

**ABSTRACT**

Translating Extralinguistic Culture-bound References (ECRs) could be a demanding task due to the fact that such elements have specific meanings in the culture and language. Taking this phenomena into account, this study investigates the categories of the ECRs, the strategies applied in translating ECRs, and how Audiovisual translation (AVT) theory presents ECRs in the aspects of subtitle, synchronization, and duration in *The Hundred Foot Journey* movie. The ECRs cultural words categorization, ECRs strategies, and AVT representation on ECRs were classified based on the taxonomy presented by Newmark (1988), Pedersen (2005) and Diaz Cintas (2004) respectively. The data are gathered from the mentioned movie which was subtitled into Indonesia. To collect the required data, the chosen movie was viewed and its original transcript was used. The finding shows 73 ECRs words which are categorized as ecology, material culture (artifacts), social culture, organization, custom and ideas, gesture and habits. Moreover, in ECRs strategies, the strategy functioned are retention direct translation, generalization, specification, substitution and omission. Finally, AVT concept by Jorge Diaz Cintas proves that French cuisine is more effective than Indian ones through synchronized image and sound on one frame together. In addition, despite limited space and time of subtitle on screen, the chosen movie presents French foods longer time on subtitle compared to Indian food. Moreover, this movie has tendency to introduce foreign culture and promote more French food than Indian ones.

**Keywords:** *Audiovisual Translation (AVT), Extralinguistic Culture-Bound References (ECRs), Source Language (SL), Subtitle, Target Language (TL)*