

# CHAPTER I

## INTRODUCTION

### 1.1 Background of The Study

Many people believe that translation simply entails the conversion of words or texts from one language to another. This idea is not entirely incorrect. The process of translating languages, words, or documents from one language to another is known as translation. The core concept of translation is the process of converting the form of a source language (SL) into a target language (TL). The goal of a translation is to convey the meaning of the source language into the target language. This is accomplished by using semantic structure to transition from the first language's form to the second language's form.

Subtitling is not easy because there are various restraints and limitations, such as in one broadcast, the subtitles consist of a maximum of two lines, if there is writing on the bottom screen (credit title, character name, location name, or other language subtitles), then the position of the subtitles must be raised so as not to overlap with the writing, if the subtitle sentence must be cut off, the sentence of the fragment must be understood by the reader even though the sentence stands alone, so that the reader can still understand the conversation, and song lyrics are only translated if they are part of the movie content. If they are merely illustrative music, they do not need to be translated. Also, each language has its own structure, grammar, vocabulary, and other characteristics. Each country has its own tradition of cinema translation, which is influenced by a variety of elements such as historical conditions, traditions, and the technique used by both the source and target audiences. In order to create a nice and legible subtitle, it is necessary to translate not only the grammatical sentence but also the utterances as closely as possible to the source language.

Last year, in 2022, a movie about one family with Batak culture aired in Indonesia by *Imajinari* as the production company. This movie is using a lot of cultural words which hard for people to understand the meaning, people who are not from Batak culture will only rely on subtitles from the movie, that is the reason

why subtitles must be accurate from the source language to the target language. There are six thousand and five hundred languages in the world, because of the geographic locations, cultures, religious beliefs, histories, and many more, it caused translation facing some obstacles for people to understand each other. To be a good translator, a culture understanding and be familiar with the culture or social settings are must things to do by the translator. Hatim & Mason (1999) Consider a scenario where the target language culture might be anticipated to share the cultural presumptions, attitudes, and value systems seen in the source text in order to focus on what happens to text worlds in translation irrespective of situations of cultural hegemony.

In order to translate the cultural words from a movie, there are some translation techniques that the translator could use.

## **1.2 Statement of the Problem**

The research problems in this research are:

- 1.2.1 What are the categories of Batak cultural words in the *Ngeri Ngeri Sedap* movie?
- 1.2.2 What kind of techniques are used for the translation of cultural words in the English subtitle of *Ngeri Ngeri Sedap* movie?

## **1.3 Purpose of the Study**

The purposes in this research are:

- 1.3.1 To find out all of Batak cultural words categories that appeared in the *Ngeri Ngeri Sedap* movie.
- 1.3.2 To find out the kind of translation techniques that is used in the subtitle of *Ngeri Ngeri Sedap* movie.

## **1.4 Significance of the Study**

### **1.4.1 Theoretical Significance**

In this paper, the theoretical significance aims to how the theory will inspire other researchers by giving knowledge and information about understanding cultural terms from the Source Language (SL) in order to avoid misunderstanding

in a communication. In other words, the study of this paper is expected to complement the previous studies related to cultural terms translation in a movie subtitle. The writer expects this study to be used as a reference for further researchers. Lastly, giving knowledge and information the importance of learning English through films.

#### 1.4.2 Practical Significance

This paper is expected to be useful for providing information about cultural terms, especially from Batak tribe to English language for all readers, such as a person who loves to watch a cultural movie. Also, readers can enjoy watching any movie from another country without being confuse the cultural conversation or the term.

#### 1.5 Methodology of the Study

The researcher is using descriptive qualitative method to analyze the cultural terms that appeared in the film *Ngeri Ngeri Sedap*. According to Denzin & Lincoln (2004, p. 3) "Qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret phenomena, in terms of the meanings people bring to them. Qualitative research involves the studied use and collection of a variety of empirical materials... that describe routine and problematic moments and meanings in individuals' lives." In general, scientific research entails an investigation that poses a question, systematically applies a set of predetermined procedures to address the question, gathers supporting data, produces results that were not predetermined, and produces results that have relevance beyond the immediate scope of the study. The script of *Ngeri Ngeri Sedap* searched and collected from the internet, and to achieve valid data, the writer will analyze the script from the film through streaming on Netflix, the author will classify the data of cultural words into some categories using Newmark (1988). After all the words categorized, the author will also categorize what kind of translation techniques is used and what is the most used in the translation of subtitle *Ngeri Ngeri Sedap* using Molina & Albir (2002).

## 1.6 Scope and Limitations of the Study

This paper will focus on 114 minutes film called *Ngeri Ngeri Sedap*. It is a Indonesian family drama with Batak cultural terms as the source language and English as the target language. This research based on Newmark (1988) theory to categorize the cultural terms and the researcher used Molina & Albir (2002) theory for the types of translation techniques. The scope of the cultural terms in the film is very large because this film talks about ethnic culture, namely the Batak tribe. I analyze the cultural terms of the film as much as I can get my hands on, which maybe not as much as it is. This is because I am limited by the time to submit my thesis. Furthermore, the cultural terms that characters say in this film will be the center of attention in this paper.

## 1.7 Status of the Study

There are some previous researchers did research about cultural terms in a subtitle such as Rahmah (2019) who analyse Indonesian culture in *Laskar Pelangi* novel using Nida and Taber theory. Rahmah compared the novel with Indonesia language and English language, and found out the accuracy of it using Nababan theory. The second previous research is a group researcher contains of Andriyanie, Firmawan, & Wahyu (2016) who analyse the Western culture in a movie entitled *Eat, Pray, Love* by Elizabeth Gilbert and how it turns to be understood by Indonesian. Next previous research is Hirda (2020) who analyzed cultural expression from *Born to Die* by Lisa Jackson, and she is using Newmark as the theory. Uswatun(2009) analyzed and focused on the categories of France cultural terms from the movie named *Ratatouille*, the researcher is using Newmark as well as Nida and Taber. Last previous researcher that analyse about cultural term is Kuswahono (2019) who is using Newmark for categorizing the cultural terms in Dan Brown's *The Da Vinci Code* novel from English to Indonesian.

The previous researchers above are using Nida and Taber theory, Nababan theory, and Newmark. While in this study, the author is using Molina and Albir to analyse Indonesia culture (Batak tribe) as the Source Language into English subtitle as the Target Language in a subtitle from *Ngeri Ngeri Sedap* movie.

## 1.8 Organization of the Study

This research has four chapters in total, there are including introfuction,

review of related literature, findings and discussion, and conclusion. These chapters are divided to make this research more organized and easily understood by readers.

#### 1.8.1 Chapter I – Introduction

In this chapter, the writer will include background, statement of the problem, the purpose of the study, the significance of the study, the research methodology, the scope and limitations of the study, the study of the study, and the organization of the study.

#### 1.8.2 Chapter II –Review of Related Literature

In this chapter, it presents the theoretical of related literature, which contains definition of translation, definition of subtitle, explain the categories of cultural terms based on Newmark (1988) theory, and explain types of translation techniques based on Molina & Albir(2002) theory.

#### 1.8.3 Chapter III – Findings and Discussion

This section displays general description of *Ngeri Ngeri Sedap* and results of data analysis that already have been analyses based on research object.

#### 1.8.4 Chapter IV – Conclusion

The writer will make a conclusion and her opinion from the analysis.