

CHAPTER I

INTRODUCTION

A. Background of the Research

Each country has a different culture, with language being a big part of it. Because they have an impact on the language's users. Culture is the way that people communicate with each other to keep society running. It is human knowledge that is believed to be true but the person concerned and covered the feelings and emotions. It is also related to the assessment system which is something good and bad, something valuable or not, something is clean or dirty, and etc.

Newmark (1988, pp.94-95) defined culture as the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression. He categorized culture into several terms: 1. Ecology (Flora, fauna, winds, plains, hills); 2. Material culture/artefacts (food, clothes, houses, towns, and transport); 3. Social culture (work and leisure); 4. Organizations, customs, activities, procedures, concepts; 5. Gesture and habits.

According to Nida (1975, p. 130) “translators are permanently faced with the problems of the way to treat the cultural aspects implicit in an exceedingly source text (SL) and finding the foremost appropriate technique of successfully conveying these aspects within the target language (TL)”. The translator has to find an equivalent word or sentence in the target language that is appropriate to

the culture of the source language. In translating, translator should understand the procedure in translation that might be done.

Translation of the cultural terms usually becomes a problem if there is no the same concept in the target language (TL) which is found in the concept of cultural background of source language (SL) so the translator cannot find an appropriate equivalent. Translation is communication of the meaning from source language into the target language. Translation refers to the written language. Where it is action of interpretation of the meaning of a text, and subsequent production of an equivalent text. It also communicates the same message in another language. The text that is translated is called as source language (SL) and the language that was translated into other language is called by target language (TL). Translation is one tool that is used to communicate and share information.

Translation is an effort to divert messages from one language to another. Therefore, the translation is seen only as attempt to replace the text in one language into another language and translation has the task of transferring culture into another culture. The translator has to find an equivalent word or sentence in the target language (TL) that is appropriate to the culture of the source language (SL).

In translation, culture is an important element, when the translator does the translation, he/she does not only transfer the idea or information, but also culture, the process of transferring the idea or information is influenced by translator culture. It can be seen from the way of translator in understanding and

re-express the message through the target language. Many new words or phrases that can be found in various media such as Facebook, Instagram, Twitter, video, books and etc. The purpose of this research is to find out the meaning of procedure in audiovisual translation of the target language.

Audiovisual Translation (AVT) exists as a part of applied linguistics which functions as an instrument of communication to assist and facilitate audience whose native language is unlike to the one from the original movie to learn more about several cultures, while at the same time being able to comprehend the spoken content. The use of AVT in translation process performs in tasks such as subtitles, dubbing, or audio caption. Subtitle known as written text of dialogue displayed at the bottom of the video which appear during the scenes of a motion photograph. Subtitle have a huge effect on how much needed they are.

Everyone wants to enjoy shows without any restrictions, but there are some people who have disability such as deaf or hard of hearing. It also may seem hard for some people who do not speak foreign language watch video without subtitles because they are eager to get information from it. So, translating in subtitle is not too difficult but not too easy either, there are several obstacles in translating subtitle, one of the problems in translating from subtitles a word phrase is bound by culture, in which a translator must find a direct lexical equivalent for a thing or event that is unknown (foreign) in receptor language culture.

In translating cultural words, the translator uses procedure of translation. Newmark (1988, p.103) purposed translation procedures: 1 Transference; 2.Cultural equivalent; 3.Neutralization; 4.Literal translation; 5. Label; 6. Naturalization; 7. Componential analysis; 8. Deletion; 9. Couplet; 10. Accepted standard translation; 11. Paraphrase, gloss, notes, etc.; 12. Classifier. The transfer of meaning to the word or phrase that requires the procedure as the implementation of the strategy of translation applied by the translator in translating cultural equivalent words is included on the film of Indonesian.

In this research, the writer chose the *Guru Bangsa Tjokroaminoto*. This film is the story of the founder of the Islamic Association, shows the diversity of culture. Additionally, this movie about hardship is age appropriate for everyone, but for minors, it must be with the guidance of their parents. This is movie drama Indonesia which was released in 2015. The film was directed by Garin Nugroho and produced Christine Hakim. This film that tell biographies of National heroes Tjokroaminoto. Involves several actor/actresses involved in this film including Reza Rahardian, Christine Hakim, Didi Petet, Alex Komang, Egi Fedly, Sujiwo Tedjo, Maia Estianti, and others. From the 8 nominations this film got at the 2015 Indonesian Film Festival, this film won three of them, namely Best Cinematography, Best Artistic Design, and Best Dressing.

The writer took an example of cultural word translation from the film *Guru Bangsa Tjokroaminoto*:

SL: *pertunjukan Wayang Beber Tawangalun (Time 10.33)*

TL: **Wayang Beber Tawangalun** show

From Wikipedia *Wayang Beber Tawangalun* is an Indonesian wayang performance art whose presentation is manifested in a stretch sheets of paper or cloth with pictures in the stylized wayang accompanied by a narration by a *dalang*. *Wayang beber* performances emerged and developed in Java in pre-Islamic times, but continued into the Islamic kingdoms (such as the Sultanate of *Mataram*). The stories shown are taken from the Mahabharata and the Ramayana. After Islam became the main religion in Java, more Panji stories were shown. *Wayang beber* bears a strong resemblance to narrative in the form of pictorial ballads common at annual fairs in medieval and early modern Europe. They too suffered the same fate-nearly extinct, although there are still groups of artists who support *wayang beber* in places like Surakarta (Solo) in Central Java. From the example the sentence above can be the translation from Indonesian into English and *pertunjukan Wayang Beber Tawangalun* translated became **Wayang Beber Tawangalun** show. This example is uses type of material culture, for the procedure uses transference and the degree of meaning from this example is fully equivalent, because **wayang beber tawangalun** is an activity that involves the relationship between humans and culture. This sentence cannot be translated because some of cultures and

habits might be not find in English. So, there is no equivalence of this term in English. The translator uses transference procedure.

Translating Indonesian into English is not easy thing to do. This means that the translation or subtitles must be accepted by everyone. The cultural message to be transferred by the film must be properly conveyed and understood by all. In this study, researchers tried to analyze the translation procedure used in translating the word culture in the film *Guru Bangsa Tjokroaminoto* (2015).

From the explanation above, the writer chooses the title “**The Equivalence of Cultural Word Translation in *Guru Bangsa Tjokroaminoto* Film**”.

B. Questions and Scopes of the Research

Based on the background of the research above, there are some following questions for this research:

1. Questions of the Research

- a. What types of cultural word in *Guru Bangsa Tjokroaminoto* film?
- b. What types of translation procedure that used by translator to translate the cultural words in *Guru Bangsa Tjokroaminoto* film?
- c. How cultural word translations achieve the degree of meaning equivalent?

2. Scopes of the Research

Based on the background of the research above, the writer would like to focus the research of *The Equivalence of Cultural Word Translation in*

Guru Bangsa Tjokroaminoto Film (2015). To investigate the information, the writer uses the theory of Newmark for procedure of translation and Bell for degree of meaning equivalent.

C. Objective and Significance of the Research

1. Objectives of the Research

- a. To categorize the cultural terms in *Guru Bangsa Tjokroaminoto* film.
- b. To classify the types of translation procedure that used by translator to translate the cultural words in *Guru Bangsa Tjokroaminoto* film.
- c. The identify how cultural words translation achieve the degree of meaning equivalent.

2. The Significance of the Research

Theoretically, this research is to support and enhance the study in translation field, especially in subtitling translation took an important part in film industry that cannot be apart from entertainment. The result of the research can be used as a guide to the other researchers who want to study further.

Practically, this research is expected to give some contributions in studying translation, give ideas for learners who want to broaden their knowledge about translation procedure and types used in this film. Also this research can be a feedback for translators who translate film subtitle to improve the quality of the subtitle.

D. Operational Definition

After having reading and understanding some theories that related to the title, the writer tried to explain the operational definition as the theories which received from the source books as follows:

1. Translation Procedure

Translation procedures are used when the translators formulate equivalence in transferring the message from the source language to the target language.

2. Cultural word

Cultural word is a word, a group of words, or compound word which states specifically on the cultural significance.

3. Degree of meaning equivalent

Meaning equivalence is static, result-orientated idea describing a relationship of same communicative value between text and on decrease ranks, between words, phrases, sentence, syntactic structure and so on.

E. Systematization of the Research

Systematization of the research requires presenting the paper in a well-edited composition. The research was divided into five parts, as follows:

Chapter I Introduction contains the background of the research, the questions and scope of the research, the objective and significance of the research, the operational definition, and also the systematization of the research.

Chapter II Theoretical description consist of the definition of Translation, the definition of Procedure of Translation, the definition of Untranslatability, the definition of Cultural category, the definition of Degree of meaning equivalent, the definition of Audiovisual translation, the definition of Subtitle, and last but not least research which shows the previous writer that had been conducted.

Chapter III Methodology of the research involves procedure of the research, technique of data collection, technique of data analysis, data source and qualitative validity.

Chapter IV Analysis data explains the data description and the data is being analyzed as detailed, and also the interpretation of the research findings.

Chapter V Conclusion and suggestion give the summary of the conclusion which relate to the discussion, suggestion which relate to significance of the research.