

CHAPTER I

INTRODUCTION

This chapter discusses about some topics related to the background of the study, statements of the problem, scope of the study, objectives of the study, and thesis organization.

1.1 Background of the Study

Language is the system of communication in speech and writing that is used by people of a particular country. All people speak to communicate each other through language, both written and oral. Cartford defines language as a type of pattern of human behavior that is way in which human beings interacts each other in social situation.

Language is an object in translation. Without language, translation cannot be applied. Translation is a process conducted in language, a process of changing a text in one language into another language. The change consists of some aspects, such as phonetic, grammatical and semantic. Therefore, a translator must use the theory of language as a footing or the principle that supports him/her.

Every country has its own culture with its characteristics that cannot be found in other countries. Sir Edward (2010) as cited in Samovar *et.all*, (2012: 10), culture is the characteristics and knowledge of a particular group of people, defined by everything from language, religion, cuisine, social habits, music and arts defines culture is “that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society”. When translating a foreign language, it is often found some kinds of words, phrases, or expressions that are linked to a certain culture. That is called by cultural words or phrases. One of the problems in translating a movie is translating a word or phrase 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.

Translation is seen nowadays as an important human action and the translator as a mediator between cultures. That is why many scholars have asked how or if culture can be eventually translated into another language. Translation is always placed at the core of the intercultural aspects, so that the study of the translation goes along with the cultural studies. Consequently, cultural aspects of translation have emerged into a series of theories about cultural translation, about its very existence in terms of cultural identity of a specific community. From the beginning, we may ask what culture is. This is not an easy question to answer. In Duranti's opinion, culture is "something learned, transmitted, passed down from one generation to the next, through human actions, often in the form of face-to-face interaction, and, of course, through linguistic communication" (Torop, 2002: 593).

The translation technique is chosen to reduce the misunderstanding and to be easily understood by the readers of the Target Language. The method selected is caused by the ideology that the translator believes. In other words, first, the ideology that the translator considers, will decide the method he/she uses. Secondly the method he/she uses will choose the strategy which is used.

Related to the ideology of translating (Newmark and Bassnett mention it as translation culture, another problem that the translator faces in translating literary text is no universality. According to Newmark (1981: 7) as cited in Armellino (2008): "Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language". However, with cultural words this is often impossible. Indeed, the meaning which lies behind this kind of expressions is always strongly linked to the specific cultural context where the text originates or with the cultural context it aims to re-create. Bassnett (2014: 25) connects language and culture by giving a parable. She points out that language, then, is the heart within the body of culture, and it is the interaction between the two that results in the continuation of life-energy. In the same way that the surgeon, operating on the heart, cannot neglect the body that surrounds it, so

the translator treats the text in isolation from the culture at his or her peril. From this definition, we can observe that language plays a very important role in a culture.

Adapting Nida, Newmark (1998: 94-95) categorizes culture into some typical examples of Ecology: flora, fauna, winds, plains, hills: 'tundra', 'plateau', selva (tropical rain forest), savanna, 'paddy field; Material culture (artefacts): food, clothes, houses and towns, transport; Social Culture: work and leisure; Organizations, customs, activities, strategies, concepts; gestures, and habits. Those are kinds of cultural divergences over the world.

In all cases, when cultural differences exist between the two languages, it is extremely difficult to achieve a successful transfer, if not impossible (whatever the competence of the translator in the two languages involved). Moreover, even the slightest variation from the source language (SL) cultural term can be taken as an act of subversion against the culture it represents. Literary translation itself can even be regarded as an act of subversion, or a means of providing an alternative or subversion of reality.

The similar statement comes from Armellino (2008) who suggest the ability that must be owned by the translator, as follows:

"I believe that a closer approach to the source language—one which could be respectful of the 'difference' inherent in the original product, which is made in another cultural, social and political context—could be enriching and challenging at the same time. Much more information could be acquired by the audience on the story they are watching literally and listening to, and a deeper understanding of it could be achieved if the translations did not hide the cultural diversity."

Most cultural words are easily to detect, since they are associated with a particular language and cannot be literally translated (Newmark, 1988: 95). Many cultural words are described in ordinary language where translation would distort the meaning and translation may include an appropriate descriptive-

functional equivalent. Movie, at least in a part, is moving from principled objections to unequal culture exchange.

For some viewers, especially Indonesian, in order to catch the cultural message of the movie, need such helpful effort to overcome the language diversity. The language diversity can make the messages, of the movie do not maximally delivered to the audiences. Hence, for the important of the achievement of cultural message, movie subtitle appear as a helping.

Understanding a movie is sometimes difficult for the audience especially when there are errors and ambiguities in the subtitle. The errors or even ambiguity that may occur could make the audiences confused of the conversation taken place in the movie. Sometimes ambiguities in the subtitle bring the audience to a huge mislead.

The important thing of translating foreign movies into a certain target language, in this case Indonesian, is also supported by Luyken et.al, as quoted by Tumangger (2010: 2) who require subtitle method as a way of transferring language. They said that:

“Where ... a play, film, or series attempts to portray life in particular country, the language of that country is an essential part of the culture experience and it should be preserved: in such case, subtitling might be the most appropriate form of language transfer.”

Thus, to translate cultural words in the movie, the translator should master both source culture and target culture. The strongly-linked source language to its culture, however, may be too difficult to understand for the audience of the subtitled movie is addressed to. Hence, the translator should pay attention deeper to the target circumstance in order to cope with the main cultural diversity.

Moreover, Newmark (1998:96) gives more specific suggestion for the translator of cultural word. He states: “The translator of cultural words, which is always less context than ordinary language, has to bear in mind both the

motivation and the cultural specialist (in relation to the text's topic) and linguistics level of the readership.

Those differences make the students of translation or beginner translator puzzled in applying the strategy and using term for translating terminology diversity and the overlapping of terms make it difficult to use them and to be understood. Besides that, those strategies are not specialized in translating cultural word, what procedure, method, and strategy that a translator uses.

The researcher is interested in investigating the techniques of translating the cultural words in *Frozen (2013)* movie translated into Indonesian. A popular cartoon movie which was produced by *Walt Disney Animation* in 2013, won as the best animation in Oscar 2014. Because of this reason, the researcher decided to choose this movie which, as the winner of Oscar, attracts the attention of many people to enjoy the movie with Indonesia subtitle. The title of *Frozen (2013)* movie which was translated into Indonesia to be *Membeku*. In *Frozen (2013)*, the researcher finds some cultural word of English which are translated into *Frozen*, for example *Candlestick* is translated into *Candlestick*. The translator still uses the word *Candlestick* without giving the explanation what it means in order to solve the untranslatability in translating cultural word. Besides that, the cultural word *Candlestick* can be domesticated, foreignized, or neutral. Thus, the researcher interested in doing the research. If there are some misinterpreted in subtitling, especially for cultural words, it will lead a great mislead to a great number of audiences. The message of the movie, which was reflected from the culture, could not be transferred as well as hoped. As Bassnett's (2014: 33) remarks that "the translator cannot be the author of the source language text, but as the author of the target language text has a clear moral responsibility to the target language readers".

From the explanation above, there are two main problems; they are no-equivalence and no-universality in translation. No-equivalence is no appropriate word in changing source language word that is bound by culture into receptor

language word that is caused the untranslatability. No-universality is there is no uniformity in the term and notion translation strategy.

The movie which was a kingdom story shows diversity of the culture and also contains some poetic language. In addition, cartoon movie is a movie which is suitable for all ages. It means that the translation or subtitle should be receivable by all, especially for children. The cultural message which shall be transferred by the movie should be delivered well and be understood by all. In this study, the researcher tried to analyze about ***Translation Techniques Used in Translating Cultural Words in Frozen (2013) Movie.***

1.2 Statement of The Problems

Based on the background of the study that was shown above, then the research question are:

1. What cultural words are found in the ***Frozen 2013*** movie?
2. What techniques are used to translate the cultural words found in the ***Frozen2013*** movie?
3. What techniques are used the most to translate cultural words in the ***Frozen*** movie?

1.3 Scope of The Study

Based on the background of the study, the researcher focuses on analyzing the translation technique of cultural words in the translation of english subtitle in ***Frozen*** movies which highlighted the relation to the cultural words. The main theory used in this research is translation strategies by Vinay and Darbelnet (2004: 129-134).

1.4 Objectives of the Study

Based upon the research questions above, so the aims of this research are:

1. To find out the cultural words are in the ***Frozen(2013)*** movie.
2. To find out the techniques used to translate the cultural words found the ***Frozen(2013)***movie.

3. To find out techniques used the most to translate the cultural words in the *Frozen(2013)* movie.

1.5 Significances of the Study

It is hoped that the results of the study would give valuable contribution to:

1. Translators, this thesis can be an input about how to use the techniques in translating cultural words correctly.
2. Researchers, this thesis can be an input to other researchers who conduct a research on translation techniques used in cultural words in movie subtitles.
3. Readers, who read this thesis to get more interested in enlarging their knowledge about translation techniques used in cultural words in *Frozen(2013)* movie.
4. The English Department students of Dian Nuswantoro University, the researcher hopes that the results of this research can give more understanding knowledge about Translation techniques used in translating cultural words in *Frozen(2013)* movie.

1.6 Thesis Organization

This thesis consists of five chapters. Those are arranged systematically to present the research:

Chapter I is introduction. This chapter consists of background of the study, statement of the problem, objective of the study, scope of the study and significance of the study.

Chapter II is review of related literature. This chapter consists of previous researches, and theoretical review.

Chapter III is research method. In this chapter, the researcher explains about type of research, unit of analysis, source of data, technique of data collection, and technique of data analysis.

Chapter IV is discussion. In this chapter, the researcher explains the answers of statements of the problem in chapter I by using the chosen theories.

Chapter V is conclusion and suggestion. This chapter presents the conclusions of the research and the suggestion.