TECHNIQUES FOR TRANSLATING CULTURAL WORDS IN ENGLISH TO INDONESIAN SUBTITLES OF *FROZEN*

A THESIS

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by

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APPROVAL

This thesis entitled "**TECHNIQUES FOR TRANSLATING CULTURAL WORDS IN INDONESIAN SUBTITLES OF *FROZEN* "** written by,

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DECLARATION OF ORIGINALITY

I hereby declare that this thesis entitled " Techniques for Translating Cultural Words in English to Indonesian Subtitles of *Frozen* " is completely my own work. I am fully aware that I have quoted some statements and ideas from other sources and all quotations are properly acknowledged in the text.

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MOTTO AND DEDICATION

"Don't forget to be creative, have good understanding and wide knowledge of both the source and target language in translating or subtitling to make the subtitle works sounds more natural in the target language."

This thesis is dedicated to:

1. English Language Education, Graduate Program
2. Semarang State University

ABSTRACT

Wulandari, Yuni Astuti Dewi. 2016. T*echniques for Translating Cultural Words in English to Indonesian Subtitles of Frozen*. Thesis. English Language Education. Graduate Program of Semarang State University. Supervisors: I. Dr. Dwi Anggani LB, M.Pd ; II. Dr. Issy Yuliasri, M.Pd.

Keywords: translation techniques, cultural words, *Frozen*.

The purpose of the study was to find out the techniques of translation used by the subtitler in translating cultural words,and to explain the results of implementing the techniques in the English to Indonesian subtitles of *Frozen* as the manifestation of foreignization and domestication,loss and gain of the translation.The method of collecting data in this study was through observing by note-taking technique. Documentary study guides were used as the instruments. The collected data were analyzed descriptively using qualitative method. There were forty three data of cultural words and eleven techniques of translating cultural words identified in the subtitles.The most tendency application of ideology of translation in translating the cultural words related to English cultural words was domestication.The next orientation used in the translation of the cultural words was followed by foreignization.The last tendency was partial foreignization and partial domestication.Based on the result of the research, the factors leading to the applications of foreignization and domestication were cultural differences,linguistic differences,and the subtitler's preference.It is necessary for the subtitler to be more creative,have good understanding about politeness and wide knowledge of both the source and target language,and recommended to realize the effective translation work.

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CHAPTER I

INTRODUCTION

This chapter begins with an overview of the background which the study is based including reasons for choosing the topic, research questions, objectives of the study, significances of the study, scope of the study, the definition of the terms, and organization of the thesis. Each of the issues will be discussed below.

1.1 Background of the Study

Nowadays, translation is becoming a popular thing in many sectors of life, such as: education, entertainment, economy, and many more. However, in entertainment, people commonly find difficulty in comprehending the content of English film, so film translation or subtitling is needed.

Translators play an important role to transfer the idea from the source language into the target language. Moreover, in transferring the idea, translators need some strategies to face with a number of translation problems.In translation, some words in the source language cannot be replaced into the target language as caused by the cultural background of those words. Those words are called by cultural words (Newmark,1998:95-103). The cultural words such as: traditional food, local animal or plant names, and places will be hard to be translated into the target text. It is because the meaning for the cultural words is not available in the target language. The cultural word problems in translation mostly cause some failures of idea delivery in the target language.

The subject of the research analysis is a film subtitle entitled *Frozen*. It is a 2013 American 3D CGI-animated musical fantasy comedy-drama film, with a screenplay written by Jennifer Lee, and both Chris Buck and Lee serving as directors, created and produced at Walt Disney Animation Studios and distributed by Walt Disney Studios Motion Pictures. In Indonesia, IDFL (Indonesian Data and File Library) is an independent subtitle company in Bandung. It has 43 subtitlers and Fernanda is one of the subtitlers or film translators who translated the *Frozen* from English into Indonesian.

As a replication of two theses which discusses domestication and foreignization, and loss and gain in translating cultural words, the researcher argues that the analysis of cultural words then must be related to the translation techniques as the solution for the cultural problems. She uses Cultural Words' theory by Newmark (1998:95-105) and *The Translator's Invisibility* theory by Lawrence Venuti (1995: 1-42) in this research. It consists of two main strategies named domestication and foreignization. Domestication is a strategy which a transparent and fluent style is adopted in order to minimize the strangeness of the foreign text for target language readers. Foreignization designates the type of translation in which a target text deliberately breaks target conventions by retaining something foreign of the original.

1.2 Reasons for Choosing the Topic

The purpose of translation is to reproduce any kinds of texts; religion, literature, science,etc. Shortly, subtitling is a film translation to help the audience understand

the film easily. The researcher had used a film subtitle as the media in teaching Narrative text for the 8 grade students of SMP Negeri 23 Semarang. Then, it became her interest to conduct a study related to a film subtitle.

Taking into consideration the fact that films can also represent foreign realia, Venuti's theories on foreignization and domestication can be easily applied to all forms of film translation.Films, like other written texts, may contain various kinds of names (characters' names, names of national dishes, festivals, etc), idioms, slang expressions and the like, all of which can function as culture-specific items that are not always a part of the TL system, and can be either domesticated or foreignized by a translator.

It is supported by Hatim and Munday (2004:3-4), "Translation is an incredibly broad nation which can be understood in many different ways. For example, one may talk of translation as a process or a product, and identify such sub-types as literary translation, technical translation, subtitling and machine translations; moreover, while more typically it just refers to the transfer of written texts, the term sometimes also includes interpreting."

1.3 Research Questions

In conducting the study, the research questions of this study can be formulated as follows:

1) What techniques are used in translating cultural words ofthe English to Indonesian subtitles of *Frozen*?

2) How is the implementation of thetranslation techniques in the English to Indonesian subtitles of *Frozen*?

3) How are the results of implementing the techniques in the English to Indonesian subtitles of *Frozen*?

1.4 Objectives of the Study

Related to the research questions, the objectives of the study are :

1) to identify the techniques used in translating cultural words of the English to Indonesian subtitles of *Frozen*.

2) to describe the implementation of the translation techniques in the English to Indonesian subtitles of *Frozen*.

3) to describe the results of implementing the translation techniques in the English to Indonesian subtitles of *Frozen*.

1.5 Significances of the Study

Hopefully, the significances of this study give the benefit for the readers and other researcher to increase the quality of comprehension in Translation Studies. Those are:

Theoretically, it is expected that the findings of the study will provide information related to translation techniques used for translating cultural words so that the translators who have difficulties in translating cultural words will get better comprehension to overcome the problems of translating specific cultural words, domestication and foreignization, and also loss and gain as in a film subtitle.

Practically, the findings of the study could give review to the researchers so they could find other translation techniques suitably used to overcome the problem of translating cultural words,domestication and foreignization, and also loss and gain in a film subtitle.

Pedagogically, the result of the study is expected to give contribution in the development of English teaching especially in Translation Studies. By reviewing the translation techniques dealing with the problems ofcultural words, domestication and foreignization, and loss and gain of textual meaning, the teacher could arrange better teaching method to betaken into the class.

1.6 Scope of the Study

Translating cultural words seems to be one of the most challenging tasks to be performed by a translator, in other words, culture and intercultural awareness, are far more complex phenomena that it may seem to the translator. The more a translator is aware of complexities of differences between cultures, the better a translator she or he will be. From the specific cultural words analysis, the researcher analyzed the translation techniques, the occurrences of domestication and foreignization. The last step was finding the loss and gain phenomena in the English to Indonesian subtitleof *Frozen*.

In addition, the subject of the research analysis is a film subtitle entitled *Frozen*. It is a 2013 American 3D CGI-animated musical fantasy comedy-drama film, created and produced at Walt Disney Animation Studios. In Indonesia, IDFL (Indonesian Data and File Library) is an independent subtitle company in

Bandung. It has 43 film translators and Fernanda is one of the subtitlers or film translators who translated *Frozen* in English into Indonesian.

1.7 Defininion of the Key Terms

The researcher would define some important key terms frequently used in this study to make it easy to understand. They are as follows:

1. Translation

Translation is a process by which the chain of signifiers that constitutes the source language text is replaced by a chain of signifiers in the target language which the translator provides on the strength of an interpretation. (Venuti, 1995:17-19).

2. Techniques of Translation

Translation techniques can be defined as the way used by translators in translating smaller units of language (words, phrases, or expressions) from the source language into the target language. Translation techniques have five basic characteristics: they affect the result of the translation, they are classified by the comparison with the original, they affect micro-units of text, they are by nature discursive and contextual, and they are functional. The word "technique" itself refers to a way of doing an activity which needs skill and competence. (Molina and Albir, 2002:509) also explain that technique of translation is tool to analyze the result of translation. They add that the category of translation technique allows us to describe the concrete steps taken by the translator in translating a text.

3. Cultural Words

The meaning of cultural terms (or cultural words, culturally-bound items, cultural items, culture-specific items, etc.) are words, phrases, or expressions used by members of a certain culture to express their concepts about something closely related to their culture. Newmark (1988:94-95), refers to cultural terms as *cultural words*. He defines 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.

4. Subtitling

Subtitling is an exciting area of translation, and is part of a broader field of audiovisual translation which includes dubbing, voiceover and audiodescription. Subtitling is divided into two types: subtitling within the same language, for the deaf and hard of hearing (also called captioning), and subtitling across languages, for foreign-language film and television.The subtitler's task is already difficult because subtitles are so limited in space (about 37 characters per line, and a maximum of two lines) and time (subtitles should not stay on the screen longer than six seconds). The result is that the content of the dialogue has to be cut down to fit in the subtitles. Not only that, but the content has to be translated, and the subtitles also have to be 'spotted' or timed carefully to match the dialogue. There's a real art to this, and it takes lots of training and practice.Subtitling doesn't just translate the dialogue, but also other meaningful language in films such as signs, letters, captions and other written words. When a film has lots of written language and dialogue happening together, this can result in some very difficult choices for the subtitler.

5. Domestication and foreignization

Hatim and and Mason (in Hatim and Munday, 2004) state that the ideology of translation refers to the basic orientation chosen by the translator operating within a social and cultural context. Venuti (1997), with regard to translation, distinguished two types of translating strategy: a) domestication and b) foreignization. He defines those terms as two relatives terms basically loaded with ideological stances, as when making the text recognizable and familiar to the reader in target culture by domesticating method, or when through a foreignizing technique, under ideology and pressure of ST, translator disturbs the cultural codes prevailing in TT in the way to take the target reader over to the unknown world of the author. Domestication is a type of translation which a transparent and fluent style is adopted in order to minimize the strangeness of the foreign text for target language readers.

Foreignization designates the type of translation in which a target text deliberately breaks target conventions by retaining something foreign of the original.

6. Loss and Gain

Loss is the disappearance of certain features in the target language text which are present in the source language text. In other word, loss can also be attributed to the failure by the translator to render an element of meaning such as expressiveness where the impact, spirit an vividness of the text is lost.Gain is a concept that relates to translation as a finished product. It is the enrichment or clarification of the source language text.It can be describedas " the enrichment or clarification of the source language text in the process of translation". In this

manner, gain enables a language to change for the better and adapt to meet the needs of its speakers (Mc Guire , 1980:30).

1.8 Organization of the Thesis

For the sake of comprehending the study, this thesis is presented as follow:

Chapter I is introduction that begins with an overview of the background which the study is based including reasons for choosing the topic, research questions, objectives of the study, significances of the study, scope of the study, definition of the key terms, and organization of the thesis.

Chapter II contains review of the related literature that discusses some previous studies and some concepts or theories underlying this study. They include: theoretical review, concept of translation,discuss the terms of translation, cultural word, subtitle, domestication and foreignization, and an overview of loss and gain in translation, and the last is theoretical framework.

Chapter III covers research methodology and deals with research design, object of the study, units of analysis, instrument of the study, method of collecting and analyzing the data, and triangulation.

Chapter IV contains the results of the analysis, which consists of general findings and discussion.

Chapter V presents conclusions and suggestions. Finally, the result of the data analysis in the previous chapter is concluded in this chapter with some suggestions given to the readers. In addition, bibliography and appendices will be attached at the end of this report of study.