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**ANALYSIS OF TRANSLATION TECHNIQUES AND
CATEGORY SHIFTING IN ADJECTIVES
IN WONKA 2023 MOVIE SUBTITLES**

THESIS

Proposed as a Compulsory Prerequisite
for Bachelor's Degree in Applied Linguistics (S.Tr.Li)

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PREFACE

The researcher would like to express his deepest gratitude to Allah SWT for all the blessings that have been given so that this thesis can be completed with the title Analysis Of Translation Techniques And Category Shifting In Adjectives In "Wonka" 2023 Movie Subtitles. This research is expected to provide benefits to the wider community, especially in terms of translation, especially for adjectives in translated texts that help provide deeper information. The researcher realizes that completing this thesis would be more difficult without the help of various parties. Therefore, the author would like to express his deepest gratitude for the assistance and cooperation provided by:

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The author hopes that Allah SWT will repay all the kindness of all parties who have provided their help and support.

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ABSTRACT

Syafina Kusnnati F. English for Business and Professional Communication Study Program. Analysis Of Translation Techniques and Category Shifting in Adjectives In Wonka 2023 Movie Subtitles. This study examines the types of adjectives and Translation Strategies from English to Indonesian in the Wonka 2023 film. This study uses a descriptive qualitative method. This study aims to identify the types of adjectives found based on Alwi, Hasan et al (2003), analyze translation techniques based on Molina and Albir (2002), and shifting categories based on Catford (2000). The data consists of 102 sentences containing at least one subject and one predicate. The results of the study show that the most common type of adjective is descriptive adjective with ninety-one (91) data, the most dominant translation technique is establish equivalent with seventy-three (73) data and the shifting category is dominant in structure shift with eighty-four (84) data followed by the least type of adjective is adjectives numerical with only three (3) data, the least translation technique is addition with two (2) data and the least category of shift is intra-system shift with two (2) data. This shows that the translator aims to ensure that the meaning, nuances, and effects of the original text are maintained in the translation because the film is a fantasy genre, so the translator is required to be able to maintain the distinctive nuances in the film in the target language.

Keywords: subtitle; film; sentence; type of adjective; translation technique; shift category



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ABSTRACT

Syafina Kusnnati F. Program Studi Bahasa Inggris untuk Komunikasi Bisnis dan Profesional. Analisis Teknik Penerjemahan Dan Pergeseran Kategori Pada Kata Sifat Dalam Terjemahan Film Wonka 2023. Penelitian ini mengkaji jenis-jenis kata sifat dan Strategi Penerjemahan dari Bahasa Inggris ke Bahasa Indonesia dalam film Wonka 2023. Penelitian ini menggunakan metode kualitatif deskriptif. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis kata sifat yang ditemukan berdasarkan Alwi, Hasan dkk (2003), menganalisis teknik penerjemahan berdasarkan Molina dan Albir (2002), dan pergeseran kategori berdasarkan Catford (2000). Data terdiri dari 102 kalimat yang mengandung setidaknya satu subjek dan satu predikat. Hasil penelitian menunjukkan bahwa jenis adjektiva yang paling banyak ditemukan adalah adjektiva deskriptif dengan jumlah sembilan puluh satu (91) data, teknik penerjemahan yang paling dominan adalah padanan kata dengan jumlah tujuh puluh tiga (73) data dan kategori pergeseran dominan terjadi pada pergeseran struktur dengan jumlah delapan puluh empat (84) data diikuti dengan jenis adjektiva yang paling sedikit adalah adjektiva numerik dengan jumlah hanya tiga (3) data, teknik penerjemahan yang paling sedikit adalah adisi dengan jumlah dua (2) data dan kategori pergeseran yang paling sedikit adalah pergeseran intrasistem dengan jumlah dua (2) data. Hal ini menunjukkan bahwa penerjemah bertujuan untuk memastikan bahwa makna, nuansa, dan efek dari teks asli tetap terjaga dalam hasil terjemahannya karena film tersebut bergenre fantasi, sehingga penerjemah dituntut untuk mampu mempertahankan nuansa khas yang ada dalam film tersebut ke dalam bahasa sasaran.

Kata kunci: subjudul; film; kalimat; jenis adjektiva; teknik penerjemahan; kategori pergeseran



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CHAPTER I INTRODUCTION

1.1 Background of Study

According to Munday (2016), translation is viewed as a complex practice, not only as a linguistic activity but also related to cultural, ideological, and ethical aspects. Translation must be viewed as a multidimensional activity that involves decision-making based on various considerations. However, the practice of translation itself has considerable challenges and complexities. In addition to mastering both languages in depth, translators must also understand the cultural context, nuances of meaning, and writing style contained in the source text. In translation practice, there are various techniques that translators can use to produce effective translations based on the theory of Molina and Albir (2002). Inappropriate techniques can produce stiff, unnatural, or misinterpreted translations. Conversely, choosing the right technique will produce an accurate, fluent translation that can convey messages well to readers or listeners in the target language.

In choosing a translation technique, sometimes every word or sentence experiences a shift in translation. According to Catford (2000), a shift in translation means a shift or shift from formal correspondence in the process of transferring text from the source language (TL) to the target language (TL) so that the translation results can be accepted, while Newmark (1988) uses the term "transposition" to achieve a certain level of "naturalness" in an effort to produce an acceptable translation. In the book "Translational Shifts in Subtitling" by Jorge Díaz Cintas this book discusses the shifts that occur in the translation of film and television program subtitles. The book examines the impact of space and time constraints on subtitles and how this affects the translation process, in the book identifies several main categories of shifts that often appear, one of which is cultural shift, Translators need to make certain cultural adaptations so that subtitles can be understood well by audiences from the target culture. Furthermore, in translation practice, the concept of shift plays an important role. Shift refers to the change or transformation that



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occurs when a text is shifted from one language to another. This happens because of the differences between the structure, rules, and elements of the source language and the target language. The translator must make various shifts to produce a translation that is accurate, natural, and acceptable in the context of the target language culture.

According to the Big Indonesian Dictionary, or KBBI, an adjective is a word that can describe a noun, in general, can be combined with more words. When translating texts containing adjectives, translators can face potential shifts caused by differences in structure, style, and language conventions between the source language and the target language. Subtitles, namely translated text of dialogue or narration displayed at the bottom of the screen to help viewers understand the film. Content in a foreign language have unique characteristics, such as being short, concise, and easy to read in a short time based on Gambier (2003). According to Neill (2008) Translating subtitled films faces special challenges related to time and space, where the translator must summarize important information without losing the essence of the meaning and ensure that the subtitles can be read quickly by the audience without disturbing the focus on the film scene. Apart from that, subtitle translators must also pay attention to synchronization, rhythm, and language nuances. for example, in the Wonka film there are several characters that are characteristic of the film, namely "Oompa-loompa" which requires the translator to describe in detail the characteristics of the object so that it is easy to understand for the audience, especially for children who are the main target in this film.

Due to the difficulty in translating subtitles, the researcher chose the Wonka film as the object of research. The Wonka 2023 film is a prequel to the classic film Willy Wonka & the Chocolate Factory (1971) directed by Paul King. This film was also nominated for 10 categories in the Hollywood Music in Media Awards (HMAA) and British Academy Film Awards (BAFTA). According to the Deadline website, this film has achieved significant popularity worldwide. This film explores the early story of Willy Wonka with a focus on Wonka's youth, this film depicts his struggle



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to mix perfect chocolate amidst fierce competition by going through many obstacles when starting to realize his dream. The Wonka 2023 film is interesting to study further for several reasons. First, as a prequel to the classic film Willy Wonka & the Chocolate Factory, this film provides a new and deeper perspective on the background of Willy Wonka, one of the most iconic fictional characters. This allows for analysis of character development, symbolism, and moral messages in the overall Wonka narrative. Second, the film was released in 2023, so it can be studied in the context of contemporary pop culture and its influence on the perceptions of new generations. Finally, as an adaptation of Roald Dahl's work, Wonka is also interesting to study in terms of the translation process, translation techniques, and the preservation or transformation of the author's distinctive elements.

Analysis of translation techniques and meaning shifts that occur in adjectives in the subtitles of the 2023 Wonka film is important to do cause to give some information or describing about object that in fantasy film to the audience. Adjectives are often one of the elements of language that are difficult to translate, especially from the source language (English) to the target language (Indonesian). According to Gambier (2003) The translation techniques and meaning shifts used by subtitle translators can affect the nuances, impressions, and understanding of the audience towards the film. Therefore, an in-depth study of how adjectives are transferred from the source language to the target language is important to reveal the strategies and obstacles of translators in creating effective and acceptable subtitles.

Previous research has been conducted to analyze translation techniques and meaning shifts that occur in adjectives. Research conducted Meanwhile, another study conducted by Vinay and Darbelnet (2017) focused on shifts that occur at the adjective category level, such as shifts from adjectives to nouns or adverbs. They found that these shifts can be caused by differences in grammatical conventions between the source and target languages. The results of this study provide important insights into the challenges and strategies translators use in handling adjectives during the translation process. AS Saraswati (2021) identified category shifts in



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nouns, adjectives, and adverbials. Various category shifts used by translators when handling adjectives are mostly produced by unit shifts and class shifts. This study found that these shifts are often used to overcome differences in the structure of the source and target languages. Although several studies have identified category shifts, such as shifts from adjectives to nouns or adverbs, more detailed and comprehensive analyses of category shifts are still limited. This study aims to identify the shift patterns that occur in adjectives in the process of translating the subtitles of the film *Wonka* 2023 from English to Indonesian. In addition, this study will analyze the factors that influence the choice of translation techniques and the tendency of translators to make changes. It is hoped that the results of this study will provide valuable insights into subtitle translation practices, especially those related to the handling of adjectives.

1.2 Statements of Problems

The problems that will be examined in this research are as follows:

1. What types of adjectives are found in the translation of the subtitles for the film "Wonka" in 2023
2. What techniques are used to translate the adjectives found in the 2023 film "Wonka"?
3. How is the shifting category used in the translation of adjectives in the film "Wonka 2023"?

1.3 Objectives of Study

The aims of this research as follows.

1. Identify and classify types of adjectives in the 2023 *Wonka* film
2. Analyze the translation techniques used in translating adjectives in the subtitles of the 2023 version of the film "Wonka".
3. Analyze the shifting category used in the adjectives in the subtitle of the 2023 version of the film "Wonka".



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1.4 Limitations

The following are several limitations to this research:

1. This research focus on the translation of adjectives in subtitles based on Alwi, Hasan, et al (2003), with an emphasis on the use of adjective in film contexts.
2. This research use translation techniques based on Molina and Albir (2002) text analysis to analyze translation techniques for adjectives in subtitles.
3. This research limit the analysis to the shifting category using Catford's theory (2000) on the translation of adjectives from the original language of the film (English) into the target language (Indonesia).

1.5 Significances

Research regarding the analysis of translation techniques and category shifting in adjectives in the subtitles for the 2023 version of the film "Wonka" has several benefits that can be obtained, including:

1. Increased understanding of translation techniques: this research can provide a deeper understanding of translation techniques for adjective in subtitles.
2. Best practices in film translation: this research can provide guidance and recommendations for translators and the film industry in translating adjective in subtitles. The results of the research can help translators make better decisions in choosing words and language styles that suit the film context.
3. Contribution to translation research and applied linguistics: this research can make a contribution to the field of translation and applied linguistics research by analyzing translation techniques and category shift of adjective in subtitles, this research can complete our understanding of the translation process and how language use in certain contexts can influence communication success. This could pave the way for further research in the fields of translation and applied linguistics.
4. Development of the translation and subtitling industry: this research can contribute to the development of the translation and subtitling industry. By considering audience preferences, this research can improve the film watching experience for viewers who rely on subtitles. The development of a better

translation and subtitling industry could broaden cross-cultural understanding and enable wider access to audiovisual content in different languages.

Through these benefits, this research can have a positive impact on translation practitioners, the film industry, and research in the field of applied linguistics.



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CHAPTER V CONCLUSION AND SUGGESTION

This explains the conclusions according to the results and discussions that have been carried out have been explained and become suggestions for related parties. Conclusions must be based on the results and discussion in Chapter IV which will be in line with the problem statement and research objectives.

5.1. Conclusion

Based on the results and discussions related to the types of adjectives, translation techniques, and category shifting, the following conclusions were obtained:

1. Types of Adjectives, in this study, there are descriptive adjectives that are often found in the analysis of film subtitles, this type of adjective provides an explanation of the description of objects or nouns in sentences so that the translation becomes more natural from the source language to the target language. Meanwhile, numeral, comparative, and superlative adjectives provide an understanding of the number or level of objects being discussed in the film to provide a real life.
2. The analysis of translation techniques based on Molina and Albir (2002) used in the data set shows the diversity of strategies translators use to navigate the complexities of intercultural communication. “Establish Equivalent” is a technique that often appears in the analysis of translation techniques to achieve equivalence from the source language to the target language. “Modulation” and “Transposition” are also present in this analysis as forms of adaptation of linguistic elements and rearrangement of elements of the source language to suit the target language. “Discursive Creation” fills in elements in the source language that cannot be translated literally into the target language. In addition, “variation” and "addition" in this film translation attempt to produce a varied and effective translation.



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3. The analysis of translation shifts of 102 Adjectives has provided insights into the nature of shifts that occur during the translation process. The absence of Level Shifts is significant, indicating a high degree of formal correspondence between the source and target languages. However, exciting examples of category shifts were revealed, the most common being structure shifts, where substantial changes in the organizational structure of noun phrases are observed. In addition, unit shifts within Category Shifts were identified, which signify significant changes in the units or components of adjectives while maintaining their respective categories. Class Shifts and Intra-System Shifts were also present, as well as examples of changes in word classes and linguistic elements within the same grammatical system. The analysis of translation shifts of Adjectives provides insights into the categories of shifts during the translation process, highlighting the importance of considering grammatical and semantic adjustments to achieve accurate and natural translations. These findings contribute to a deeper understanding of the complexities in the linguistic domain and improve the practice of translation studies. By using these translation shifts effectively, translators attempt to balance fidelity to the source and naturalness in the target language. This analysis underlines the critical role of translators in bridging linguistic and cultural gaps, thereby enabling effective communication and understanding across diverse languages and societies.

In conclusion, this study reveals the relationship between Adjectives in the dominant translation shift and the most frequently used translation techniques, as well as their impact on the translation. The findings show that structural shift is the most frequently observed translation shift, indicating a tendency to change the syntactic structure during the translation process. In addition, the establish equivalent translation technique emerged as the preferred approach for translators, indicating a preference for maintaining close correspondence with the target text.



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These findings highlight the importance of considering the potential limitations and challenges posed by structure shift and establish equivalent translation. Structure shift can provide opportunities for linguistic adaptation, but it requires careful attention to maintain semantic clarity and coherence. Similarly, establish equivalent translation, which adapts the style, register, and nuance of the source language to the target language.

5.2. Suggestion

Based on research findings, there are several suggestions that can be given regarding subtitle translation practices, especially in transferring Adjectives from the source language (English) into the target language (Indonesia):

1. translators need to increase their understanding of the characteristics and conventions of subtitles which include aspects of space limitations, time limitations, and the use of concise and concise language. This can be done through more intensive training and case studies. With better understanding, translators can make more appropriate decisions in choosing translation techniques and dealing with shifts in grammatical categories that occur.
2. translators are advised to pay more attention to aspects of pragmatic equivalence and acceptability in the target language culture. Not only considering lexical equivalence, but also ensuring that the subtitle translation can be well understood by the audience and is appropriate to the Indonesian cultural context.
3. translators need to improve their ability to analyze grammatical structures between the source language and the target language. A good understanding of differences in grammatical structure will make it easier for translators to handle category shifts, resulting in more natural and acceptable translations. It is hoped that the implementation of these suggestions will help improve the quality of subtitle translation, especially in transferring Adjectives from English to

Indonesian. This will ultimately have an impact on increasing audience satisfaction with the quality of film subtitles.



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CURRICULUM VITAE



Syafina Kusnanti F Cipayung, East Jakarta syafina Kusnanti F became a student of Jakarta State Polytechnic majoring in Business Administration with a focus on the English for Business and Professional Communication Study Program in 2020. By the end of 2024, Syafina will complete her studies and obtain a Bachelor of Applied Linguistics (S.Tr.Li.). During her studies in the field of translation, editing, and interpreting, Syafina received an internship certification at the Ministry of Education, Culture, Research, and Technology at the Language Agency, Sentul with four months of experience in the field of translation and interpreting.



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APPENDIX

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Code	Source Language	Target Language	Adjective							Technique Tranlation					Structure Shift				
			Descriptive	Numerical	Demonstrative	Possessive	Interrogative	Pointer	Comparative	Superlative	Establish equivalent	Modulation	Transposition	Discursive Creation	Variation	Addition	Structure	Unit	Class
AD/01	By my one <i>good</i> bootlace	Dengan satu tali sepatuku yang <i>bagus</i>	✓							✓					✓				
AD/02	Count yourself <i>lucky</i> . i owe 30	Kau <i>beruntung</i> . Utang ku 30.000	✓							✓					✓				
AN/03	I have had 150 of these since my <i>last</i> confession.	Aku makan 150 coklat sejak pengakuan dosa <i>terakhir</i> ku		✓							✓				✓				
AC/04 and <i>colder</i>	... dan <i>lebih dingin</i>						✓		✓								✓	
AD/05	<i>Slight</i> problem with that	ada <i>sedikit</i> masalah mengenai itu	✓							✓					✓				
AD/06	Told you to read the <i>small</i> print	Sudah kubilang baca cetakan <i>kecilnya</i>	✓							✓						✓			
AD/07	It's still <i>long</i> , though	Tetap saja <i>lama</i>	✓								✓				✓				
AD/08	There's a <i>famous</i> restaurant	Ada restoran <i>terkenal</i> di tiap jalan disini	✓							✓					✓				



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AD/9	One moment of stupidity, followed by <i>endless</i> regret	kebodohan sesaat diikuti oleh <i>penyesalan</i> seabad	✓										✓					✓		
AD/10	And neglected to read the <i>small</i> print	dan mengabaikan cetakan <i>kecilnya</i> .	✓										✓						✓	
AD/11	in need of a <i>cheap</i> place to stay.	membutuhkan penginapan <i>murah</i> .	✓										✓						✓	
AD/12	Got a <i>little</i> map to tell me	Ada peta <i>kecil</i> untuk memberitahuku	✓										✓						✓	
AS/13	Want the <i>finest</i> produce?	Mau hasil tani <i>terbaik</i> ?								✓	✓								✓	
AD/14	Through the prices are <i>suspiciously</i> extreme	Meski harganya sangat <i>mahal</i>	✓												✓				✓	
AD/15	Each way that you turn, another <i>famous</i> chocolate store	Ada banyak toko cokelat <i>terkenal</i> di tiap sudut	✓										✓						✓	
AD/16	Abacus Crunch, <i>chartered</i> accountant	Abacus Cruch, akuntan <i>profesional</i> .	✓										✓						✓	
AD/17	It would be so <i>stressful</i>	Akan sangat membuat <i>stress</i>	✓										✓							✓
AD/18	<i>Cockle-warming</i> is extra, see?	<i>Penghangat</i> Itu biaya tambahan, bukan?	✓										✓							✓
AD/19	it's all in the <i>small</i> print, dearie.	Itu ada di cetakan <i>kecil</i> , sayang.	✓										✓						✓	
AD/20	And that is per step, i'm <i>afraid</i> . Up and down.	Per anak tangga. Aku <i>khawatir</i> dengan Naik dan turun.	✓										✓						✓	



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AD/1	By this time tomorrow, you'll be frozen <i>solid</i> .	Besok, kau akan <i>membeku</i>	✓										✓					✓		
AD/2	<i>Cheeky</i> devil, you! come here!	Dasar <i>nakal!</i> kemari!	✓										✓					✓		
AD/3	The world <i>famous</i> Wonka chocolate factory is now open to the public	Pabrik cokelat <i>terkenal</i> Wonka kini terbuka untuk umum	✓									✓						✓		
AD/4	Don't worry, it's going to a <i>good</i> cause.	Tenang, ini untuk tujuan <i>baik</i>	✓									✓						✓		
AD/5	He might do something <i>reckless</i>	Mungkin dia akan berbuat <i>ceroboh</i>	✓									✓						✓		
AD/6	i'm <i>afraid</i> we've had some complaints about you, sir	Aku <i>khawatir</i> kami menerima keluhan tentang dirimu, tuan.	✓										✓					✓		
AD/7	just a <i>small</i> group of people defyin the laws of gravity	Hanya <i>segelintir</i> orang yang menentang hukum gravitasi.	✓										✓					✓		
AD/8	not too <i>high</i> darling!	Jangan terlalu <i>tinggi</i> sayang	✓										✓					✓		
AD/29	Oh, don't be <i>ridiculous</i> .	Jangan <i>konyol</i> .	✓										✓					✓		
AD/30	Perhaps it is a <i>little</i> cold for camping.	Mungkin <i>agak</i> dingin untuk berkemah.	✓														✓	✓		
AD/31	it'll be completely <i>unharmmed</i> .	Ini <i>tidak berbahaya</i>	✓										✓						✓	
AN/32	But we can make <i>more</i> chocolate	Namun, kita bisa buat cokelat <i>lagi</i>		✓									✓					✓		

Hak Cipta :

- 1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber
- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan
- b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta



AC/8	Do <i>better</i> than that	Lakukan <i>lebih baik</i> dari itu								✓		✓							✓	
AD/9	Every <i>good</i> thing in this world started with a dream	Setiap hal <i>baik</i> di dunia ini dimulai dengan mimpi	✓										✓						✓	
AD/10	That's a <i>wonderful</i> dream, honey	Itu mimpi yang <i>indah</i> , sayang	✓									✓							✓	
AC/11	When you're <i>older</i> .	Ketika kamu sudah <i>dewasa</i> .								✓		✓							✓	
AS/12	I plan to unveil my most <i>astounding</i> creation yet.	Aku berencana mengungkapkan ciptaanku yang paling <i>menakutkan</i> .										✓	✓						✓	
AD/13	The <i>outer</i> layer, a champagne truffle	Lapisan <i>luar</i> , truffle sampanye	✓									✓							✓	
AD/14	I know it sounds <i>crazy</i> , but i alway hoped.	Aku tahu kedengarannya <i>gila</i> , tapi aku selalu berharap.	✓									✓							✓	
AD/15	It was <i>disgusting</i>	<i>Menjijikkan</i>	✓									✓							✓	
AD/16	Prepare to be <i>amazed</i> .	Bersiaplah untuk <i>kagum</i> .	✓									✓							✓	
AD/67	It's a <i>nice</i> idea, Willy	Itu ide yang <i>bagus</i> , Willy	✓									✓							✓	
AD/68	it's a <i>great</i> idea	itu ide yang <i>bagus</i>	✓											✓					✓	
AD/69	a brand <i>new</i> contraption of my creation	Alat <i>baru</i> ciptaanku	✓									✓							✓	
AD/70	But she's been left with a <i>suspicious</i> nature.	Tapi dia selalu <i>curiga</i> .	✓									✓							✓	
AD/71	Are you <i>crazy</i> ?	Kamu <i>gila</i> ?	✓									✓							✓	

