

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Translation is the process of rendering text or speech from one language into another. It involves understanding the original meaning and context of the source language and then accurately conveying that meaning in the target language. Translation is not merely about replacing words with their equivalents in another language, it also requires an understanding of the cultural nuances, idiomatic expressions, and linguistic conventions of both languages. Professional translators often specialize in specific subject areas or types of translation to ensure accuracy and quality in their work. Translation plays a crucial role in facilitating communication between speakers of different languages and enabling the exchange of ideas, information, and culture across linguistic boundaries.

According to Kazakova (2001) in Corina (2021), translation is a kind of transformation of a source language text into a target language text. Based on the definition, translation is to ensure a certain level of cross-linguistic communication so that the text produced in the target language may work as an exact substitute for the original in terms of function, structure, and content. One may argue that the basic point utilized by these linguists is that translation necessarily involves an accurate and understandable rendition of what is communicated in one language using another.

Translation can be done in various forms, including written translation (such as books, articles, and documents) and oral translation (such as interpreting during conversations or speeches). According to Lilova (1985) in (Sokolovsky 2010), translation is a specific oral or written activity aimed at the recreation of an oral or written text (utterance) existing in one language into a text in another language, accompanied by keeping the invariance of content, qualities of the original, and author's authenticity. Translation is a process that involves converting a text from one language to another, whether it's spoken or written. The goal of

translation is to recreate the content and qualities of the original text while maintaining the authenticity of the author's style and voice. This means that a good translation should convey the same meaning and emotions as the original text, capturing its essence and staying true to the author's intent.

Translation is an open concept in terms of both its processes and its products (Tymoczko, 2007). Translation is a concept that is not rigidly defined in terms of how it is carried out (processes) or the results it produces (products). In other words, there is flexibility and variability in how translation is approached and what is considered a successful translation. Translation can involve different methods, techniques, and strategies, and the outcomes can vary based on factors such as the translator's interpretation, the target audience, and the context in which the translation is used.

Translation is a clustering concept. Ideas about translation have varied widely across time, place, culture, and language. It is not possible to specify necessary and sufficient conditions that can be used to identify all instances of translation and, at the same time, exclude all non-translations across time and space. Thus, as a cluster concept, translators do not have a fixed definition and can sometimes be subject to different interpretations. This emphasizes the importance of understanding translation as a complex, varied phenomenon that is strongly influenced by the cultural and linguistic context in which it occurs.

Therefore, from the many definitions of translation, it can be seen that translation is an activity that does not just change words from one language to another but also involves a deep understanding of the cultural context inherent in the original text. One aspect that attracts attention in translation is how cultural words, or words that carry distinctive cultural meanings, can be translated appropriately into the target language. In the context of movie subtitles, cultural words often pose a big challenge for translators because they have to look for words or phrases in the target language that not only have a similar meaning to the original cultural words but can also describe the same cultural context.

Each society had a unique culture. A person's culture also emerges as one of their most distinctive characteristics. A nation, a group, or even a country that

sets them apart. One's identity can also be defined by their culture. It sets one individual apart from another in terms of identity. It is crucial to understand that every individual has a unique culture. Language, as defined by the Oxford Dictionary, is the structured, traditional manner in which people use words to communicate with one another, either verbally or in writing. Thus, the most significant means of communication in human life is language. It is both a component of and a means of identifying someone's culture. Language also allows us to learn about the cultures of others, and people cannot interact socially with one another without communicating. The majority of people use English, making it the most widely used language in the world. However, we shouldn't need to learn a language in order to understand its meaning, the linguistic translation is the only thing we can read or hear.

Therefore, the writer was interested in discussing cultural words in the Black Panther movie because it presents a fictional kingdom in Africa called Wakanda, which in the movie is depicted as a developed country with advanced technology and abundant natural resources. This movie is part of the Marvel Cinematic Universe (MCU), which is very popular throughout the world, including in Indonesia. Black Panther is indeed a groundbreaking film, as it is the first Marvel Comics adaptation with black characters in leading roles. This science fiction movie delivers a wide array of messages. The Black Panther movie, released in 2018, is a significant addition to the story genre. Produced by Marvel Studios, it achieved the highest global box office revenue in 2018 and received numerous awards. The storyline follows King T'Challa, also known as Black Panther, as he leads Wakanda, a technologically advanced yet secretive nation in Africa. Shortly after assuming the throne, T'Challa faces a challenge from Killmonger, a member of the royal family who seeks to usurp the throne and initiate a global revolution. Killmonger believes it is time for the black race to rise and seeks vengeance for historical injustices. This conflict between T'Challa and Killmonger drives the narrative of the film.

In the movie Black Panther, the choice of Xhosa as the official language of Wakanda not only considers visual aspects, but also linguistics. This is related to the genealogy of the character introduced in the previous movie, "Captain America:

Civil War”. In the movie, T'Challa, played by Chadwick Boseman, is the son of T'Chaka, played by John Kani (McWhorter, 2018, February 20). John Kani, an actor from South Africa, is a Xhosa speaker and plays the king of Wakanda. The decision to use Xhosa was based on respect for the characters and actors that already existed. Ryan Coogler, the director of “Black Panther”, together with Beth McGuire, had an in-depth discussion about this and decided that using Xhosa was the right choice. In addition, the young T'Chaka in “Black Panther” is played by Atandwa Kani, John Kani’s real son, which adds depth to the genealogical relationship between the characters and actors in the two movies. By using the Xhosa language, the movie not only provides an authentic feel but also honors the origins of the characters previously introduced, establishing continuity between the two movies in the Marvel Cinematic Universe.

As one of the best-selling movies, Black Panther has a wide audience. The movie displays diverse African cultures, traditions, and values through the use of African language, clothing, art, and symbols. This movie is not only entertaining but also invites the audience to understand African culture more deeply. Therefore, the writer wants to research how the African cultural words in this movie are translated into Indonesian, and whether their meanings remain the same or change. Apart from that, Black Panther is also considered an important movie for showing cultural diversity in Hollywood cinema and showing that diverse cultural representation can be successful in the global marketplace. Therefore, the writer wanted to see how the cultural words in this movie were translated into Indonesian and whether the cultural message was maintained with uses Molina and Albir’s translation techniques theory.

## **1.2 Statement of the Problem**

The problem addressed in this study is twofold:

- a. What kinds of cultural words in the in the *Black Panther* movie subtitle?
- b. What translation techniques are used by translator in translating cultural words in the *Black Panther* movie subtitle?

### 1.3 Purpose of the Study

There are two objectives of this research that are definitely expected to answer the above questions:

- a. To identify the kinds of cultural words found in the *Black Panther* movie subtitle.
- b. To identify what translation techniques are used by translators in translating cultural words in the *Black Panther* movie subtitle.

### 1.4 Significance of the Study

There are two beneficial things, as follows:

- a. Theoretically

This research is to contribute to the understanding of cultural words, such as kinds of cultural words and its translation techniques, particularly in the translating cultural words from the movie subtitle in English into Indonesian.

- b. Practically

The analysis of translation techniques in this research can provide guidance for readers working on similar projects. By identifying the effectiveness and obstacles in translating cultural words, this research can help improve the quality and accuracy of movie subtitles.

### 1.5 Methodology of the Study

According to Goundar (2012), research methodology is a collective term for the structured process of conducting research. There are many different methodologies used in various types of research, and the term is usually considered to include research design, data gathering, and data analysis. Research methodologies can be quantitative (for example, focusing on numerical data and the statistical analysis of relationships between variables) or qualitative (for example, focusing on understanding and interpreting social phenomena based on

language and culture). Qualitative research is a research strategy that usually emphasizes words rather than quantification in the collection and analysis of data (Bryman 2008), while Harrison (2001) in Sam Goundar argues that quantitative design provides a broad understanding of issues under investigation. The method that the writer used in this research is descriptive-qualitative, with documentation of the data. As stated by Yuliani (2018), the term descriptive-qualitative (QD) refers to descriptive studies in qualitative research. This research approach is widely employed in social phenomenology, which focuses on addressing research questions concerning who, what, where, and how an issue occurs, as well as delving deep to identify patterns that often emerge in a situation. This research approach is employed to involve the analysis of subtitle translations from the original language of the movie to selected target languages. In this research, the writer uses qualitative descriptions to deal with the issue and employs certain procedures for doing the research. The writer uses the procedures outlined in the thesis by Gerson Sitanggang (2023). as follows:

1. Source of the data

The subtitle of Black Panther is the primary source of the data. The Black Panther is an American superhero film based on the Marvel Comics character of the same name. Produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures, it is the 18th film in the Marvel Cinematic Universe (MCU). The film was directed by Ryan Coogler, who co-wrote the screenplay by Joe Robert Cole. That was released in 2018. The writer chose this film because it showcases the beauty and diversity of African cultures, so there are many cultural words in it.

2. Technique of collecting data

There are some steps to collecting data: the writer first watched the movie; second, downloaded the subtitles from the movie and underlined the cultural words; third, entered the subtitles into word documents and grouped them according to the cultural words category and the translation techniques.

3. Technique of analysis data

The writer uses the descriptive analysis method to analyze the data. According to Sugiyono (2013), the descriptive analysis method is a statistic that is used to analyze data by describing or explaining the data that has been collected. The writer uses the following steps for data analysis:

- 1) choosing the movie;
- 2) watching the Black Panther movie;
- 3) observing the movie;
- 4) identifying the data;
- 5) gathering the data;
- 6) classifying the data;
- 7) analyzing the data;
- 8) serving the data in a descriptive analysis method and
- 9) writing the conclusion.

#### **1.6 Scope and Limitation of the Study**

This research just focuses on analyzing the cultural words found in the Black Panther movie. In addition, the writer wants to find out the kinds of cultural words in the English version of the Black Panther movie and analyze them to identify and know the most frequently applied translation techniques used in the Indonesian translation of the Black Panther movie, based on Molina and Albir's theory.

#### **1.7 Status of the Study**

The writer conducted this research with some support from previous studies. There are some similarities and differences between this study and previous ones. The first article titled "*The Translation Techniques of Cultural Words in the Movie 'The Lion King,'*" has been researched by Anindito and Asmarani (2022). This study aims to gain a thorough understanding of the techniques used in translating cultural words. It shares similarities with the writer's research: both utilize data from films and a descriptive-qualitative approach. Additionally, both studies apply Molina and Albir's translation techniques and use Newmark's cultural categories to identify cultural terms in the films. The main difference between the

two studies is that the “The Lion King” study analyzed general cultural word translation techniques, while the “Black Panther” study focused on specific cultural words which is very distinctive and related to the fictional world of Wakanda.

The second prior study is a journal article entitled “*Analysis of Translation Techniques in Translating Cultural Words into Indonesian in the Novel ‘Eat, Pray, Love’ by Elizabeth Gilbert,*” authored by Andriyanie, Firmawan, and Retno (2017). This study uses the theory of Molina and Albir, as the researchers believe it is the most appropriate for the research topic. The researchers employed both qualitative and quantitative methods to achieve their research goals. Similar to this study, the writer also uses the theory of Molina and Albir translation techniques and Newmark’s cultural words categories. However, the difference between this study and the writer's research is that this study focuses on the translation techniques of cultural words from the novel *Eat, Pray, Love* into Indonesian, which involves real cultures from several countries, such as India, Italy, and Indonesia. In contrast, the writer analyzes the translation techniques of cultural words related to the fictional world of Wakanda in the subtitles of the film *Black Panther*. This distinction also includes the types of media studied, this study examines novels, while the writer's research examines films, as well as the cultural contexts under focus with real versus fictional cultures.

The third previous study entitled “*Translating Cultural Words in a Movie Subtitle: A Study on Translation Procedures*” by Leksananda and Manusu (2023), aims to uncover the types of cultural words and the translation procedures employed in the subtitles of the movie *The Dictator*. Data sources were obtained from the paid streaming site Netflix and analyzed using a comparative descriptive approach based on Newmark’s theories. Differences between this study and the research proposed by the writer are evident. First, while this study examines various translation procedures, the writer's research utilizes Molina and Albir’s theory of translation techniques. Second, the film analyzed in this study is *The Dictator*, whereas the writer’s research focuses on *Black Panther*. Lastly, the writer uses a descriptive-qualitative approach, whereas the previous study employed a different methodological approach. The similarities from both studies that analyzed the



translation techniques of cultural words in film subtitles, focusing on how cultural words are translated from the source language to the target language.

### **1.8 Organization of the Study**

This research is organized into four chapters. Each chapter explained in detail as follows:

Chapter one introduces the background of the study, statements of the problem, purpose of the study, significance of the study, methodology of the study, scope and limitation, status of the study, and organization of the research.

Chapter two contains review of related literature, which provides definition of translation, process of translation, translation techniques, definition of cultural words and kinds of cultural words

Chapter three describe findings and discussion, it contains the table of the data, the analysis of kinds of cultural word categories, and the analysis of the translation techniques that are found in the Black Panther movie's subtitle based on the theories.

Chapter four presents the conclusions and suggestions based on the finding.