Annotated Translation of Hasting and Meyer's No Rules Rules: Netflix and Culture of Reinvention from English into Indonesian

[Penerjemahan Inggris - Indonesia Beranotasi untuk Penerjemahan 'No Rules Rules: Netflix and Culture of Reinvention' karya Hasting dan Meyer's dari Bahasa Inggris ke Indonesia]

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ABSTRACT

This research focuses on annotated translation, which involves translating with commentaries. The study examines *No Rules Rules: Netflix and Culture of Reinvention* (2020), specifically Chapters 1 and 2, using Newmark and Chesterman's translation theories. The researcher identified translation challenges and provided solutions through introspective and retrospective methods. Three main problem categories were found: understanding (16 cases), transfer (9 cases), and a combination of both (15 cases), totaling 40 annotated items. To overcome these difficulties, the researcher applied various translation strategies, including literal translation, synonymy, cultural filtering, free translation, idiomatic translation, loan/calque, paraphrase, cultural equivalence, functional equivalence, and contextual equivalence. Multiple online dictionaries (Merriam Webster, Oxford, Longman, Cambridge, Britannica, Urban Dictionary, and Collins), relevant websites, and previous studies were also used to support the translation analysis.

Keywords: translation, annotated translation, business book, strategies

ABSTRAK

Penelitian ini berfokus pada terjemahan beranotasi, yaitu penerjemahan yang disertai dengan komentar atau catatan. Studi ini mengkaji buku No Rules Rules: Netflix and the Culture of Reinvention (2020), khususnya pada Bab 1 dan 2, dengan menggunakan teori penerjemahan dari Newmark dan Chesterman. Peneliti mengidentifikasi tantangan dalam proses penerjemahan dan memberikan solusi melalui metode introspektif dan retrospektif. Terdapat tiga kategori utama permasalahan yang ditemukan: pemahaman (16 kasus), alih bahasa (9 kasus), dan kombinasi keduanya (15 kasus), dengan total 40 anotasi. Untuk mengatasi kesulitan tersebut, peneliti menerapkan berbagai strategi penerjemahan, antara lain terjemahan harfiah, sinonimi, penyaringan budaya, terjemahan bebas, terjemahan idiomatik, pinjaman/kalku, parafrase, padanan budaya, padanan fungsional, dan padanan kontekstual. Berbagai kamus daring seperti Merriam Webster, Oxford, Longman, Cambridge, Britannica, Urban Dictionary, dan Collins, serta situs web relevan dan penelitian sebelumnya juga digunakan untuk mendukung analisis penerjemahan ini.

Kata kunci: penerjemahan, terjemahan beranotasi, buku bisnis, strategi

INTRODUCTION

In Indonesia, most translated books are fiction or lifestyle related, while business books are rarely translated. According to Gramedia, only eight business books appear in the international book category, with just two available in Indonesian. In an era where businesses play a key role in economic stability, access to relevant business information is crucial. Due to the differences between general and Business English, translating business books presents challenges, particularly with specialized terminology. The researcher chose to analyze and translate No Rules Rules: Netflix and the Culture of Reinvention by Reed Hastings and Erin Meyer, a book that discusses innovation, company growth, and adaptability. Highly rated on Goodreads (4.3/5), the book is recognized as one of the best business books of 2020 by Forbes, Financial Times, and McKinsey, making it a valuable resource. Since no Indonesian version exists, the researcher aims to translate and explore the translation process.

This study seeks to identify the challenges faced during the translation of No Rules Rules: Netflix and the Culture of Reinvention and the strategies used to overcome them. The research specifically investigates (a) the problems encountered in translating the book and (b) the translation strategies applied. By analyzing these aspects, the researcher aims to contribute insights into translating business books, particularly those with complex and industry specific terminology.

REVIEW OR RELATED THEORY

Several theories will be referenced throughout this research. These include:

Translation Definition

Language is a system of spoken, written, or signed communication used by humans within a social and cultural context. Newmark (1988) defines translation as a craft of replacing a written message in one language with an equivalent in another. Larson (1984) describes translation as a transformation of form, including words, phrases, and sentences, whether spoken or written. Catford (in Yulinda, 2014) explains translation as replacing textual mate-

rial from the source language with its equivalent in the target language, while Nida and Taber (in Yulinda, 2014) emphasize preserving meaning and style. Vinay and Darbelnet (2000) define translation as transferring a message while maintaining the same context.

Translation aims to convey meaning accurately across languages and cultures. A good translation technique is essential to ensure clarity and prevent misunderstandings. Translators must adapt the source language into the target language in a way that makes the message easily comprehensible for the audience.

Translation Process

Larson (1984) emphasizes that the goal of translation is to produce an idiomatic translation that naturally conveys the meaning of the source language (SL) into the target language (TL). This requires analyzing the SL's lexicon, grammar, communication, and cultural context before reconstructing the message using appropriate linguistic and cultural elements of the TL.

Nida and Taber (1982) describe translation as a three-stage process: analysis, where grammatical and semantic aspects of the SL are examined; transfer, where the meaning is mentally transitioned into the TL; and restructuring, where the content is adjusted to fit the linguistic and cultural norms of the TL.

Translation involves analyzing, transferring, and reconstructing the meaning of the SL to make it feel natural in the TL. A good translation ensures that ideas and style remain intact while being easily understood by the reader.

Translation Methods

The main challenge in translation is choosing between a literal or free approach, a debate that has persisted for centuries. Newmark (1988) identifies eight translation methods, ranging from strict word-for-word translation to more flexible adaptations. The details are as follows:

 Word-for-word translation keeps the exact word order and meanings, helping to understand the source language's structure.

- 2. Literal translation adjusts grammar to fit the target language while keeping words close to the original.
- 3. Faithful translation preserves the exact meaning and cultural nuances of the original text.
- 4. Semantic translation prioritizes readability and natural flow, allowing minor changes for aesthetic purposes.
- Adaptation is the most flexible method, often used in plays and poetry, transforming cultural aspects to suit the target audience.
- Free translation focuses on content rather than form, often expanding on the original text. Idiomatic translation uses natural expressions in the target language, sometimes altering subtle meanings.
- Communicative translation ensures clarity and accessibility for the target audience while maintaining the original message.

In summary, translation methods range from strict adherence to the original text to more adaptable approaches that prioritize readability and cultural relevance. The best method depends on the purpose of the translation and the needs of the target audience.

Translation involves challenges that require specific strategies. Miremadi (1991) identifies two main problems: lexical, where words lack exact equivalents, and syntactic, due to structural differences between languages (Nida, 1975).

Translation Problem

Chesterman (1997) highlights translation strategies that focus on text manipulation, problem-solving, and clarity. Bergens categorizes these into comprehension (understanding the text), transfer (analyzing differences), and production (creating an equivalent translation). Translation requires solving lexical and syntactic issues through structured strategies to ensure clarity and accuracy in the target language.

Translation Strategies

Suryawinata and Hariyanto (2016) categorize translation into three main strategies:

- a. Structural Strategy, focusing on sentence structure, including addition, subtraction, transposition, and modulation to adjust grammar and achieve equivalence.
- b. Semantic Strategy, dealing with meaning interpretation through techniques like borrowing, cultural equivalents, synonyms, official translation, and descriptive analysis.
- c. Pragmatic Strategy, prioritizing conveying the intended message by using cultural filtering, explicitness changes, and information adjustments.

Chesterman (1997) also classifies translation strategies into syntactic, semantic, and pragmatic approaches, reinforcing the need for both structural accuracy and contextual adaptation.

Book Translation

Johan Heilbron (1999) defines book translation as the process of translating a book's text from one language to another while maintaining its original meaning. Book translations are published, distributed, and categorized as cultural goods for a broad audience. Nida (1964) highlights the challenges of addressing both linguistic and cultural differences between the source and the target languages.

According to Newmark (1988), translating non-literary books is more complex than translating literary works. It requires a deep understanding of both the source and target languages, as well as the subject matter and terminology. The translator's goal is to ensure clarity and coherence for the target audience while preserving the original message, as emphasized by Nord (1997).

Translating non-literary books involves adapting complex information for a new audience, ensuring it reads naturally and culturally appropriate, as Hoed (2006) suggests. This process demands linguistic and cultural expertise to accurately convey specialized terms and concepts, meeting the needs of the target audience while staying true to the original text.

RESEARCH DESIGN

This annotated translation study analyzed challenges and solutions in translating No Rules Rules: Netflix and the Culture of Reinvention by Reed Hastings and Erin Meyer from English to

Bahasa Indonesia. The researcher identified translation issues during the process and conducted further analysis using various translation methods, theories, and strategies.

The study applied introspective and retrospective methods (Nunan, 1992). The introspective method involved self-reflection on translation difficulties and decision-making, while the retrospective method analyzed strategies and accuracy after translation. Focusing on Chapters 1 and 2 (56 pages, 11,155 words), the research explored Netflix's unique culture of freedom and responsibility, contrasting it with Indonesian business culture, which emphasizes hierarchy and familial relationships. The goal was to accurately convey Netflix's innovation-driven and accountability focused corporate approach.

The procedures followed in this study can be outlined as follows:

- 1) The researcher carefully read the source text to fully understand its content.
- 2) The researcher translated selected chapters of the book, inserting footnotes to document each problem encountered and the corresponding solution. A table with three columns was used to record these issues, containing the code, source text (ST), and target text (TT).
- 3) Problems were marked with specific codes. The identification process involved: (a) numbering the chapters, (b) using the letters U/T/UT to denote Understanding, Transfer, and Understanding & Transfer, (c) assigning letters W/N/V/PR/P/I/A/PV/C to represent Word, Noun, Verb, Preposition, Phrase, Idiom, Adjective, Phrasal Verb, and Clause, and (d) using words related to the translation strategy or technique applied. Translation units (words, phrases, clauses, sentences) were highlighted in different colors: yellow for understanding-related problems, green for transfer-related problems, and cyan for issues involving both understanding and transfer.
- 4) The data was analyzed, and the research report was written, incorporating translation theory, methods, and strategies, with a focus on the retrospective method.

FINDINGS

The researcher identified 40 problems during the annotation and translation process: 16 related to understanding, 9 to transfer, and 15 involving both. These issues occurred at the word, phrase, and clause levels.

This part describes the data descriptions that were found by the researcher during the translation process. In this sub-chapter, the researcher also discusses the problems in each category and the solutions during translating the book. From each category (word, phare, clause) only one example is cited below

Understanding Problems

The first problem the researcher encountered was understanding problems, which occur when difficulties arise in comprehending the meaning of a word, phrase, or clause. These problems included thirteen cases at the word level, two at the phrase level, and one at the clause level.

Word

Example 1

Code: I -74-7a-U-W

ST: and her protégé, Jessica Neal, runs HR for Netflix today.

TT: dan anak didiknya, Jessica Neal, menjalankan HR untuk Netflix saat ini.

In this section, the researcher encountered difficulties in understanding the meaning of the word 'protégé'. To clarify its meaning, the researcher consulted the Merriam-Webster dictionary, which defines protégé as a French word derived from the past participle of protéger (to protect), originating from the Latin word protegere. The definition describes protégé as someone who is protected, trained, or whose career is supported by a person of experience, prominence, or influence. Based on this definition, protégé could also be translated as anak didik, as it refers to someone who is guided by an experienced person. The primary strategy employed by the researcher for translating protégé to 'anak didik' was paraphrasing and synonymy. In this case, the researcher applied the communicative translation method as proposed by Newmark.

Phrase

Example 2

Code: I -78-2a-U-Ph

ST: Patty was raised in Texas, which I could hear faintly in the way she spoke.

TT: Patty dibesarkan di Texas, yang samarsamar bisa kudengar dari cara dia berbicara.

The researcher encountered some obstacles in understanding the word 'faintly'. To help clarify its meaning, the researcher referred to an online dictionary, such as the Cambridge Online Dictionary. According to Cambridge, faintly means "slightly" or "not strongly." From the researcher's perspective, it could also mean "weak." In other words, hear faintly describes a condition where someone cannot hear clearly, has weak hearing, or can only hear slightly.

Furthermore, in the given sentence, 'hear faintly' should be translated into Indonesian as 'mendengar samar-samar.' The researcher chose samar-samar to describe faintly because it conveys the idea of something being present but not too obvious. The primary strategy used in translating faintly as 'samarsamar' was contextual equivalence, based on Chesterman's approach. In this case, the researcher applied Newmark's communicative translation method. Clause

Example 3

Code: II -203-1a-U-Cl

ST: Now she found herself hitched to a guy obsessed with business success.

TT: Sekarang dia mendapati dirinya menikah dengan seorang pria yang terobsesi dengan kesuksesan bisnis.

The researcher faced difficulties understanding the clause 'she found herself hitched', particularly the word 'hitched'. To clarify its meaning, several dictionaries were consulted, including Merriam-Webster, Longman, and Oxford. Based on these sources, 'hitched' was identified as an idiom meaning 'to get married,' leading to the translation 'mendapati dirinya menikah'.

The researcher used a paraphrasing strategy to break down the idiomatic expression and determine an accurate translation. This approach helped in understanding the contex-

tual meaning, and the communicative translation method by Newmark was applied.

Transfer Problems

The second problem the researcher encountered was transfer problems. These included two cases at the word level, five at the phrase level, and two at the clause level.

Word

Example 4

Code: I -117-2a-T-W

- ST: When every member is excellent, performance spirals upward as employees learn from and motivate one another.
- TT: Ketika setiap anggota cakap, kinerja akan meningkat seiring karyawan belajar dan memotivasi satu sama lain.

The researcher encountered difficulties in transferring the word 'excellent'. To find an appropriate translation, the researcher first searched for synonyms of 'sangat bagus' and found 'unggul', but it did not fit well in the sentence. Next, 'ahli' was considered as a synonym for 'unggul', but it also failed to fully capture the meaning of 'excellent'.

Finally, the researcher chose 'cakap' as the most suitable translation. According to KBBI, 'cakap' means 'sanggup melakukan sesuatu; mampu; mahir' (able to do something or expert in a certain field), which closely aligns with the meaning of 'excellent'. To achieve this translation, the researcher applied paraphrasing, synonymy, and cultural filtering strategies based on Chesterman's approach. Additionally, Newmark's communicative translation method was used in this process.

Phrase

Example 5

Code: I -51-2a-T-Ph

ST: Could we bear a further collapse in morale?

TT: Bisakah kita menanggung keruntuhan moral kedepannya?

The researcher found the phrase "collapse in morale" challenging to translate. After consulting Google and Merriam-Webster, the researcher understood it as a significant drop in confidence and enthusiasm. Initially consider-

ing "jatuh semangat" and "runtuh semangat", the researcher found them awkward, so they chose "keruntuhan moral" as the translation. "Keruntuhan" conveys a complete breakdown, and "moral" fits the concept of "morale" in Indonesian. The researcher used cultural equivalence, synonymy, literal translation, and Newmark's communicative translation method to transfer the phrase accurately.

Clause

Example 6

Code: **I** -208-1a-T-Cl

ST: I see now that my words were worse than platitudes.

TT: Sekarang aku mengerti bahwa <mark>omong kosong</mark>.

The researcher encountered difficulties in understanding and transferring the word platitudes. After consulting the Oxford Pocket Dictionary, Merriam-Webster, and Longman, the researcher learned that platitude refers to a statement that is true but dull,

unoriginal, and often used just for politeness. Despite this, the researcher struggled to find an appropriate translation in Indonesian.

To transfer the meaning, the researcher considered synonyms like kata-kata membosankan (boring words), menjemukan, memuakkan, menggelikan, garing, basa-basi, and hambar. After reviewing the KBBI definitions, the researcher chose basa-basi because it describes expressions made purely for politeness, which aligns with the meaning of platitudes. However, when translating the full clause, kata-kataku lebih buruk daripada basabasi, it sounded unnatural, so the researcher explored other options, settling on omong kosong (nonsense), which in KBBI means bual or cakap angin.

The researcher used synonymy and cultural filtering as strategies, ensuring the translation fit Indonesian culture. Omong kosong was chosen as the most appropriate translation because it conveyed the intended meaning naturally. The researcher employed Newmark's free translation method in this part of the translation process.

Understanding and Transfer Problems

The third problem the researcher encountered was a mix of both understanding and transfer problems. These included nine cases at the word level, five at the phrase level, and one at the clause level.

Word

Example 7

Code: I -67-1a-UT-W

ST: Are these just some wacky chemicals and this thrill is going to wear off?"

TT: Apakah ini semacam reaksi kimia dan sensasi ini akan segera hilang?"

The researcher faced difficulties understanding and translating the word "wacky" into Indonesian. To clarify its meaning, the researcher consulted the Merriam-Webster and Longman dictionaries. "Wacky" was defined as "absurdly or amusingly eccentric or irrational" and "silly in an exciting or amusing way," respectively. Despite this, the researcher struggled to find a suitable translation in Indonesian.

The researcher then searched for synonyms of "wacky" and found words like "absurd", "odd", "foolish", and "crazy", but none fit the context well. The researcher realized that to fully capture the meaning, they needed to consider the context of "wacky chemicals". As a result, "reaksi kimia" (chemical reaction) and "reaksi" (reaction) were chosen as the best translations for "wacky chemicals". The primary strategy used was paraphrasing. In this case, the researcher applied Newmark's literal translation method to transfer the meaning effectively.

Phrase

Example 8

Code: I -138-2a-UT-Ph

ST: By the end they have their heads actually on the desk, sprawled out."

TT: Pada akhirnya, kepala mereka benarbenar berada di atas meja,

terkelempai."

The researcher struggled to understand the meaning of "sprawled out" and referred to the "Oxford Learner's Pocket Dictionary" and "Oxford Online Dictionary". Both sources defined "sprawled" as sitting or lying with arms and legs spread out in a relaxed or careless manner. Although the researcher grasped its meaning, they faced challenges in translating it into Indonesian. A literal translation, "tergeletak", did not fit the overall context, prompting the researcher to consult a thesaurus for alternatives.

After exploring synonyms such as "terka-par, terkelempai, menggeletak, terkapai," and "jelampah", the researcher selected "terkelempai", which "Kamus Besar Bahasa Indonesia (KBBI)" defines as "terbaring dengan lemah lunglai" (lying down weakly in a relaxed way). Using the synonymy strategy, the researcher found the most suitable translation that accurately conveyed the intended meaning. This approach aligns with Newmark's communicative translation method, which focuses on delivering the message naturally in the target language.

Clause

Example 9

Code: II -197-2a-UT-Cl

ST: She was distant from me, and I was resentful of her.

TT: Dia jauh dariku, dan aku benci padanya.

The researcher encountered difficulties in understanding the meaning of "resentful" and how to translate it into Indonesian. To clarify its meaning, they referred to the "Oxford Pocket Dictionary", which defines "resentful" as an adjective derived from "resent," meaning "to feel bitter and angry." Meanwhile, the "Longman Online Dictionary" defines

"resentful" as "feeling angry and upset about something that you think is unfair." Once the researcher understood the meaning, they attempted a literal translation, initially considering "marah" or "benci" as possible equivalents. Ultimately, they chose "benci" and translated the clause "I was resentful of her" as "Aku benci padanya", though they struggled to translate "was" into Indonesian.

The primary translation strategy used was synonymy. By considering various synonyms, the researcher determined that "benci" best

conveyed the intended meaning of "resentful" in the target language. This approach allowed for a more precise and natural translation. In this process, the researcher applied Newmark's communicative translation method, which focuses on conveying meaning effectively rather than adhering strictly to literal translation.

To clarify the translation strategy used, the researcher created a table to identify the translation strategies applied to each word, phrase, and clause.

Table 1. Translation Unit and Strategies

Unit	Word	Phrase	Clause
Strategy			
Syntactic	Literal	Literal	Literal
	translation	transl	transl
Semantic	Synonymy,	Synonymy,	Synonymy,
	paraphrase	paraphrase	paraphrase,
			cultural
			equivalent
Pragmatic	Cultural	Cultural	Cultural
	filtering	filtering	filtering
Other	Functional		
	equivalent		

DISCUSSION

This research examines 40 translation problems categorized into understanding problems, transfer problems, and combined understanding & transfer problems, with each type applied to words, phrases, and clauses. The researcher uses semantic strategies like synonyms and descriptive equivalents to ensure readability, alongside literal translation for simpler words. Subtraction is employed, especially in English-to-Indonesian translation, due to structural differences in the languages.

The researcher also refers to an online dictionary, KBBI (Kamus Besar Bahasa Indonesia), and Thesaurus to assist in understanding and finding synonyms. Chesterman's (2016) strategies, as cited in Hariyanto (2017), are the main framework applied, with the researcher adapting strategies based on Hariyanto's table for words, phrases, and clauses. Mona Baker's theoretical approach, discussed in In Other Words: A Coursebook on Translation, focuses more on translation theory and the application of formal equivalence, dynamic equivalence, and other strategies at different levels.

Hariyanto's (2017) Website Translation categorizes strategies into syntactic, semantic, and pragmatic approaches, which are applied at the word, phrase, and clause levels. The researcher uses a combination of these, particularly focusing on synonymy, paraphrase, and cultural filtering or equivalents, for solving understanding problems.

While pragmatic strategies in Hariyanto's (2017) work are mainly for clauses, the researcher found they could also be applied to phrases. The research integrates strategies from Chesterman and Newmark, adapting them to solve translation problems effectively.

CONCLUSION

The researcher conducted an annotated translation of the business book No Rules Rules: Netflix and the Culture of Reinvention by Hastings and Meyer (2020). The aim was to identify difficulties faced during the translation and the solutions implemented. In Chapters 1 and 2, the researcher encountered 40 translation problems, categorized into understanding, transfer, and both understanding & transfer.

The problems were broken down as follows: 16 understanding-related issues (40%), 9 transfer-related problems (22.5%), and 15 issues involving both understanding and transfer (37.5%). When facing these problems, the researcher consulted online and offline dictionaries to understand the context in the source language. For transfer issues, the researcher struggled to find suitable equivalents in the target language. To overcome these challenges, the researcher applied Chesterman's (2016) strategies—syntactic, semantic, and pragmatic—as suggested by Hariyanto (2017). Additionally, the researcher referred to previous studies and used online resources to gather further information. The most frequent issue encountered was finding the appropriate and equivalent expressions in the target language.

This research provides recommendations for future translators, emphasizing the need to focus on specific issues. It suggests referring to Website Translation (Hariyanto, 2017) and Translation:

Bahasan Teori & Penuntun Praktis Menerjemahkan (Suryawinata & Hariyanto, 2016) for clear translation strategies. Online dictionaries like Merriam-Webster are recommended for etymology, while OJK and Investopedia help with business terms. Quora and other sources can clarify specialized terminology. Ultimately, annotated translation research aims to facilitate the translation of literary and non-literary works into Indonesian.

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