

CHAPTER I

INTRODUCTION

In this chapter there are five subchapters namely, background of the study that explains about the academic rationale, research questions that focus on the question that the study needs to answer, objectives of the study that give the detail outlines to help the reader focus on the goals of the study, significance of the study that describe the importance of the research and its impact, and Scope and Limitation of the Study that explain the research's boundaries.

1.1 Background of the study

Every language contains unique idiomatic, expressions, things, and concept that related into history, beliefs, and values of a country or a community. These elements of language reflect the worldview of the people who speak it and often carry cultural significance that can be difficult to convey in another language. The process of translate the terms often requires the understanding of the culture behind it. The biggest challenge in the translation process is translating cultural terms (Wedhowerti, Putri, & Rachmaputri, 2020). In sum, translating the cultural term is a complex process that involves both linguistic skill and cultural understanding of source language and target language.

In the movie, we are able to know some culture that the filmmaker has prepared. Subtitle of the movie becomes important because the audience of the movie knows the context that the movie provides from the subtitle and from the cultural understanding of the translator. Subtitle is a media for the audience of the movie to get the information with their own language. Subtitle provides not only one language but more than one language from different country. Subtitle also plays important roles to the audience because it is bridging the differences language and culture between the audience and the movie (Arbain, 2020). Subtitle serves as a solution for viewers who want to understand the context of the movie in their own language. The process of translation in subtitle becomes a challenge because there are so many cultural terms that appear in the movie, and to make a good subtitle for the audience, translator

not only understand about target language but also needs to understand about their culture.

According to Warwal (2015), translation is how the audience understand text or utterances in the same meaning in different language. It involves not only linguistic accuracy but also cultural understanding, as certain words or phrases may have different meanings in other languages. A translator may employ various terms to convey the meaning of the words they intend to translate. The translation process requires careful consideration of translation techniques to ensure that the meaning is both preserved and communicated effectively.

The techniques used in the translation process are very important, as incorrect translation of words can lead to a meaning that differs from the original. The translator needs to understand the target language or cultural terms because it is related to society and have the deep sense of honour. The translator needs to choose the suitable terms in order to made the understandable information. For example, the word *bucin* to be madly in love in its English subtitle. The chosen word must have the accurate meaning to achieve audience understanding.

The cultural differences between source language and target language will build a different perception. Every country has their cultural terms that some people do not know the meaning. Since cultural terms connected with particular language, it not always can be translated with literal translation technique because it only can be explained with the source language, the literal translation would change the meaning of its language (Newmark, 1988). That is why, it is important to the translator to transfer the message of the cultural words correctly. The meaning of the translation must be same as the meaning in source language (Larson, 1998). The important thing is the meaning should not change. Based on Newmark (1988) statement, cultural terms can be classified in five categories, such as, ecology that contains flora and fauna, winds, plains, and hill, material culture that contains foods, clothes, building, houses and transportation, social culture that contains work and leisure, organization and customs that contains political, religious, and institutional terms, and Gesture and Habits that explain about the activity in the scene.

Cultural terms often found in Indonesian movie such as the movie that contain cultural activity or language. Indonesia have so many cultures, thus the translator needs to understand the specific culture that appear in the movie. The word that translator chose become important. The cultural terms need to be translated with the right terms in order to convey the right meaning of a region's culture since many Indonesian movies have been aired on international platforms, such as *Netflix*.

Based on the issue above, the translation techniques that the translator choose to translate the cultural terms become interesting to analyse specifically in the movie that contain cultural language. One of the movies that contain cultural language is "Yowis Ben 3". They often using Javanese language on their dialogue. The movie is airing on *Netflix* where it can be watched by everyone in various countries, where the audiences from various countries need the subtitle to understand the meaning of the movie.

Cultural terms such as Javanese language that appears in the movie often do not mean the same thing as in the dictionary. The terms which are intended to swearing typically use figurative words to make them seem more polite. For example, the word *jangkrik* in Javanese language can be use as swearing words. *Jangkrik* in Javanese cursing language have the different meaning from *jangkrik* in Indonesian dictionary. *Jangkrik* in Indonesian language is an animal but in Javanese cursing language can be a cursing term that expresses annoyance or disappointment.

Based on the discussion above, the researcher curious to analyse the translation of Indonesian cultural terms that appear in the movie, "Yowis Ben 3". The "Yowis Ben 3" movie has been aired in *Netflix* and has been translated into English. The dialogues from "Yowis ben 3" are often using Javanese language and located in east java where the cultural terms might appear in the dialogues. This movie also contains Javanese *arekan* language, where the language not always translatable to other language such as English language. That case may lead to a reduction of audience comprehension.

1.2 Research Question

From the background of the study above, it is formulated the following research questions.

1. What are the categories of cultural terms that appear in the movie “*Yowis Ben 3*” and in its English subtitle?
2. What are the translation techniques used to translate the cultural terms in the “*Yowis Ben 3*” movie?

1.3 Objectives of the Study

From the question above, this study has the following objectives

1. To explain the cultural terms categories that appear in the “*Yowis Ben 3*” Movie and in the English subtitle of “*Yowis Ben 3*” movie.
2. To explain the translation techniques that used by the translator in translating the cultural terms in the “*Yowis Ben 3*”.

1.4 Significance of the Study

This study is expected to provide theoretical and practical significance.

A. Theoretical significance

This research is expected to be useful for in expanding translation theories, especially in the form of cultural terms in the Translation context.

B. Practical significance

1. This research is expected to explain the useful information about the categories of cultural terms and the translation techniques.
2. This research is expected to be the reference for the next researcher who wants to study and interested in doing the similar research field.

1.5 Scope and Limitation of the Study

The scope of this study is translation in particular, this study aims to analyse the cultural terms that occur in the “*Yowis ben 3*” movie and find out the techniques used by the translator. This research also focusses to analyse the analysis of translation categories based on Newmark (1988) and the techniques by Molina and Albir (2002) theory. This research only focuses on the utterances by all characters

that contain Javanese and Indonesian cultural terms and the translated cultural terms in English subtitle in the “*Yowis Ben 3*”