

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Translation is the communication of the meaning of a source-language text by means of an equivalent target-language text. Translation is very important, as it allows people to understand what it means from the source language to the target language. There are often misunderstandings when people can't understand each other. Therefore language is also important and a tool to communicate. Language is an important communication tool in human life, with language people or interlocutors will understand what is said so that the interlocutor also understands what is said and can answer so that a conversation occurs. Translating a term language into a particular language is certainly not easy because every language has a special term according to the agreement of the native speaker. The specific term covers several categories, one of which is culture. According to (Newmark, 1988:7), "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". The statement explains that translation is an attempt to replace a message or a written statement from one language with the same message or statement into another language.

Every country has different cultural words. Many words in culture have special designations so in translating them, one needs good knowledge to proceed with excellent translation. Translation not only changes the language from the source language to the target language but also interprets the message from the source language to the target language. That way, the person or the other person in the conversation will understand that what is being talked about is the benefit or function of the translation. Translation is something that many

people do nowadays. Especially, in solving the writings we can find in many books, songs and movies on the market today.

The researcher does the study by analyzing the movie "Bob Marley : One Love" by Reinaldo Marcus Green. Robert Nesta Marley or better known as Bob Marley or nickname tuff gong (February 6, 1945 - May 11, 1981) was a Jamaican singer, songwriter, and reggae musician. Bob Marley is known worldwide as the most famous reggae musician in the world of reggae music. He is recognized for his role in popularizing and spreading Jamaican music and the Rastafari Movement throughout the world. This movie depicts Bob Marley in the midst of political turmoil in his country Jamaica. It tells the story of Bob Marley who uses music to create peace. His story involves the struggle against an unhealed inner child, marriage conflicts. Until he lacked inspiration in creating songs. This 1 hour 47 minute movie will provide a deeper insight into the man behind Marley's music and explore his creativity. His relationship with his wife, bandmates, and Jamaica at large.

This research examines the translation of cultural words from English to the Indonesian. Therefore, the researcher wants to know what kind of translation techniques and forms of research translators carry out in translating cultural vocabulary because each language has its own culture. So in this study, we want to know what kind of culture-related forms in english after being translated into indonesian. Because of these considerations, the researcher finally took it as material for the final thesis.

1.2 Statement of the Problem

Based on the explanation of background of the study, the issue to be discussed in this paper are:

1. What types of cultural words contained in the movie of “ Bob Marley: One Love” ? ; and
2. How are the translation procedures used by the translator in translating the cultural words in the movie of “ Bob Marley: One Love” ?

1.3 Purpose of the Study

The purpose of the study are:

1. To find categories of cultural words translation in the movie “ Bob Marley: One Love”.
2. To find the Translation techniques in translating in the movie “ Bob Marley: One Love”.

1.4 Significance of the Study

For this research, the researcher hope this study could give information for everyone are as follows:

1. Theoretical Significance

The researcher hopes that this study usefull for understanding can give the contribution and new information in the field of translation regarding cultural words and translation techniques, especially this study discusses the use of translation techniques on cultural words in the movie “Bob Marley:One love”.

2. Practical Significance

The researcher hopes that this study can help the readers to understand each category of translation of cultural words and the translation techniques which are used in the movie “Bob Marley: One Love”.

1.5 Methodology of the Study

According to David Williams (1995) in Moleong (2006:5) qualitative research is the collection of data in a natural setting, using natural methods, and carried out by people or researchers who are naturally interested. But according to Lee, (1991); Weitzman and Levkoff, (2000), that manually performed data analysis functions can be completed more quickly with computer software. Qualitative data analysis software using applications was developed for the purpose of creating efficient modes of qualitative data analysis (N. G. F. R. M. Lee, 1991). Despite these developments, many social researchers continue to advocate manual data analysis techniques (Hammersley, 1997. Methodology is a science or way that is used to obtain the truth using a search with certain procedures in finding the truth, depending on the reality being studied. The researcher conducted research using a qualitative descriptive method. In this study, the data sources used by the researcher to obtain data and to answer questions from the formulation of the statement of the problems from the movie "Bob Marley: One love" by Reinaldo Marcus Green the objects in this study are cultural words and translation techniques.

1.5.1 Source Data

Bob Marley: One Love is a 2024 American musical biographical drama film directed by Reinaldo Marcus Green, also writing the script along with Terence Winter, Frank E. Flowers, and Zach Baylin, from a story by Winter and Flowers. The movie is based on the life of reggae singer and

songwriter Bob Marley, from his rise to fame in the mid-1970s to his death in 1981. The movie stars Kingsley Ben-Adir as Marley, along with Lashana Lynch as Rita Marley, and James Norton as Chris Blackwell. The film has a unique storyline and uses an English-based creole language called Jamaican Patois (or Patwa) so there are many cultural words that become the main data for researchers to analyze culture words and translation techniques.

1.5.2 Technique of Data Analysis

According to David Williams (1995) in Moleong (2006:5) qualitative research is the collection of data in a natural setting, using natural methods, and carried out by people or researchers who are naturally interested. This method takes the researcher out of isolation and the analysis process is seen as a team activity rather than a purely individual process. The researcher uses Qualitative Data Analysis: Manual Data Analysis Procedures (MDAP) in Chusnul Rofiah and Burhan Bungin journal (2024) are as follows:

1. MDAP consists of the elements of notes, transcripts, coding, themes, categorization and memos.
2. MDAP better accommodates the researcher's understanding of the data analysis being conducted.
3. For participatory research, MDAP gives more room for the researcher to develop their own data in the field.
4. MDAP gives researchers more satisfaction because what they do is understood holistically.holistically.
5. MDAP can adapt to the habits of the researcher.

1.5.3 Technique of data collection

Konecki (2019) and analyzing data requires skills in reading, thinking, imagining, understanding, conceptualizing, connecting, condensing, categorizing and thus creating new storylines. In this research conducted by researchers is manual qualitative. So there are steps watch and note-taking techniques are used to gather information. These two techniques help scholars distinguish and define cultural word categories and translation techniques in movies. In addition, the researcher took several steps to the research problem formulation. The steps are as follows:

1. Data Collection

The first steps, the process of search the film of Bob Marley : One Love by Reinaldo Marcus Green, after that watch and listen the movie on the Netflix app, then download the English subtitle transcript from www.scripts.com of the movie and the Indonesian subtitle transcript from www.subscene.com.

2. Data Reduction

The process of observing films and film texts, then classifying, analyzing data and discarding data that does not belong to the culture words.

3. Data Identifies

The process of presentation, reveal information about the explanation data that contains of each type of conceptual through translation technique. The data can be represented by table description.

4. Data Presentation

The fourth steps, after the researcher identifies, the researcher analyzes each culture words that have been recorded by categorizing the culture words in a table.

5. Data Conclusion

The last step, the process of verification of data by evidence based on the theory that used in this research. The conclusion is to answer the problem statement and to present the purpose of this research.

1.6 Scope and Limitation of the Study

This study focuses on the categories of cultural terms found in the movie “Bob Marley : One Love” by Reinaldo Marcus Green , as well as the translation strategies applied when translating cultural terms. The scope of the study include there are 5 (five) categories. There are only 18 (eighteen) different types of translation techniques. These are used to assist the researcher in conducting analysis so that the scope of the research is not too broad and waste a lot of time. There is no limitation that the researcher use in this study because of the important of each of the theory.

1.7 Status of the Study

This research talks about culture words and translation techniques from the movie. The writer has searched and found some papers with similar topics.

The topic is “A Translation Analysis of Indonesian Cultural Words Found in The Novel Bumi Manusia Translated into This Earth of Mankind” by Mela Aliska, University of Christian Indonesia (2023). The research was focused on analyzing culture words and Translation. The purpose of this research is to analyze to show to the reader about the culture word on novel and translation techniques in novel.

The second research is “The Translation Procedure Of Culture Words In Novel Diary Of A Wimpy Kid : The Ugly Truth” By Purnomo Fahrurromadhoni Faculty of Adab And Humanities from Universitas Islam

Negeri (2017). The purpose of this research is to analyze the translation procedure of cultural words in English novel *Diary of a Wimpy Kid: The Ugly Truth* written by Jeff Kinney into Indonesian version under title *Diary Si Bocah Tengil: Kenyataan Pahit*. From the research finding, the researcher concluded that, from seven procedures used in translating cultural words, the procedure of naturalization is mostly used. It showed that cultural terms in source language have the same cultural concept, but the difference is in how to name them.

Another research by Monica Rosalia Subrata and Jumanto Jumanto. From English Department, Faculty of Humanities, Universitas Dian Nuswantoro, Indonesia. Talks about “Subtitling Strategies Used in Translating Cultural Words in The Subtitle of Disney Animation Movie: *Coco*”. The study aims to identify the subtitling strategies used in translating cultural words in the subtitle of Disney Animation Movie: *Coco*. This descriptive qualitative study employed the data in words, sentences, and logical arguments related to the topic. The data were English combined with Spanish subtitle as the source language and Indonesian subtitle as the target language.

The last research by Maya Rahmawati, University of Singaperbangsa Karawang. The research about “Translation Procedures Of Cultural Words In One Of The Best Movies Of All Times”. This paper aims to describe the translation strategies used in translating cultural words found in the subtitle of *Godfather Movies (I and II)*. *Godfather* is one of best of all time movies America has ever had. It contains a lot of cultural words worth to notice.

1.8 Organization of the Study

The research organization was analyzed by the researcher divided into four chapters. Every chapter is explained in detail as follows:

Chapter I Introduction. This chapter contains the background of the research, problem formulation, research objectives, research significance, research methodology, research scope and limitations, research status, and research systematics. and research systematics.

Chapter II related literature review. This chapter contains the theories theories that underlie this research. It contains the definition of translation, translation techniques, and the definition of cultural words.

Chapter III findings and discussion. This chapter contains the answers to research problem, interpreting the research findings, integrating the research findings into the existing body of knowledge, modifying existing theories, and explaining the research results.

Chapter IV conclusions and suggestions. This chapter contains conclusions and suggestions from the research that has been found.