

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Review of Related Theories

This sub-chapter consists of explanation about theories related to cultural words and translation which found that are related into this research.

2.1.1 Translation

The process of exchanging written material in one language (referred to as the source language, or SL) for corresponding written content in another language (referred to as the target language, or TL) is what is referred to as translation (Catford, 1965). The process of communicating the meaning of a book into another language in a way that is consistent with how the original author intended the information to be interpreted is referred to as translation (Newmark, 1988) In order to rebuild the same meaning using the vocabulary and grammatical structures that are acceptable in the receptor language, translation requires first having an understanding of the lexicon, grammatical structure, communication scenario, and cultural context of the text in the source language. This is done in order to translate the text accurately. This is essential in order to recreate the same meaning using the vocabulary and grammatical structures that are acceptable in the receptor language. Specifically, this is important because. (Larson, 1984). It is possible to

define translation as "reproducing in the receptor language the closest natural equivalent of the message in the source language," first in terms of the meaning of the message, and then in terms of the style of the message. Translation is an essential part of international communication (Nida & Taber, 1974). The process of translation is one in which the chain of signifiers that make up the text in the Source Language are exchanged for a chain of signifiers in the Target Language, which the translator supplies based on an interpretation of the text in the Source Language. This chain of signifiers in the Target Language is identical to the chain of signifiers that make up the text in the Source Language (Venuti, 1995).

From the all definition, we can assume from the whole of definition that translation is the method of transferring words or meaning from one language to another. Two different languages possess a certain connection to each other can are engaged in translation. To change the text in the source language with the original text in the target language involves translation. It seems that there are two key elements of translations, ie the function and the form, that are interrelated. A translation has style of a language unit, and its objective is to communicate ideas or messages. Although the language form necessarily affects how the message is actually delivered, in this case the emphasis is on the meaning and messages.

2.1.2 Language

Language will not be dealt with as if it were something apart from the culture since it is both a facet of culture and an inherent element of the culture itself (A.S Hornby, 2005). A country or group's culture is made up of its historically observed customs and beliefs, as well as its creative expression, way of life, and social structure (Oxford Dictionary).

The members of a community are able to interact with one another by using language, which takes the form of a sign of sound that is produced by the speech organ. This allows for the members of the community to exchange ideas and information (Gorys Keraf, 1997). The requirements of the person who is making use of language cause the functions of language to be put to diverse uses at different times. These roles include functioning as a tool for self-expression, a means of communication, a tool for organizing and adjusting to social integration in the environment or conditions, and a tool for social control. These functions may be broken down further into their component parts (Keraf, 1997). The use of language necessarily results in the communication of meanings and allusions that extend beyond the realm of the language itself: The culture of the people who speak a specific language is reflected in the implications of that language. This serves as a representation of the culture. Engaging in dialogue with the culture that functions as the point of reference for a language is what we mean when we talk about interacting with that language. We were unable to grasp a culture without first having

direct access to the language of that culture because of the strong tie that exists between cultures and their respective languages. When someone learns a language, they also obtain a grasp of the cultural norms and practices of that language's culture, in addition to the cultural traditions of that language. The study of a society's culture and the evolution of that culture eventually leads to the production of that society's language. A substantial amount of influence comes from the surrounding cultural environment. Language is inextricably linked to every aspect of a culture's mortal life, from birth to death. To speak a language fluently, it is necessary to have a solid grasp of the culture of the region in which one lives. Although exposure to diverse cultures deepens our awareness of how to communicate with individuals from from a variety of walks of life, linguistic ability is the glue that holds communities together.

2.1.3 Culture and Cultural Terms

A way of life and the manifestations of that way of life that are distinctive to a group that uses a given language as its main form of communication are examples of culture. One approach to describe culture is as a way of life (Newmark, 1988). Personal language and universal language are two unique varieties of language that are related with culture. To begin, the basic concepts that are held in common by the vast majority of cultures are the building blocks of universal language. For instance, the terms for "book," "cushion," and "moon" in Indonesian are "buku,"

"bantal," and "bulan," respectively. A person's use of language to convey who they are in a way that is distinctive to them is referred to as their "personal language," which brings us to our next point (Newmark, 1988). Culture may be seen of as either an immaterial or a material idea, and it is linked to aspects of human life such as the observance of religious rites, adherence to social norms, and even the food that is consumed (Mona Baker, 1992). Terms that come from a variety of civilizations and are used to refer to different aspects of a society's material culture (Newmark, 1988).

However, cultural words can be categorized into five (Newmark, 1988) :

1. Ecology

It consists of everything that is in the nature, such as plants, animal, etc. Example : Burung cendrawasih (bird of paradise). Selva (tropical rain forest).

2. Material Culture

It includes aspects of material culture such as food, clothing, and transportation, among other things.

Example: Lemper (Lemper is an Indonesian savoury snack made of glutinous rice filled with seasoned shredded chicken).

3. Social Culture

This cultural category may refer to a person's occupation, leisure activities, form of entertainment, musical genre, or career.

Example: Tari Kecak (kinds of Balinese dance).

4. Organization, Customs, Activities, Procedures and Concept

This area is relevant to institutional, political, and social life, as well as activities related to social life. Example: PMI (Palang Merah Indonesia : The national assembly organization in Indonesia is socially humanitarian).

5. Gestures and Habits

The visual stimulus that comes from this area includes things like body language, which is utilized for communicating with other people. An example of a frequent gesture that conveys the message "excellent" is the "thumbs up."

2.1.3 Translation Technique

We refer to the procedures that are used to assess and classify translation equivalence efforts as translation approaches. Translation approaches are used to evaluate and classify translation equivalency efforts (Molina and Albir,2002). The approaches that are used throughout the translation process have an impact, not only on the result of the translation but also on the micro unit of text. The techniques are arranged in descending order of how closely they resemble the pioneering work, and they are essentially discursive and contextual (Molina and Albir, 2002).

1. Adaptation

Adaptation is a technique that replaces a source text cultural element

with one from the target culture (Molina and Albir, 2002).

Example:

SL : The film swept the world

TL : Film ini merambah dunia

2. Amplification

Amplification is a technique that introduces details that are not formulated in the source text. It can be written directly or type in the footnote (Molina and Albir, 2002).

Example :

SL : The girl came late

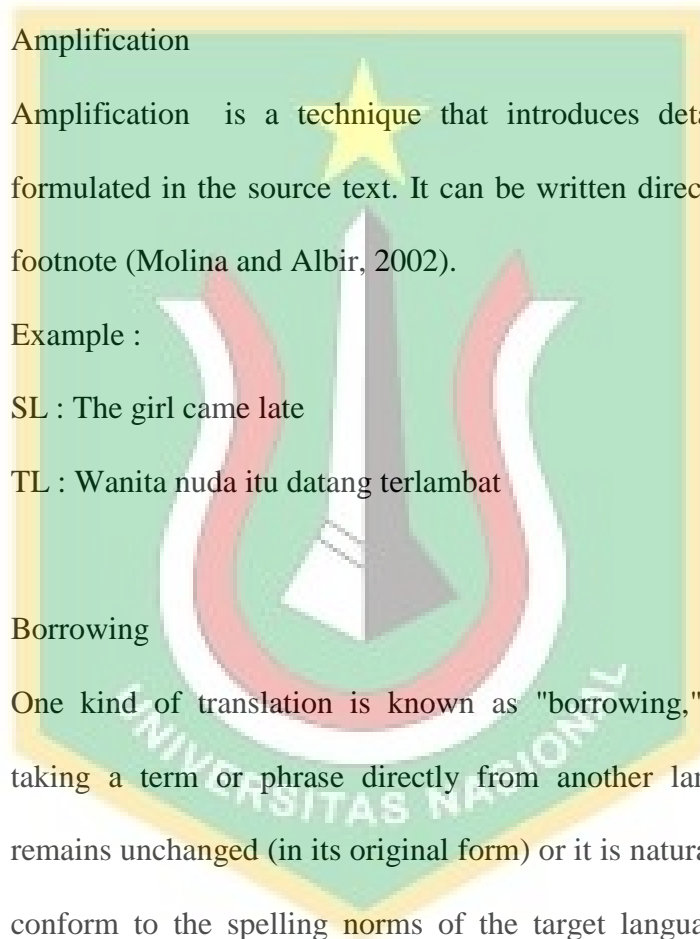
TL : Wanita nuda itu datang terlambat

3. Borrowing

One kind of translation is known as "borrowing," and it involves taking a term or phrase directly from another language. Either it remains unchanged (in its original form) or it is naturalized (in order to conform to the spelling norms of the target language) (Molina and Albir, 2002).

Example : Sandwich.

SL : Sandwich.



4. Calque

Calque technique is a literal translation of a foreign word or phrase. It can be lexical or structural (Molina and Albir, 2002).

Example :

SL : He is the new teacher

TL : Dia adalah guru baru

5. Compensation

Compensation technique is a technique that introduces a source text element of information or stylistic effect in another place in the target text because it cannot be reflected in the same place as in the source text (Molina and Albir, 2002).

Example :

SL : A pair of trousers

TL : Sebuah celana

6. Description

Description is a technique that replaces a term or expression with a description of its form or/and function (Molina and Albir, 2002).

Example :

SL : I like *gudeg*

TL : Saya suka *gudeg* (makanan tradisional Jawa yang terbuat dari nangka).

7. Discursive Creation

A method known as discursive creates a momentary equivalency that is completely unforeseen when taken out of its original context (Molina and Albir, 2002).

Example :

SL : Husband for a year

TL : Suami sementara

8. Established Equivalent

A method known as an established equivalent is one that makes use of a phrase or expression that is acknowledged (by dictionaries or the language that is currently in use) as having an equivalent in the language being targeted (Molina and Albir, 2002).

Example :

SL : Sincerely yours

TL : Hormat kami

9. Generalization

The choice of a phrase that is more generic or neutral is an example of the strategy known as generalization (Molina and Albir, 2002).

Example :

SL : Bajai

TL : Vehicle

10. Linguistic Amplification

The method that is known as generalization may be shown by the use of a term that is less specific and more neutral (Molina and Albir, 2002).

Example :

SL : Everything is up to you

TL : Semuanya terserah anda sendiri

11. Linguistic Compression

The process of linguistic compression involves synthesizing various linguistic components present in the text that is being targeted. This is a technique that is often used in simultaneous interpreting as well as subtitling (Molina and Albir, 2002).

Example :

SL : Are you hungry?

TL : Lapar?

12. Literal translation

The process of translating a phrase or statement into its exact equivalent in another language is known as literal translation (Molina and Albir, 2002).

Example :

SL : I'll love you

TL : Aku akan mencintai kamu

13. Modulation

It is possible for modulation to be either lexical or structural in nature. Modulation is a method that shifts the point of view emphasis cognitive category in respect to the source material (Molina and Albir, 2002).

Example :

SL : Nobody doesn't like it

TL : Senua orang menyukainya

14. Particularization

The use of a phrase that is more specific or concrete is an example of the method known as particularization. It stands in opposition to the method of generalization (Molina and Albir, 2002).

Example :

SL : The girl likes to collect jewelery

TL : Gadis itu senang mengoleksi kalung emas

15. Reduction

A method known as reduction removes terms of information from a source document and inserts them into a target document. It acts as a barrier to amplification (Molina and Albir, 2002).

Example :

SL : The boy got a car accident

TL : Lelaki itu mengalami kecelakaan

16. Substitution

The practice of substituting linguistic aspects with paralinguistic features (such as intonation and gestures) or vice versa is known as substitution (Molina and Albir, 2002).

Example : Nodding head in Indonesia translated 'yes'

17. Transposition

Changing a grammatical category is an example of transposition (Molina and Albir, 2002).

Example :

SL : I've no control over this condition

TL : Saya tidak dapat mengendalikan kondisi ini

18. Variation

Changes in textual tones, style, social dialect, regional dialect, and other features of linguistic variation may be brought about by the use of the method known as variation, which involves the modification of linguistic or paralinguistic factors (such as intonation and gestures) (Molina and Albir, 2002).

Example :

SL : Give it to me now!

TL : Berikan buku itu ke saya sekarang!

2.2 Previous Study

Analysis of Translation Techniques In Translating Cultural Words Into Indonesian In The Novel "Eat,Pray,Love" By Elizabeth Gilbert. Andriani Reynata, Firmawan Hendro, Wahyu Tri, Jurnal Ilmiah Sastra Volume 4. No. 1, Juni 2016. The book Eat, Pray, Love was originally authored by Elizabeth Gilbert, and Silamurti Nugroho was the one who did the translation into Indonesian. The author of this post is doing this research in order to identify which translation processes the translator used in order to accurately convey Elizabeth Gilbert's cultural references in her writing. Molina and Albir's theory of translation processes was utilized to analyse the data that was collected, and the connections between our research and Newmark's cultural terminology categories are appropriate. The distinction lies in the source data; the other person used a book as their source data, while I used a movie script as my source data.

A Translation Analysis of Cultural Terms In The Film "Ratatouille". Khasanah Uswatun. 2009. The Department of English at Sebelas Maret University is a component of the University's Faculty of Letters and Fine Arts. The purpose of this study is to identify, among other things: (1) the categories of cultural words; (2) the strategies used by the translator in order to translate the cultural terms; and (3) the degree to which the translation is correct and acceptable. The researcher is focused their efforts on the many cultural word kinds in accordance with the

classification scheme that was proposed by Newmark and adopted from Nida (1988). On the other hand, the source data for both of our research is the same as the one that I carried out; that is to say, the movie serves as the source data for both of our investigations. The primary distinction between our studies is that Uswatun's research is on the precision and acceptability of the data, while the primary focus of my research is on the prevailing type.

A Translation Method Analysis on Translating Cultural Words in Andrea Hirata's Novel "Laskar Pelangi." Stefani Pamela. Universitas Kristen Satya Wacana Salatiga. 2019. The purpose of this research is to ascertain the translation strategy that is used when cultural words are being translated into other languages. Both the translation strategy created by Molina and Albir and the cultural terms theory produced by Peter Newmark and Mona Baker are used in this research project. Both approaches were developed by Molina and Albir. In light of this, the chapter that is dedicated to the analysis of the data focuses its attention on the item that pertains to Material Culture. One of the parallels that arose from our inquiry is the fact that both Molina and Albir's method of translation is the one that we use ourselves. Nevertheless, the data sources that were employed are distinct, and while I solely use Newmark's classification theory, Pamela's research makes use of not just Newmark's theory but also Mona Baker's theory. Since that is the only one I can get my hands on, Newmark's hypothesis is the only one I ever utilize. In

addition, the research focuses on the element of material culture, although I consider other facets of culture to be important.

The Procedures That The Translation Followed In Order To Convert Jenny Han's "To All the Men I've Loved Before" Into Its Indonesian Version The following are the procedures that the translator used in order to convert Jenny Han's "To All the Boys I've Loved Before" into its Indonesian version. This particular Cattleya is known as a Pravitha Wahyu. The Faculty of Social and Political Science at Universitas Merdeka Malang's main campus. Situating in the city of Malang. 2018. There are a lot of cultural allusions that need to be rendered into English in the novel "To All the Men I've Loved Before" written by Jenny Han. These references may be found throughout the novel. The objective of this study is to analyze the methods that the translator used in order to carry out the aforementioned duty successfully. The cultural terms are analyzed using the translation procedures developed by Newmark. The similarities consist in classifying the category with the culture of the Newmark. On the other hand, the differences are that the sources of the data are the English version of the novel and its Indonesian translation. Additionally, the cultural terms are classified using the Newmark culture. On the other hand, motion pictures serve as my primary source of data, and I translate dialogue using methods created by Molina and Albir.

Several instances of cultural terminology and ways for translating them may be found in Mary Higgins Clark's work *The Anastasia*

Syndrome and Other Stories. This book is a collection of short stories. Fitriyah, 2021, Universitas Bina Sarana Informatika Jakarta. In a manner that is analogous to how I approached the problem, those are investigated via the lens of Newmark's cultural categories; however, Fitriyah's study makes use of Baker's translation strategies. The novel *The Anastasia Syndrome and Other Stories* by Mary Higgins Clark has already been translated into Indonesian by Ade Dina Sigarlaki and given the title *Sindrom Anastasia dan Kisah-kisah lainnya*. The objectives of this study are to provide a description of the cultural words and conduct an analysis of the translation strategies that were utilized in the novel.

2.3. Theoretical Framework

I utilized the methodologies suggested by Molina and Albir, which were based on the principles that have been discussed up to this point, in order to translate the cultural words that were used in the movie *Burnt*. The research study that was based on Molina and Albir identified eighteen different methods of translation. These methods include adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. The Molina and Albir hypothesis will guide the investigation of each and every feasible method of translation process that will take place during the course of this research

endeavor. I also made use of Peter Newmark's theory in order to determine the cultural terms that were shown by the movie *Burnt* as well as the cultural categories that predominated. Ecology, material culture, social culture, organizations, traditions, activities, procedures, idea, and gestures and habits are the most common sorts of cultural terminology.

