

CHAPTER I

INTRODUCTION

1.1. Background

All nations come with their own culture. Our sense of ourselves as humans is affected by society, it determines how we interact, engage, and communicate. One's culture might also be considered of as its identity. It divides a person from another of their identity. It is crucial to understand that each individual has a different culture. A region has its own culture, which is reflected in people's behavior and daily routines and is heritable, remaining in that area and becoming dominant. Language and culture are intertwined in a way that cannot be separated. The culture of a social group or the culture of the organization itself may be represented via its language. To grasp the ins and outs of a culture, language is essential, and so is the spread of that culture via various media. Translation is an essential necessary component of the process that involves bringing together individuals who speak various languages. With translation, a great number of individuals from a wide variety of nations who are fluent in a variety of languages may communicate with one another.

The process of relieving one language into another language is referred to as translation. While rephrasing a textbook, the main concern of the translator should not be the form of the source language (SL) or the target language (TL), but rather the meaning of the words. When people paraphrase textbooks, they also transfer cultural elements from one

language into another. The originating language may be English or another language. Problems might develop if the culture of the source language and the culture of the target language are not the same. The translator is responsible for figuring out how to effectively communicate the culture to ensure that the compendiums written in the target language understand the aesthetic message being conveyed. In the same ways as review and magazine papers, books, primers, and documents have been translated from one language into another, numerous textbooks that contain cultural words have also been done. The translator may decide to utilize subtitles when rephrasing a movie. If the film has subtitles, the text is displayed at the bottom of the screen and the watchers can still hear the original language. In order to prevent confusing watchers, the translator should make the cutline as clear as possible when creating subtitles.

Finding appropriate techniques to rephrase a film that consists artistic terms might be tricky for translator. The challenge is raised by the fact that the translation will be presented as subtitles, so it needs to be simple and easy presented that they'll only be on appear for a few seconds. This fact also caused me to become interested in analyzing the cultural words and translation techniques employed by translator. We must also become more appreciative individuals and appreciate differences and will be more open - minded to cultural differences as a consequence of studying culture.

Burnt is an American drama film starring Bradley Cooper as a

brilliant but temperamental cooker trying to return to elevation. *Burnt* was released on October 30, 2015. In *Burnt* Movie, there are relatively a lot of cultural words that's worth to be analyzed. Another reasons why I decides to conduct exploration about this movie because *Burnt* is a story of redemption, both particular and culinary. thus, this study will dissect the translating way on how the artistic words in *Burnt* Movie are translated.

Example :

SL: All right, don't let that sauce over-reduce again.

Yes, chef!

TL: Baiklah, jangan sampai saus itu terlalu menyusut lagi.

Ya, chef!

The term "sauce" is rather straightforward. Yet, the term itself may provide difficulties, given that it is understood in a variety of ways by people in various civilizations. The word 'sauce' in the example above belongs to creative words in the order of material culture. This occurs because adding taste to French food often involves using sauce, however in Indonesian culture, it is not common practice to use sauce. A liquid or solid admixture that is either added to a dish while it is being prepared or that is served alongside it is called a sauce. The word "sauce" is changed to "saus" by the translator since "saus" conveys a more creative setting.

1.2 Limitation of The Problem

I only analyze the cultural terms found in the movie *Burnt* with full duration. The categories of cultural words, the main categories of cultural terms, and the translation techniques used are the main areas of research. I focus on the categories of cultural terms based on the classification proposed by Newmark(1988) and used by Molina&Albir in translating the object. The object of this study is every cultural words that are represented in words and phrases.

1.3 Research Questions

Based on the assumption above, the research problem is formulated in the form of research questions, as follows :

- a. What types of cultural terms found in the *Burnt* movie?
- b. Which type of cultural terms dominates in the *Burnt* movie?
- c. What translation techniques did the translator employ to translate the cultural words in the *Burnt* movie?

1.4 Objective of The Research

The objectives of the problems are related to the problems formulated above. They are:

- a. To determine the types of cultural words used in the *Burnt* movie.

- b. To determine which cultural words are used most frequently in the *Burnt* movie.
- c. To identify the translation techniques the translator employed when translating the cultural words in the *Burnt* movie.

