

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Literacy is commonly defined as a skill of communication and processing data which includes writing, reading, counting. According to UNESCO (2025), definition of literacy is developed from only reading, writing, and counting skills become understanding, identifying, interpreting, creating, and communicating in digital form, text, information rich, and fast changing world. Whereas the definition of literacy by National Center for Education Statistics is divided into 2 based, such as task based and skills based. Literacy task based (conceptual) is the ability to use a written text or information in society, to achieve goals, and develop knowledge and skills. While literacy skills based (operational) is successful using the printed materials as a product of two classes of skills: word-level reading and higher-level literacy.

Following the definition of literacy above, children's literacy is understood as children's skills for understanding, identifying, interpreting or critical thinking that used to process information in the world. In Indonesia literacy score become a significant concern, especially in reading literacy. According to Programme for International Student Assessment (PISA) conducted by Organization for Economic Co-Operation and Development (OECD), Indonesian ranked sixth from the bottom among Asian Countries with Sidik and Intan (2025), Indonesia has 366 points for mathematics, 359 points for reading and 383 points of science Sidik and Intan (2025) Although Indonesia's relative ranking has slightly improved compare to several other participating countries in Asia, but the overall PISA 2022 result indicate a significant decrease in the reading literacy section compared to PISA score in 2006 as the first participation in PISA (Schleicher, 2023).

In response to this issue, on June 29, 2024, The Ministry of Education, Culture, Research, and Technology launched a translation platform called *Penerjemahan Daring (Penjaring)*, which was initially accessible at <https://penerjemahan.kemendikdasmen.go.id>. This platform was developed to

provide access to translated books for both teachers and students, including storybooks written in local languages and Foreign Languages (*Kementrian Pendidikan Dasar dan Menengah, 2024*). As of the recent data, *Penjaring* offers 3.773 children's translated books including local languages, Indonesian, and Foreign Languages. The collection are bilingual books, trilingual books, anthology books, audio and video stories. All those materials are not only presented in multiple languages, but also designed with attractive visuals, such as colourful cartoon-style illustrations, which help engage young learners. In addition, the content is rich in cultural elements from various regions in Indonesia, making it both educational and culturally meaningful.

Culture is distinct spiritual, material, intellectual, and emotional features in society, culture could be in the form of art, lifestyle, human rights, value systems, traditions, and beliefs (UNESCO, 1982). While cultural terms according to Newmark (1988) a community's way of life, along with its various expressions, which are uniquely shaped and conveyed through the language they use. He divided cultural terms into five types: Ecology; Material Culture; Social Culture; Organization, Customs, Activities, Procedures, and Concept (Political, Administrative, Religious, Artistic); and Gestures and Habits. These categories show that cultural terms are strongly connected to a particular cultural context and do not always have direct equivalents in other languages. Therefore, translating cultural terms requires appropriate strategies to maintain both the meaning and the cultural nuance, so that the message can be understood clearly by readers from different cultural backgrounds or different cultures.

Translation is the process of transferring meaning from one language into another in order to make a text understandable for different readers. Newmark (1988) defines translation as "rendering the meaning of a text into another language in the way that the author intended the text". while the Oxford Learner's Dictionaries (2026) explain that translation is "the process of changing something that is written or spoken into another language". These definitions suggest that translation involves more than simply replacing words from one language to another; it also requires conveying the intended meaning of the author. When dealing with cultural terms, the process becomes more complex because these terms

are closely connected to cultural contexts and often do not have direct equivalents in the target language. For this reason, translators need to apply suitable strategies to preserve both the meaning and the cultural nuances, so that the message can be effectively understood by readers from different cultural backgrounds.

Translating cultural terms requires the application of appropriate translation strategies. Lawrence Venuti introduces the concepts of domestication and foreignization, which describe whether a translation adapts to the target culture or retains elements of the source culture. Meanwhile, Mona Baker proposes various strategies for dealing with non-equivalence at different linguistic levels. However, this study focuses on the strategies proposed by Davies (2003), as they specifically address the translation of culture-bound elements and provide more detailed and applicable categories. Davies categorizes strategies such as preservation, addition, omission, globalization, localization, transformation, and creation, which offer a practical framework for analysing how cultural terms are translated.

Based on this context, the writer intends to examine the translation strategy used in translating materials as cultural terms in the story entitled "*The Riddle in the Recipe*" by Muliasih Tary. The study focuses on how Javanese materials cultural terms that are translated from local language into Indonesian and subsequently into English. The writer aims identify Javanese materials cultural terms found in the story and to describe the value orientation reflected in those terms as part of Javanese culture. Furthermore, based on the identified cultural terms, this study seeks to analyse the translation strategy employed by the translator in translating these cultural terms into English. The analysis applies Davies (2003) theory about translation strategy such as: Preservation, Addition, Omission, Globalization, Localization, Transformations, and Creation.

In conclusion, this research aims to analyse the translation strategy that used in translating those Javanese materials cultural terms and describe it value orientation reflected in those terms that are found in "*The Riddles in the Recipe*" by Muliasih Tary. Through this analysis, the study highlights how Javanese material cultural terms can be translated effectively into English. Ultimately, this research emphasizes the importance of culturally sensitive translation in preserving the meaning and value orientation embedded in the source text. Furthermore, the author

hopes that this study can serve as a useful reference for future translators who aim to translate literary works containing traditional elements or cultural terms.

1.2. Statement of the Problem

1. What are the values orientation reflected in Javanese material cultural terms found in *The Riddle in the Recipe* (2022)?
2. What strategies are used in translating the Javanese material cultural terms found in *The Riddle in the Recipe* (2022)?

1.3. Purpose of the Study

1. To describe the values orientation reflected in those Javanese material cultural terms found in *The Riddle in the Recipe* (2022).
2. To identify strategies used in translating the Javanese material cultural terms into English found in *The Riddle in the Recipe* (2022).

1.4. Significance of the Study

The findings of this study are expected to offer both theoretical and practical contributions to the field of translation studies, particularly regarding the handling of cultural elements.

Theoretically, this research is expected to give a contribution and information in the translation field, especially in Javanese material cultural terms.

Practically, this research is expected to help readers, such as students, translators, and future researchers, understand the translation strategies used and the value orientation reflected in the translation of Javanese terms from Indonesian into English in the storybook “*The Riddle in the Recipe*” by Muliasih Tary. Through this study, they are expected to gain a clearer understanding of how Javanese material cultural terms are translated using appropriate strategies while preserving the value orientation embedded in the source text.

1.5. Methodology of the Study

This study used a qualitative method. Qualitative research is a research that concerned in the qualitative process, such as attitude, body language, opinions, feelings, culture, etc (Creswell and Mertens, in Radianto Prodi et al., 2023). This method was chosen because the researcher aims to examine cultural elements, particularly Javanese material cultural terms and the value orientation reflected in them, as well as how they are translated into English. Therefore, a qualitative approach is considered appropriate as it allows for an in-depth analysis of cultural meaning and translation strategies within the text.

Data is an information or collected items, that has been collected, observed, generated or created to validate original research findings (university of Groningen). In this study, the data consist of words, phrases, and expressions related to Javanese materials cultural terms found in the story, which are analysed to understand their meanings and translation strategies. Therefore, the use of qualitative data is appropriate, as it enables the researcher to conduct an in-depth analysis of cultural aspects within the study.

Javanese material cultural terms, along with the value orientation reflected in them, serve as the main data in this study as they represent the richness of local culture presented in literary works. The data are taken directly from the story “*The Riddle in the Recipe*” by Muliasih Tary, which is included in “*An Anthology of Indonesian Children’s Stories*” (*Antologi Cerita Anak Indonesia*), published in 2022 by *Badan Pengembangan dan Pembinaan Bahasa* in collaboration with *Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi*. This story reflects cultural richness, traditions, and local values, particularly from Javanese culture, making it relevant for analysis. Therefore, this text is considered an appropriate data source, as it provides various Javanese material cultural terms that can be analysed in terms of translation strategies as well as the value orientation reflected in them.

Data collecting is a systematic process of gathering, measuring, and analyzing information from various sources in order to obtain a clear and accurate understanding of a particular topic or issue. Well-conducted data collection is essential for producing reliable findings, meaningful insights, and well-informed conclusions, while incomplete or inaccurate data may lead to misleading

interpretations (Office of Research Integrity, n.d.-b). In this study, the researcher employs an observation method and note taking to collect the data. Non-participant observation is a qualitative research technique in which the researcher observes the object of study without being directly involved in the activities being examined (Hennink et al., 2011). This method is considered appropriate as it allows the researcher to focus on analysing the text objectively. In addition, the researcher uses a note-taking technique, which involves systematically recording relevant data such as words, phrases, and expressions related to Javanese material cultural terms found in the text. This technique helps organize the data effectively and supports a more detailed analysis of translation strategies and the value orientation reflected in the study.

Data analysis is a process of examine, organize, transform a data in order to indentify meaningful information, draw conclusions, and support the research findings (Office of Research Integrity, n.d.-a). To ensure the validity and reliability of the analyzed data, this research applies the data verification framework outlined by Miles, Huberman, and Saldaña (2014), this process is executed through investigator and theoretical triangulation, maintaining a continuous and structured cross-checking system. Specifically, the identified culinary translation data are constantly verified against linguistic frameworks, translation theories, and academic feedback from thesis supervisors. Additionally To analyze the value orientation categories based on Kluckhohn and Strodtbeck (1961) and Davies (2003), the following abbreviations are used in the data presentation: Man-Nature Orientation (MNO), Relational Orientation (RO), Activity Orientation (AO), Addition (AD), Preservation (PR), Globalization (GL), and Preservation + Globalization (PR + GL).

In this research, the writer uses several steps in the collecting data are as follows:

1. Reading the storybook "*The Riddles in the Recipe*" from Central Java in the "*An Anthology of Indonesian Children's Stories*"
2. Finding the Javanese materials cultural terms
3. Note Taking the Javanese materials cultural terms

4. Displaying the collected data in a structured table consisting of columns for data number, page number, sentence containing the Javanese cultural term, translation strategy, and value orientation.
5. Labelling the Javanese materials cultural terms into Traditional foods
6. Describing the value orientation of the Javanese materials' cultural terms applying the theory by Kluckhohn and Strodtbeck (1961)
7. Identifying the strategies used in translating Javanese materials cultural terms into English applying the theory by Davies (2003)
8. serving all the findings

1.6. Scope and Limitation of the Study

This study focuses on identifying cultural terms translated from the local language into Indonesian and English in the story "*The Riddle in the Recipe*" by Muliasih Tary. The analysis is limited to two main aspects: the translation strategies and the value orientation reflected in those terms. The value orientation are described based on their contextual meaning within the story are examined using the framework by Kluckhohn and Strodtbeck (1961) and the translation strategies are examined using the framework proposed by Eirlys E. Davies (2003). This limitation is intended to maintain a clear and focused analysis of how cultural terms are translated and how their underlying values are conveyed across languages.

1.7. Status of the Study

The researcher reviewed previous studies published within the last five to ten years through Google Scholar and found that many studies discussing Javanese cultural terms and translation strategies have used various theories and research focuses. However, only a limited number of studies specifically apply Eirlys E. Davies' translation strategies (2003) in analysing Javanese material cultural terms based on Peter Newmark's category (1988) while also describing the value orientation reflected in those terms. Therefore, this study aims to fill this gap by focusing on Javanese material cultural terms, the translation strategies proposed by Davies (2003), and the value orientation reflected in the story *The Riddle in the Recipe* by Muliasih Tary.

One of the previous studies was conducted by Ikawati (2022), entitled *Translating Culture-Specific Items: A Study of Translation Strategies in a Guidebook*. The study analysed culture-specific items found in the Wonogiri guidebook by applying the translation strategies proposed by Eirlys E. Davies. The research mainly focused on proper names, including personal names, geographical names, historical events, documents, monuments, buildings, and plant names. However, the study did not specifically discuss Javanese material cultural terms especially in food names or their value orientation.

Another study was conducted by Rahmah (2020) entitled *A Translation Analysis of Culture-Specific Items in Madurese Digital Folktales*. The study focused on culture-specific items found in Madurese folktales and analysed them using the concepts of domestication and foreignization proposed by Lawrence Venuti. The study examined translation accuracy, equivalence, ideology, and several translation strategies, such as preservation, literal translation, addition, cultural equivalent, generalization, omission, and couplet. Although the study discussed cultural terms, the focus was more on translation ideology and equivalence rather than translation strategies and value orientation.

Another study conducted by Mukminin et al., (2025) entitled *Translation Strategy of Indonesian-English Address Terms in Perempuan Tanah Jahanam Subtitles* analysed translation strategies used in translating Indonesian-English address terms in subtitles. The study applied the theory proposed by Mona Baker, including strategies such as superordinate, cultural substitution, loan word, paraphrase, omission, and illustration. However, the study focused on address terms rather than Javanese material cultural terms, used a different theory, and did not discuss value orientation related to the cultural terms.

Another study conducted by Mukminin et al., (2025) entitled *Resistance of Indonesian Cultural Identity Translation into English in Imperfect The Series*. The study focused on the resistance of Indonesian cultural identity translation into English by analysing several cultural categories, such as material, social, ecological, administrative, and religious culture. Although the study discussed material culture, the research generally focused on broader cultural categories and

cultural identity resistance rather than specifically focusing on material culture, translation strategies, and value orientation.

Furthermore, Lahay et al., (2026) conducted a study entitled *Translating Javanese Cultural Terms in the Novel Pengakuan Pariyem: Ideology and Strategies*. The study focused on translation ideology based on Lawrence Venuti's concepts such as domestication and foreignization, and translation strategies proposed by Eirlys E. Davies (2003). Although the study analysed Javanese cultural terms using the same translation strategy theory proposed by Eirlys E. Davies, the research also applied a different theory by Lawrence Venuti and focused on various cultural categories rather than specifically examining only material culture based on Peter Newmark's category. In addition, the study also did not describe the value orientation related to the cultural terms.

Based on the previous studies above, it can be concluded that research discussing cultural terms and translation strategies has been widely conducted using different theories and objects of analysis. However, studies specifically focusing on Javanese material cultural terms categorized using Peter Newmark's theory (1988), analysed through Eirlys E. Davies' translation strategies (2003), and describing the value orientation reflected in the cultural terms are still limited. Additionally, previous studies used guidebooks, folktales, novels, subtitles, and television series as their research objects. While this studies using children's stories as the primary source of data, which is still rarely conducted. Therefore, this research fills the gap by using a children's story entitled "*The Riddle in the Recipe*" by Muliasih Tary as the object of analysis. The uniqueness of this study lies in its specific focus on Javanese material cultural terms, the use of Eirlys E. Davies' translation strategies (2003), and the description of value orientation presented in the story. In the field of Translation Studies, this research is expected to contribute to a deeper understanding of how cultural meanings and values can be maintained through appropriate translation strategies, particularly in translating Indonesian children's literary works into English.

1.8. Organization of the Study

Chapter I, Introduction, this chapter presents the background of the study, statement of the problem, purpose of the study, Significance of the study, Methodology of the study, Scope and limitation of the study, and Status of the study.

Chapter II, Literature Review, this chapter will present the definition of translation, the definition of translation ideology, the types of translation ideology, the definition of translation strategies, and the types of translation strategies.

Chapter III, Finding and Discussion. The Research Finding and Discussion. This chapter will present research findings about the Category of Cultural Terms and Translation Strategy in the storybook *“The Riddle in the Recipe”* by Muliasih Tary in the An Anthology of Indonesian Children’s Stories by Kemendikbudristek.

Chapter IV, Conclusion and Suggestion. This chapter will present conclusions and suggestions.

