

Analysis Translation Techniques of Cultural Terms in the Subtitles *Mekah I'm Coming* Film by Jeihan Angga

Ariani Nadia Khaq¹, Achmad Basari²

¹Universitas Dian Nuswantoro
311201902111@mhs.dinus.ac.id

²Universitas Dian Nuswantoro
achmad.basari@dsn.dinus.ac.id

KEYWORD

translation
technique, cultural
category, film,
mekah I'm Coming

ABSTRACT

A subtitle is a written meaning from the spoken sound of the film. It will change if the dialogue of the characters in the film change. The process of creating subtitle texts is related to the translation process, during which a translator re-presents what the actors said in the film. Sometimes translators experience some obstacles in translating subtitles containing foreign terms or cultural terms in the source language. This is one of the problems in the translation process. The terms cultural source language often lack the equivalent of a word in the target language, so the translator must better understand the important cultural aspects of both languages, to produce an appropriate translation. In this study, researchers analyzed the translation techniques of cultural terms in the subtitles of the *Mekah I'm Coming* film by Jeihan Angga. The purpose of this research is to find out what are categories of cultural terms and translation techniques. Researchers used the theory from Molina Albir (2002) to determine translation techniques and Newmark theory (1988: 193) to determine cultural categories. From the results of the analysis, the researcher found 8 types of translation techniques namely, Adaptation, Description, Established equivalent, Pure borrowing, variation, literal translation, Generalization, and Amplification. The most common is the adaptation technique. Furthermore, there are 5 types of cultural categories by Newmark found, namely ecology, material culture, social culture, politics, social organization, concept, religion, custom, and also gesture & habits. The most common is the cultural term in the category of material culture.

INTRODUCTION

A subtitle is a written meaning from the spoken sound of the film. It will change if the dialogue of the characters in the film change. As O'Connell (2007) stated that subtitle is a complement to the original soundtrack presented in written form. The message in the film can be conveyed properly and correctly to the audience depending on the subtitles. The process of creating subtitle texts is related to the translation process, during which a translator re-presents what the actors said in the film. however, sometimes translators experience some obstacles in translating subtitles containing foreign terms or cultural terms in the source language. So the message in the film cannot be conveyed properly to the audience due to a mismatch between the dialogue in the film and also the subtitles.

According to Nababan (2008: 101), three main factors hinder translation, namely (a) translator competence, (b) language, and (c) culture. Culture has an important role in translation. When a translator does not know the socio-cultural background of the source language, it can be considered that the translator failed to translate because he did not know anything about the translated text. Cultural factors also often give rise to what is commonly referred to as "cultural untranslatability", this happens because of several things, including (a) different points of view, (b) different mental sets, and (c) lack of equivalence. Nida and Taber (in Hoed,

2006: 24) said that there were four obstacles in translating text. The first is language, this is the main obstacle because the translation process always involves two or more languages. Different language systems and structures require translators to understand both, it can be said that good translators are those who can understand the system and structure of the source and target languages. The second, third, and fourth are social culture, religious culture, and material culture. They can be considered as one, namely cultural obstacles.

Translating cultural terms is a challenge for a translator, translators must use the right techniques to translate them. especially in translating subtitles, which must be concise but easy to understand by the audience because they only appear for a few seconds on the screen. Nida (1964:130), states that "differences between cultures can lead to more serious errors than differences in language structure". the translator needs to understand the term culture in the film because it will be a problem if the translator fails to translate it into the target language. The translator must find the right way to convey the culture so that the readers of the target language can understand the cultural message conveyed.

The concept of culture, according to Newmark (1988: 94), is a way of life and its manifestations that are unique to people who use a particular language as a means of expression. Culture is a totality of mastery of knowledge and perception, and is related to certain behaviors and events in society. Culture has certain norms that are obeyed by society and are related to language. Culture essentially includes a system of thought, concepts, rules, and meanings that underlie and are revealed in the way of human life. Newmark (1988: 95) categorizes five types of culture, including ecology, material, social culture, politics and social organization, gesture, and custom or habit.

After watching and observing the film "Mekah I'm Coming", the researcher found many cultural terms from the source language which were translated using various translation techniques. Therefore, the researcher was moved to conduct further research as discussed above cultural terms are one of the obstacles for translators in the process of translating. Researchers want to know how and what techniques are used by translators in translating these cultural terms so that the translation results can be understood by the audience from the target language. In researching translation techniques the researchers refer to the theory by Molina and Albir (2002) which mentions 18 types of translation techniques. Namely, adaptation, amplification, borrowing, calculating, compensation, discursive creation, common equivalence, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. Another reason the researcher chooses to research the term culture in this film is that this film has also received many prestigious awards such as the Indonesian Film Actor Award for Best Ensemble, the Maya Award for Selected Feature Film, and the Maya Award for Best Adapted Screenplay.

The previous research was written by Maufi Hauli Rahmah (2019) under the title "Translation Techniques of Indonesian Cultural Terms and its Accuracy in Laskar Pelangi Novel". This research discusses the technique and accuracy of translation in the novel Laskar Pelangi. In this study, the focus of the research and the object under study is the same (cultural term), but the data sources and the units analyzed are different. The previous study used a translation of the novel, while the current research used a translation of film subtitles.

In this study, researchers discuss cultural terms in the Mekah I'm Coming film by Jeihan Angga, there are still many who do not understand the subtitle translation for the term culture in this film. Therefore, the researcher raised the topic "Translations Technique of Cultural Term in the Subtitle of Mekah I'm Coming Film by Jeihan Angga". The researcher hopes that this analysis will be useful for many people to know more about the cultural term.

METHOD

The researcher used qualitative descriptive methods in analyzing data. According to Narbuko (2015: 44), descriptive research is research that seeks to explain the solution to existing problems based on data, by presenting, analyzing, and interpreting them. Qualitative methods according to Lexy L. Moleong (2011:4) define qualitative methods as research procedures that produce descriptive data in the form of written or spoken terms from people and observed behaviors. The researchers use qualitative research methods because the data analyzed in this study is in the form of terms and phrases. Denzin and Lincoln (2000) state that qualitative research involves both interpretive and naturalistic approaches: “meaning that qualitative writers study things in their natural setting, trying to understand and interpret, phenomena in terms of the meanings people bring to them using qualitative descriptive methods. This study aims to determine the translation technique of cultural terms in the subtitle of the Mekah I'm Coming film.

The unit of analysis in this study is 48 cultural terms in the form of a word, and phrases in the Mekah I'm Coming film. Indonesian is the original language of researchers, so it is commonly said that researchers know which ones are included in Indonesian cultural terms.

The issues analyzed in this study are the category of cultural terms in the subtitles of the film Mekah I'm Coming, and also the translation techniques. Sometimes some terms in the source language culture do not have equivalents in the target language, causing problems in translation.

The data source in this research is a dialogue subtitle between characters in an Indonesian film by Jeihan Angga entitled *Mekah I'm Coming* (2019). This film is a romantic comedy genre, with a film duration of 93 minutes.

The researchers looked for information about Indonesian films that aired on the Viu app and then shared which film contained more cultural terms than some reviews on social media of the audience. After some consideration, the researcher decided to conduct a study on the mekah I'm coming film. In collecting data researchers watch movies directly on the Viu application and observe each term, especially which is a cultural term that is spoken from the mouths of the characters, to then analyze one by one, from the start of translation techniques used, and also cultural categories.

Analysis of translation techniques on cultural terms, researchers refer to the theory of Molina and Albir (2002) which mentions 18 types of translation techniques namely:

1. Adaptation, adaptation technique is a translation technique that replaces the elements of culture that are typical in the source language with cultural elements present in the target language. This technique can be used when the cultural element has an equivalent in the target language. This technique is called the cultural adaptation technique. The point is that this technique is done by replacing cultural elements in the source language with cultural elements that are similar and exist in the target language. This can be done because the cultural element in the source language is not found in the target language, or the cultural element in the target language is more familiar to the target reader. This technique is the same as the cultural equivalent technique, for example, I cook Spaghetti => *Aku memasak Mie Jawa*.
2. Amplification, the amplification technique is a translation done by adding details of the information that is not in the text of the source language. Additions in this technique are the only information used to help the delivery of the message or the reader's understanding. This addition may not change the message in the source language text. This translation technique is the same as explication, addition, and exclusive paraphrase. Footnotes are part of amplification. This

- technique is the opposite of the reduction technique, example: He like reading => *Doni suka membaca*
3. Borrowing, is a translation technique that uses terms or expressions from the source language in the target language. Borrowing can be pure borrowing, i.e. borrowing without making any changes, such as the word "mouse", or in the form of naturalized borrowing, where the word from the source language is adjusted to the spelling of the target language, such as the word "moka" derived from the word "mocha".
 4. Calque, is the technique of translating literally from a word or phrase in the source language into the target language, for example, *Wakil Gubernur* => Vice Governor.
 5. Compensation is a translation technique that replaces the position of information elements or stylistic effects in the source language on other parts of the target language because it cannot be realized in the same section in the target language. Example: She is my sister => *Dia adalah saudaraku*.
 6. Description is a translation technique that replaces a term in the source language with a description in the target language. This technique is used when a term in the source language does not have a corresponding term in the target language. Example: I like pepes => *aku suka ikan yang dibungkus daun pisang kemudian dipanggang*.
 7. Discursive creation is a translation technique that uses temporary equivalents that are far from the original context. This technique often appears in the translation of the title of a film, a book, and a novel. Example: gone girl => *yang hilang*.
 8. Established Equivalence translates the term in the source language with a term that is already prevalent in the target language. Terms in the source language are generally based on everyday dictionaries or phrases. Example: *sarapan* => breakfast.
 9. Generalization, is translating a term with a term that is common and widely known to the public. This technique is used when a term in the source language refers to a specific part, whose equivalent in the target language no one refers to the same part. Example: car => *transportasi darat*.
 10. Linguistics Amplification, is a translation technique that adds linguistic elements to the source language text in the target language text. This technique is often used in interpreting or dubbing. Example: *tidak* => no, I don't need it.
 11. Linguistics Compression is a translation technique that brings together or collects linguistic elements present in the text of the source language. This technique is often used in interpreting or dubbing. Example: yes, I'm fine => *ya*.
 12. Literal translation is a translation technique that switches an expression in the source language word for word into the target language. Example: *aku suka kamu* => I like you.
 13. Modulation is a translation technique that replaces the focus of viewpoints or cognitive aspects in the source language, either lexically or structurally. Example: Nobody is perfect => *setiap orang punya kekurangan*.
 14. Particularization is a translation technique that uses more concrete and specific terms. This technique is the opposite of the generalization technique. Example: Air transportation => *pesawat*.
 15. Reduction is a translation technique that is done by condensing the information contained in the source language into the target language. The compaction of information performed must not change the message in the text of the source language. Example: You are very smart => *Kamu jenius*.
 16. Substitution is a translation technique that is done by replacing linguistic elements with paralinguistic (such as intonation and cues) or vice versa. Example: I don't think so => *menggelengkan kepala*.
 17. Transposition is a translation technique that changes the grammatical categories of source languages in the target language, for example, changing terms to phrases. This technique is

usually used because of the grammatical arrangement between the source and the target language. Example: beef => *daging sapi*.

18. Variation is a translation technique that replaces linguistic or paralinguistic elements that influence linguistic variation. For example changes in textual tone, style, geographical dialect, and social dialect. Example: I'm not jealous => *Aku nggak cemburu*.

Researchers also used Newmark's theory of cultural categories. He defined "cultural terms that denote a specific material cultural object." Newmark also divides culturally specific terms into five categories (Newmark, 1988:94-103):

1) Table of Cultural Categories

No	Categories	Explanation	Example
1.	Ecology	It includes flora, fauna, winds, plains, hills, nature, landmarks, etc.	<i>Cucakrowo (fauna), daun bidara (flora).</i>
2.	Material culture	It includes food and drink, clothes, houses or buildings, and transportation.	<i>pepes, udeng, rumah gadang, bemo</i>
3.	Social culture	Work and leisure such as the names of music, games, or dance are typical in certain areas.	<i>Tari saman</i> (kinds of Aceh dance), <i>petak umpet</i>
4.	Politic, Social organization, concept, religious, custom	It includes names of positions in governance, organizations, traditions, religious terms and activities, art, occupation, and procedures in the organization.	<i>astagfirullahaladzim</i> (the word spoken in islam when asking Allah for forgiveness)
5.	Gestures & Habits	It includes regular behavior and movement.	<i>Gotong royong.</i>

RESULTS AND DISCUSSION

The results found in the analysis of cultural category translation techniques in the Subtitle *Mekah I'm Coming* film can be seen in the table below:

2) Frequency Scale of Cultural Category

No	Cultural category	Frequency	Percentage
1	Ecology	1	2.08%
2	Material culture	17	35.42%
3	Social culture	8	16.67%
4	Politic, Social organization, concept, religious, custom	16	33.33%
5	Gestures & habits	6	12.50%
	Total	48	100%

The data above shows there are five categories of cultures found by researchers in the *Mekah I'm Coming* film, namely ecology, material culture, social culture, politics, Social organization, concept, religion, custom, and gesture & habits. 100% of 48 cultural terms. From the results of the analysis above, the most widely found cultural categories in films are the categories of material culture with a percentage of 35.42% (17) terms. Then the second is the Politic, Social organization, concept, religion, and custom category with a percentage of 33.33% (16) terms. Furthermore, with a percentage of 16.67% (8) terms is the category of social culture, then gestures & habits categories with a percentage of 12.50% (6) terms, and the last one is the ecology category with a percentage of 2.08% (1) terms.

3) Frequency Scale of translation techniques

No	Translations technique	Frequency	Percentage
1	Adaptation	11	22.92%
2	Description	11	22.92%
3	Established equivalent	9	18.75%
4	Pure borrowing	8	16.67%
6	Literal translation	4	8.33%
7	Generalization	4	8.33%
8	Amplification	1	2.08%
	Total	48	100%

The data above shows the frequency scale of the cultural term translation technique in the *Mekah I'm Coming* film. There are 8 translation techniques found by researchers, namely, adaptation, description, established equivalent, pure borrowing, literal translation, generalization, and amplification. With a total percentage of 100% of the 48 cultural terms found. Most translation techniques are adaptations and descriptions with a percentage of 22.92% (11). Next, there is the established equivalent with a percentage of 18.75% (9). Then with a percentage of 16.67% (8) is the pure borrowing technique. Next, literal translation and generalization techniques with a percentage of 8.33% (4), and then amplification with a percentage of 2.08% (1).

The following is a discussion of the results of research that has been carried out by researchers. These are some of the translation techniques used in the *Mekah I'm Coming* film and also the analysis process.

Excerpt 1

SL: *Totok* TL: *Poke*

Totok (SL), this term is spoken in a context that discusses health, is a term in Indonesian that means pressing on certain parts of the body using fingers. Because the term *totok* has no deep equivalent (TL), here the translator adapts the term *poke* to translate it into (TL). In (TL) the term *poke* has a piercing meaning, which when viewed from the context has the same function. The term *totok* belongs to the category gesture & habit by Newmark because it is a movement performed by one of the members of the human body.

Excerpt 2

SL: *Mikromah* TL: *Mikromah*

Mikromah is a type of clothing that is usually used by a woman when she finishes the Hajj, but not all women wear it, in this day and age only elderly people with old age still wear it. *Mikromah* is made of small pieces of fabric used to cover a woman's head and hair. The absence of proper word equivalents in culture (TL)

translators decided to use the pure borrowing technique, namely by borrowing the term purely. *Mikromah* is a type of clothes so it belongs to the category of material culture by Newmark theory.

Excerpt 3

SL: *Kawin lari* TL: Eloping

Kawin lari is a term used in (ST) to refer to the act of a person who runs away with his lover or marries by running away. In (TL) the same action is called eloping. So *kawin lari* have a word equivalent in culture (TL), and it is a category of activities by Newmark.

Excerpt 4

SL: *Sajadah* TL: Prayer rugs

Sajadah is a term used by Muslims to refer to the pedestals or mats they use when performing prayers. *Sajadah* belongs to the material category according to Newmark theory, because *sajadah* is a kind of clothing. The translators use generalization translation techniques to translate it, by using the terms prayer rugs, which are more commonly known by many people, so that the audience of the target language is can understand its meaning.

Excerpt 5

SL: *assalamualaikum* TL: peace be upon you

Assalamualaikum is a term that exists in Islam, so foreigners may not understand the meaning of this term. Here the translator used the description translation technique, by explaining or describing the meaning of the word so that it is easily understood by the audience from the target language. *Assalamualaikum* belongs to the type of religious culture category, as it is a religious term.

Excerpt 6

SL: *Jubah* TL: Robe

The term *jubah* in this context is a type of clothing that is long to the feet that are usually worn by men who have just returned from the hajj. Translators use adaptation techniques to translate them, by adapting terms found in the target language that has almost the same meaning as the terms in the source language and are certainly more familiar to many people. *Jubah* belongs to the type of material culture category because they are a type of clothing.

Excerpt 8

SL: *Haji dan Hajah* TL: Hajj and Hajjah

Haji dan Hajah are phrases or designations for a woman and a man who have completed the hajj, this worship only exists in Islam so this term belongs to the type of religious culture category. To translate these phrases *haji dan hajah*, translators use literal translation techniques, where these phrases are translated word by word so that they become hajj and hajjah.

CONCLUSION

Based on analyzed the results and discussion in this study, there are 8 types of translation techniques by Molina Albir (2002) used to translate the term cultural category in the *Mekah I'm Coming* film by Jeihan Angga namely, Adaptation, Description, Established equivalent, Pure borrowing, literal translation, Generalization, and Amplification. The most common is the adaptation technique. Furthermore, there are 5 types of cultural categories by Newmark found, namely ecology, material culture, social culture, politics, social organization, concept, religion, custom, and also gesture & habits. The most common is the cultural term in the category of material culture. There are many terms in the category of material culture and religious terms because this film is set in a shop that sells hajj necessities and souvenirs.

In the process of analysis, the researcher has little difficulty in analyzing and determining cultural categories for the terms in the source language and the target language because several foreign terms appear in this film, and also in determining the techniques used the researcher must better understand the theory and application of translation techniques. A little advice for the next researcher is to be able to develop this research by analyzing the acceptability of the translation or accuracy in the translation because in this study the researcher has not researched it.

REFERENCES

- Achmadi, A., dan Narbuko. 2015. *Metodologi Penelitian*. Jakarta: Bumi Aksara.
- Baker, M. 1992. *In Order Terms: A Coursebook on Translation*. London: Routledge.
- Brislin, R.W. 1976. *Translation: Application and Research*. New York: Gardner PressInc.
- Budianto, (2005). *Pengantar Pendidikan Inklusif Berbasis Budaya Lokal*. Jakarta: Direktorat Pembinaan Pendidik dan Tenaga Kependidikan Perguruan Tinggi.
- Catford, J.C. 1965. *A Linguistic Theory of Translation*. London: Oxford: University Press.
- Matsumoto, Chiaki. 2003. *Translation for subtitles on TV programs*. Moving images, duration, numbers: Is it all about counting letters? Proceeding. Kongres Nasional Penerjemahan. Universitas Sebelas Maret Surakarta
- Moleong, L.J. 2011. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Molina, L. Amd Albir, H.A. 2002. *Translation Techniques Revisited: A Dynamic and Functional Approach*. Volume XLVII NO. 4 pp. 507.
- Nababan, M.R. 2008. *Kompetensi Penerjemahan dan Dampaknya Pada Kualitas Terjemahan*. Surakarta: UNS Press.
- Nababan, Rudolf. 2003. *Teori Menerjemah Bahasa Inggris*. Pustaka Pelajar: Yogyakarta.
- Newmark, P. 1988. *A Textbook of Translation*. Hertfordshire: Prentice Hall.
- Nida, E.A. 1964. "Towards a science of translation, with special reference to principles and procedures involved in Bible translating". In *Ordudari, M. 2007. Translation Procedures, Strategies, and methods*. In (<http://accurapid.com/journal/41culture.htm>) accessed on April 20th, 2009.

Khaq, Ariani Nadia & Basari, Achmad, (2022). Analysis Translation Techniques of Cultural Terms in the Subtitles *Mekah I'm Coming* Film by Jeihan Angga. *STRUKTURAL (Seminar on Translation, Applied Linguistics, Literature, and Cultural Studies)*. 1 (01), 234–242.

Nida, E. 1991. *The context in Translating*. Amsterdam/Philadelphia: John Benjamins Publishing Company.

Larson, Mildred. 1984. *Meaning-Based Translation: A Guide to Cross Language*. Lanham: University Press of America.

Shuttleworth, M., & Cowie, M. (1997). *Dictionary of Translation Studies* (p. 55). Manchester: St. Jerome Publishing.

Snell-Hornby, Marry. 1988. *Translation Studies: An Integrated Approach*. Amsterdam: John Benjamins B.V

Szarkowska, Agnieszka. 2005. *The Power of Film Translation* accessed on Marc 15th 2009 (<http://accurapid.com/journal/32film.htm>)

Wierzbicka, Anna. 1994. *Cultural Scripts: A New Approach to the Study of CrossCultural Communication*. Australian Linguistic Institute. Australian National University.