouted in several moments of the conversation in this study. Excerpt 5 below displays one of the examples of how the maxim of manner is flouted.

Excerpt 5	
S1:	Anybody got any ideas?
S2:	(raising hand)
S1:	Go on, Robbo.
S2:	I'm thinking Star Wars...
S1:	Star Wars?

It has been stated before that this study concern with analyzing the conversation in a meeting discussing how to promote a product. Excerpt 5 above shows another moment in which speaker 1 asks the meeting members their ideas. It then is responded by speaker 2 by mentioning his idea. However, his response is about Star Wars that obviously has no connection with the product and it hence makes the other members confuse. This confusion is caused by flouting the maxim of manner.

The Role of Context in Conversational Implicatures

Conversation on any occasion, including a meeting, elaborated previously, is not as simple as it looks. One element that makes conversation complex is the context (Mey, 1993). With context, the speakers' utterances have meanings, which most of the time is not the literal meaning. The literal meaning is also labeled as utterance meaning that contains meaning level I. Besides level I, many utterances also contain meaning level II that is defined as the communicative intention of the speakers (Thomas, 1995). Therefore, many utterances in any conversation mean differently in different contexts. This surely triggers the conversation to have a hidden meaning or meaning beyond the words, normally called conversational implicature.

The previous explanation comes to the point that context is very important in conversation (Yule, 2003). One of the contexts that has crucial roles to determine the meaning of the utterances is the social context (Wardhaugh, 2010). It is generally categorized into age,

power or social status, and social distance (Holmes, 2013). Speakers will express different utterances to their interlocutors who have different ages. They also will surely use different words to talk with people with different social status. Intimacy between the speakers also determines how they communicate. In this case, social distance play its role. With these three elements of social context, conversations contain an illocutionary commonly known as speakers' meaning (Paltridge, 2000). No wonder, conversational implicatures, including found in this study, are strongly influenced by the social contexts of the speakers (Williyan, 2018). This complexity of conversational implicature encourages this study to reveal how it is translated from one language into another and whether or not the translation strategies can achieve the pragmatic equivalence. All of them are presented in the next following parts.

Translation Strategies in the Indonesian Subtitle

The source language in this study is English. Luckily, YouTube has provided the viewers with several languages available for subtitles and one of them is Indonesian. Following Baker (2018), the analysis reveals that there are some translation strategies used to translate the source language, English, into the Indonesian subtitles. Translation by paraphrase using related words is the most dominant strategy with a percentage of 83%. Translation by omission is also used in the Indonesian subtitles with a percentage of 8,4%. The rest of the translation strategies are used with the same percentage, such as translation by cultural substitution and translation by paraphrase using unrelated words. Unfortunately, four translation strategies proposed by Baker (2018) are not found in the Indonesian subtitles, namely translation by a more general word or superordinate, translation by a more neutral or less expressive word, translation using a loan word or loan word plus explanation, and translation by illustration. Table 2 below summarizes and discloses the percentage of the use of those strategies.

Table 2. Translation Strategies

Translation Strategies	Percentage
Translation by a more general word or superordinate	0%
Translation by a more neutral or less expressive word	0%
Translation by cultural substitution	4,3%
Translation using a loan word or loan word plus explanation	0%
Translation by paraphrase using related words	83%
Translation by paraphrase using unrelated words	4,3%
Translation by omission	8,4%
Translation by illustration	0%

The strategies that can provide the equivalence between the source language and target language are surely chosen. This study reveals that conversational implicature and maxims are translated variously into the target language. Standard implicature, for instance, is translated using a strategy called translation by paraphrase using related words proposed by Baker (2018). Excerpt 1 below discloses how the standard implicature in the source language is translated into Indonesian subtitles by paraphrase using related words.

Excerpt 6
Source Language (English)
If football doesn't work out, I'm seriously considering a professional career in music.
Target Language (Indonesian Subtitle)
Kalau jadi pemain bola tak tercapai, saya akan serius memikirkan karir di bidang musik.
If being a football player is not achieved, I will seriously think about a career in music.

Excerpt 6 above shows that the Indonesian subtitle is a paraphrase of the source language utterance. The source language utterance is a standard implicature and the translation process into Indonesian subtitles does not change it. It remains a standard implicature in both source and target languages. The statement of *If football doesn't work out* is translated into *Kalau jadi pemain bola tak tercapai* (If being a football player is not achieved). Then, *I'm seriously considering a professional career in music* is translated into *saya akan serius memikirkan karir di bidang musik* (I will seriously think about a career in music). Translation using this paraphrasing strategy uses some of the original words from the source language and then can be added with other words to build the target language with a more different form, but the meaning and essence remain the same.

Excerpt 7
Source Language (English)
Think big, we want something that's gonna break the internet.
Target Language (Indonesian Subtitle)
Berpikir dengan luas, kita ingin sesuatu yang akan mengguncang jagat maya.
Thinking broadly, we want something that will rock the virtual universe

Translation by paraphrase using related words in fact is not only applicable to translate standard implicature, but also applicable to translate particularized conversational implicature. This strategy is regarded as a suitable one to help the Indonesian subtitle to reach the pragmatic equivalence. It is because the target language also still contains the particularized conversational implicature. Excerpt 7 above shows how paraphrase using related words is used to translate the particularized conversational implicature into the target language.

Excerpt 8
Source Language (English)
I'm thinking Star wars. . . but with coconut
Target Language (Indonesian Subtitle)
Star wars, saya rasa. . . tapi dengan kelapa
Star wars, I guess. . . but with coconut

Excerpt 8 above displays another example of translation by paraphrase using a related word. It is now used to translate the phenomenon of flouting quantity and manner maxims from English into Indonesian subtitles without changing the process of flouting the quantity and manner maxims. This is proof that this translation strategy is one of the most used strategies to translate conversational implicature in the source language, English, into Indonesian subtitles. In the source language, the speaker expresses his opinion using *I'm thinking* and it is translated into the target language, *saya rasa* (*I guess),* which is the paraphrase of the source language.

Excerpt 9
Source Language (English)
What's bigger than Star Wars?

Target Language (Indonesian Subtitle)
Memang ada yang lebih besar dari Star Wars?
Is there anything bigger than Star Wars?

Besides, this study finds that translation by paraphrase using a related word is also applied to translate the phenomenon of flouting manner maxim. It is clearly shown in excerpt 9 above. The target language, Indonesian subtitle, is a different form constructed by the source language item which is lexicalized. The target language, *Memang ada yang lebih besar dari Star Wars? (*Is there anything bigger than Star Wars?) is formed by the paraphrasing process of the source language, namely *What's bigger than Star Wars?*. It can be seen that the target language, Indonesian subtitle, also contains the process of flouting the manner maxim. Hence, with this translation strategy, the equivalence is achieved.

Excerpt 10
Source Language (English)
I think we've got it in our locker to do it.
Target Language (Indonesian Subtitle)
Aku pikir kita harus bertukar pendapat.
I think we should exchange opinions.

The translation process can be done using two types of paraphrase, namely translation by paraphrase using the related word and translation by paraphrase using unrelated words. The first type is the most dominant translation strategy in this study. However, the second type shown in excerpt 10 above is also found in this research. Translation by paraphrase using unrelated words in this study is used to translate the particularized conversational implicature in the source language, namely English, into Indonesian subtitles. In the source language, the speaker utters *I think we've got it in our locker to do it*. This utterance is then transferred to the target language into *Aku pikir kita harus bertukar pendapat* (I think we should exchange opinions), which is not a lexicalized source language item at all. It is very clear that the Indonesian subtitle as the target language still expresses particularized conversational implicature through the process of this translation strategy.

Excerpt 11
Source Language (English)
Right, boys...
Target Language (Indonesian Subtitle)
Oke, kawan-kawan ....
Ok, friends. . .

Learning a language means learning its culture. This is because the culture of each language has differences. This also applies to the translation process which sometimes faces a case where an expression of the source language cannot be accepted in the target language due to cultural differences. Hence, translation by cultural substitution is very often encountered, including in this research. Excerpt 11 above provides an example of a case where this strategy is used to translate the particularized conversational implicature in the source language. The speaker in the source language says the word *boys* to greet friends. However, *boys* in the target language mean *anak laki-laki* (*son)*, and the word is not usually used to greet friends in the target language culture, namely Indonesian. That is why the word *boys* is translated as *kawan-kawan* (*friends*), in Indonesian subtitles. This translation by cultural substitution is appropriate in this case, especially to replace certain cultural items or expressions with target language items that do not have the same

propositional meaning but are likely to have the same impact on the target reader (Baker, 2018). Even though there is a cultural substitution, this translation strategy still can form the target language containing particularized conversational implicature.

Excerpt 12
Source Language (English)
Thanks, bro, thanks.
Target Language (Indonesian Subtitle)
Makasih, makasih
Thanks, thanks

Apart from the cultural issues that have been discussed in the previous discussion, sometimes there are also aspects of the source language that are not so crucial in its existence. In cases like this, translation by omission is necessary. With this strategy, these less vital source language items can be eliminated when translated into the target language. Excerpt 12 shows the case of standard implicature translated using omission. The word *bro* in the source language is omitted when translated into Indonesian subtitles as it is not vital enough to the development of the text. Although one item in the source language is omitted, this translation strategy still can form standard implicature in the target language.

Excerpt 13
Source Language (English)
and is gonna be absolutely everywhere.
Target Language (Indonesian Subtitle)
dan akan ada di mana-mana.
and will be everywhere.

In this study, translation by omission is also used to translate the particularized conversational implicature. For more details, it can be seen in excerpt 13 above. The word *absolutely* in the source language can actually be translated into *benar-benar* in the target language, namely Indonesian. However, the translator in the Indonesian subtitles decides to omit the word because it is not so crucial in forming the meaning of the target language. So, translation by omission is used in this case. Similar to the use of omission to translate standard implicatures, translation with omissions can also help the target language to express particularized conversational implicature as well. In other words, pragmatic equivalence is achieved.

Pragmatic Equivalence in Indonesian Subtitles

Pragmatics equivalence deals with how equal the meaning of the source language in a context is to the meaning of the target language (Baker, 2018). One aspect of pragmatics that often appears in conversations is the conversational implicatures. In this study, it can be seen that the conversational implicatures are translated from English into Indonesian subtitles using a variety of translation strategies. Broadly speaking, the translation strategies in this study play their roles effectively, namely to overcome problems that appear when translation processes are carried out (Molina and Albir, 2012). The strategies can provide a fairly good level of equality, especially from the aspects of the conversational implicatures. In other words, the translation strategy used in the Indonesian subtitles provided by the YouTube video above is deemed appropriate. Conversational implicatures in English dialogue can be transformed into the same conversational implicatures in Indonesian subtitles by using these translation strategies.

The fact that conversational implicatures in English conversation and the Indonesian subtitles reach pragmatic equivalence is contributed by two factors. Firstly, both English and Indonesian have the same basic structure, namely subject and verb (Ajeng, 2020). Secondly, based on the history, Indonesia was colonized by some European nations in long period of time. Almost 50% of Indonesian vocabularies are no wonder taken from European languages such as from English (Rahayu, 2015). This obviously reduces the challenge in the translation process. It therefore eases the equivalence to be achieved

CONCLUSION

This study has presented the results dealing with pragmatic equivalence in English dialogue and its Indonesian subtitle. It is the proof that learning English can be from everywhere, including from the YouTube Video. Through this study, learners can also learn translation which is an important element of education (Newmark, 1988). There are several translation strategies which can reach the pragmatic equivalence, particularly in term of conversational implicature, found in this study. Those are translation by paraphrase using related words, translation by omission, translation by paraphrase using unrelated words, and translation by cultural substitution.

This study hopefully can motivate and encourage the other researchers to conduct the further research dealing with pragmatic equivalence in translation. First, they can also conduct the similar studies that deal with YouTube Video that learners love to reveal pragmatic equivalence. With this kind of studies, the learners can be motivated to read and learn from journals as the articles are about what they love. Second, the studies that deal with pragmatic equivalence in other written documents, such as novel, comics and so on, are suggested. Last but not least, there are other equivalences that can be explored. That is why the studies dealing with grammatical, textual equivalence and equivalence at word level proposed by Baker (2018) are also suggested to do.

REFERENCES

Ajeng, G. D. (2020). A Contrastive Analysis between Bahasa Indonesia and English in Kate Chopin's *A Story of an Hour. Journal of English Teaching and Applied Linguistic,* 1 (1), 28-36.

Bailey, S. (2011). *Academic Writing: A Handbook for International Students*. New York: Routledge.

Baker, M. (1992). *In Other Words: A coursebook on Translation.* New York: Routledge

Cruse, D. A. (2000). *Meaning in Language*. New York: Oxford.

Cutting, J. (2002). Pragmatics and Discourse: A Resource Book for Students. London: Routledge.

Fraenkel, J. R., and Wallen, N. E. and Hyun, H. H. (2012). *How to Design and Evaluate Research in Education.* New York: McGraw-Hill

Gedik, T. A. (2020). Translation of Turkish Swear Words in Subtitling: GORA. *International Journal of English Language & Translation Studies*, 8(1), 19-26.

Holmes, J. (2013). *An Introduction to Sociolinguistics*. Routledge: New York.

Mackey A., and Gass, S. M. (2005). *Second Language Research Methodology and Design*. New Jersey: Lawrence Erlbaum Associates, Inc., Publishers

Mey, J. L. (1993). *Pragmatics*. Oxford: OUP.

Molina, L., and Albir, A.H. (2002). Translation Technique Revisited: A Dynamic and Functionalist Approach. *Meta: Translators' Journal,* 47(4)*,* 499-512.

Newmark, P. (1988). *A Textbook of Translation.* New York: Prentice Hall.

Paltridge, B. (2000). *Making Sense of Discourse Analysis.* Gerd Stabler: Queensland.

Rahayu, A. U. (2015). Differences on Language Structure between English and Indonesian. *International Journal of Languages, Literature and Linguistics*, 1 (4), 257-260.

Thomas, J. (1995). *Meaning in Interaction*. Harlow: Longman.

Wardhaugh, R. (2010). *An Introduction to Sociolinguistics*. United Kingdom: Blackwell Publishers

Wedhowerti, W., Oentari, B.T., Setiajid, H.H., and Adji, S.E.P. (2020). Translation Strategies in Translating Toer's Bumi Manusia. *International Journal of Linguistics, Literature and Translation,* 3(7), 99-106.

Wenlin, L., Nababan, M.R., and Santosa, R. (2019). The Impact of Translation Techniques Toward Translation Quality of Logical Metaphor as Conjunctive Relation in the Indonesian Version "Pride and Prejudice". *International Journal of Linguistics, Literature and Translation,* 2(6), 290-296.

Williyan, A. (2018). Social Contexts and Conversational Implicaturesin Conversations among Family Members. *ELT Echo,* 3(2), 168-178.

Yule, G. (2003). *Pragmatics*. Oxford: OUP.