

Translation Procedures Used in Cultural Categories of “The School for Good and Evil” Movie

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Abstract. Translation is a process of expressing meaning, idea or text messages from one language to another, involving an adaptation to the cultural aspects. In the context of translation, culture specific poses a challenge as it may not have a direct equivalent in another language. Cultural traditions and languages play a significant role in the world of translation, especially when dealing with literary works such as short stories, novels, poems, and movies. Translation procedures are the appropriate steps or methods that translators use to convert a source language into a target language. This study aims to identify the translation procedures of cultural expressions used in movie subtitles. The method used in this study is descriptive qualitative, since it aims to know and describe the cultural expressions being studied in the context of the movie “The School for Good and Evil”. The researcher used Peter Newmark’s translation procedure as a translation strategy to examine the data. Based on analyzed the results and discussion in this study, there are 22 cultural words found in the movie. The most frequent cultural category is material culture, and the least is ecology. The mostly used of translation procedure is transference and the least procedure is shifts or transpositions.

Keywords: cultural categories, cultural words, translation procedure

RESEARCH BACKGROUND

Language, culture, and translation are three interrelated components that significantly shape the way people communicate, express their personalities and foster understanding in various societies. These components are an integral part of the human experience that influences how they express their ideas, share traditions, and establish connection with one another. Different countries have their own different cultures. Comprehending foreign words or expressions is quite challenging, as they often contain social implications and reflect social characteristics. This complexity renders accurate interpretation notably difficult.

Language refers to the system of communication used by a community or group of people. Language plays a particularly important role in how cultural characteristics are spread around the world and how they are maintained within societies (Hall, 1966). There are many languages in the world with differences in structure, vocabulary, and grammar rules. Every region in every country has different languages as a medium for communicating with each other. Language is divided into several types, such as spoken, written, symbols, signs, gestures, etc. In translation and culture, language has a central role that is more than just a means of verbal communication. Language, as a medium that reflects the identity and values of a society, becomes an important bridge to connect different cultures. Furthermore, language contributes to the preservation of cultural diversity and richness. Comprehending the function of language in translation and culture is crucial to producing translations that are not only linguistically accurate, but also respectful of cultural diversity that promotes intercultural understanding. When we learn a language, we also learn about a culture. According to (Newmark, 1988:94), culture can be defined as “the way of life and its manifestations characteristics of a community that uses a particular language as means of expression.” Culture is a way of life that

encompasses ideas, symbols, behavior, knowledge, attitude, and values that define individuals or organizations. Culture serves as the foundation upon which knowledge and the humanities develop. Different cultures collectively form what is known as cultural diversity. Culture also can be interpreted as perspective or way of life, and its representations are specific to a society that uses a certain language to express it. Culture also includes shared understandings that are passed down from one generation to the next. Culture shapes individuals' perception, interaction, and interpretations of the world around them. Culture includes elements such as language, religion, traditions, social norms, art, music, literature, and other aspects that contribute to the particular identity of a particular group of people. The process of converting text or spoken language from one to another is called translation. The purpose is to transfer the meaning of the source language (the original language) to the target language (the language into which the text is translated).

In general, translation is a process of expressing meaning, idea or text messages from one language to another. Translation can be applied to various forms of content, including written documents, articles, books, websites, and spoken communication. There are several terms in the translation. The source text is the term for translated text, the source language is the term for the language, while the text compiled by the translator is called the target text and the target language is the term for the language. The term translator is used to describe someone who converts one language into another. "A translator should be bilingual or multilingual as well as bicultural." (Kuswahono, 2019). The translation method is divided into 3, there are literal translation, dynamic/functional equivalence, and cultural adaptation. Some considerations follow the process of translation, mainly related to the accuracy, clarity and naturalness of the meaning, idea or message of the translation. This means that it is important to determine whether the reader of the target text accepts information as equivalent to that of the reader of the source text. Translation is not only based on the conversion of words between languages, but also requires a deep understanding of the cultural context surrounding each expression.

In essence, language, culture and translation contribute to fostering intercultural comprehension and preserving the richness of cultural diversity.

REVIEW OF RELATED LITERATURE

The first comprehension relates to translation as a process, while the second refers to the product. The first centers on the translator's role in taking the original text or source text (ST) and transforming it into a text in another language (Target Text, TT). The second comprehension focuses on the translation product that produced by the translator. According to (Bell, 1991) defines that translation as "the expression in another language (or target language) of what has been expressed in another source language, preserving semantic and stylistic equivalences." Preservation of the meaning and style of the source text is the main focus. There are two languages involved in translation. Therefore, the divergence between the systems of the source and target languages poses a significant obstacle to the process of translation. "Translation is a kind of activity which inevitably involves at least two languages and two cultural traditions." According to (Toury, 1995). If the source language and target language are two languages groups that are not cognates, the obstacles are even greater. English and Indonesian are two distinct languages with different families. (Nida and Taber, 1974) stated that "translating consist in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style." Cultural traditions and languages play a significant role in the world of translation, especially when dealing with literary

works such as short stories, novels, poems, and movies. Several principles are involved in the process of translating these types of literary works. First, translation is the act of transferring a message from source language (SL) to the target language (TL). Second, it is important for the translators to understand the aspects of aesthetic functions contained in literary text. Third, translation serves as a communication medium that crosses cultural and languages boundaries. Currently, languages serve not only as a means of communication, but also as a tool for disseminating literary works such as novels, poems, movies, and short stories. Translation allows individuals to transfer content from one language to another while preserving the main idea. For instance, when an English movie is translated through subtitles or dubbing, the essence of story is preserved so that people from different countries enable to comprehend the story in their own languages. People that speaking different languages find a way to communicate and understand each other through translation. Movie can be defined as “a recording of moving images that tells a story and that people watch on a screen or television” according to Merriam-Webster dictionary. Movie is a type of visual art and entertainment that tells stories or conveys information using moving images, dialog, music, and sound effects. This study used *The School for Good and Evil* by Paul Feig as the data. This movie is an adaptation of the 2013 novel with the same title by Soman Chainani. In literary works such as films, short stories, dialogues, comics, and novels, some cultural expressions appear. In this movie, there are various cultural expressions in this movie that the audience difficult to understand at times. A translator should be aware of the significance of following good translation procedures when translating the source language into the target language. Translation and culture are closely connected, as language is not only a medium of communication, but also conveys cultural values and the worldview of a culture. In the translation process, it is essential for the translator to understand the cultural nuances of the source language in order to properly express the intended meaning in the target language. The complexity of comprehending the differences in expressions, idioms and cultural roots between languages is significant. The translator should be aware of these differences so that the translation is not only linguistically correct but also culturally appropriate. In the context of translation, culture specific poses a challenge as it may not have a direct equivalent in another language. (Mona Baker, 1992) defines culturally specific as “an abstract or concrete idea which is associated with religions, belief, social custom, and kind of food.” Cultural expressions are forms of expression that result from the creativity of individuals, groups, and communities and that have cultural content. This study utilizes Peter Newmark’s theory. (Newmark, 1988:94-103) Newmark categorizes culture into five.

Table 1 The Cultural Categories by Newmark

No	Categories	Description	Explanation
1.	Ecology	Flora, Fauna, winds, hills	Name of plants, trees, animals, winds, natural phenomenon
2.	Material Culture	Food, Clothes, Houses, Town, Transport	Name of food, beverages, clothes, houses, city and transportation
3.	Social Culture	Work and Leisure	Name of human labor, entertainment, hobbies, sports
4.	Organizations, Customs, Activities, Procedures, Ideas	Political/administrative, Religious, Artistic	Name of political organizations, activities, procedures, ideas, religious, etc.
5.	Gesture and Habits	Non-linguistic features	Name of regular behavior and movement

Translation procedures are the appropriate steps or methods that translators use to convert a source language into a target language. In sentences, clauses, phrases and words, translation procedures are used. According to (Newmark 1988:81) there is a distinction between translation procedures and methods “translation methods relate to whole texts; translation procedures are used for sentences and the smaller units of language.” The researcher used Peter Newmark’s translation procedure as a translation strategy to examine the data. There are several translation procedures by (Newmark 1988):

- 1) Transference, converting the Source Language (SL) to the Target Language (TL), also known as transference, includes transliteration or transcription. The “loan words” is also often used to refer to transference. Translated words have not undergone any spelling changes.
- 2) Naturalization adds new affixes to foreign terms, also it changes the source language word into its spelling and then into the target language form (native form).
- 3) Cultural equivalent Cultural equivalent refers to the substitution of an inappropriate cultural word from the SL into the TL. The TL cultural word is converted into the SL cultural word. This translation is only an approximation.
- 4) Functional equivalent is the most effective method to translate the cultural word. More neutral cultural words are used with specific new terms for functional equivalents
- 5) Descriptive equivalent refers to the meaning of cultural terms that described in a few words.
- 6) Synonymy in short, it is a near TL equivalent with the economy trumps accuracy.
- 7) Through-translation or known as calque or loan translation it is the literal common collocations, name of organizations and components of compound.
- 8) Shifts or transposition is an instant grammar change form SL to TL. Four types of shifts or transpositions are a change from singular to plural, a change when a certain structure does not exist in the TL, a change when a literal translation can be done but does not fit the TL, and a replacement of a grammatical structure to fill a lexical gap. Moreover, there is a change of verbs from SL to TL, as well as a change of noun groups from SL to TL nouns.
- 9) The recognized translation occurs when the translator uses the appropriate original or translation for any institutional term.
- 10) Translation label is a provisional translation, usually of a new institutional term, that should be made by inverted commas, which can be removed discreetly.
- 11) A componential analysis refers to compares the SL word with the TL word that has the same meaning first, and then the components of different meanings.
- 12) Modulation occurs when the authentic text of the message is reproduced by the translator in the TL text with TL norms, taking into account that the SL and TL have contrasting viewpoints. Larger translation units and changes in viewpoint are handled by this process.
- 13) Compensation occurs when there is loss in a component of the meaning and compensation in another.”
- 14) Couplets are occurring when two distinct translation processes are merged into one. With a combination of three or four procedures, it can be triplets or quadruplets.
- 15) Notes, translation involves notes as additional information, especially for cultural words. This procedure enables the reader to clearly understand the additional information about the translated words.
- 16) Paraphrasing is when the meaning of a cultural word is explained in more detail. It can also reorder or arrange the translated words to make it clearer.

In general, the translation procedures depend on the ST and TT conditions. Several procedures can be used in one translation. Translation is essential to make texts that come from a foreign culture more understandable and comprehensible to readers. The translator can introduce the foreign culture and language into the target culture.

RESEARCH METHOD

This study used descriptive qualitative method. Qualitative research, in general, focus for more on a deep understanding of participants' views, experiences, and meanings related to a specific phenomenon or context. This method aims to know and describe the cultural expressions being studied in the context of the movie "The School for Good and Evil". The main focus of this study is to detail and better comprehend the previous studies that have been conducted. The unit of analysis includes words and phrases in the movie that is included in Newmark's cultural categories and procedure of translation. The Source Language (SL) is English, and the Target Language (TL) is Indonesian. The research data is collected from the movie's subtitles, which are analyzed manually and randomly. The movie is an adaptation of the 2013 novel of the same name by Soman Chainani in the United States, and the movie was first aired on Netflix 2022.

RESULTS AND DISCUSSION

The data of this research are accumulated into a table with frequency in it. The list below is the cultural categories found in the movie title *The School for Good and Evil* (2022)

Tabel 2 Findings found in the movies

Cultural Categories	Freq.	Translation Procedures	Freq.
Ecology	3	Transference	5
Material Culture	6	Naturalization	3
Social Culture	5	Cultural Equivalent	3
Organizations, customs, activities, idea, procedures	4	Descriptive Equivalent	4
Gestures and habits	4	Descriptive Equivalent	2
		Synonymy	2
		Through Translation	2
		Shift or Transposition	1
Total	22		22

In Newmark's theory of cultural categories, there are five categories: Ecology, Material Culture, Social Culture, Organizations (customs, activities, procedures, ideas), gestures and habits. In the data table, the total frequency is 22 cultural words. The most frequent category is Material Culture with a frequency of 6, followed by the Social Culture category with a frequency of 5, in the next, both the Organizations (customs, activities, ideas, procedures), Gestures and Habits have the same frequency of 4. The last is the smallest frequency in the table, Ecology with a frequency of 3. Material Culture is the most frequent category as the movie often highlights the tangible and physical aspects of culture. Scenes involving everyday objects, clothing, and items make them visually prominent.

In this movie, there are 8 translation procedures applied to cultural words in the movie "*The School for Good and Evil*" as shown in the data table. The most frequently used there are Transference, Naturalization, Cultural Equivalent, Functional Equivalent, Descriptive Equivalent, Synonymy, Through-translation, and Shifts or Transpositions. The most frequently used translation procedure in this movie is Transference, with a total number of 5, the next translation procedure is Functional Equivalent with a total number of 4, the next are 2 translation procedures with the same total number. There are Naturalization, and Cultural Equivalent with the total number of 3, then there are still 3

translation procedures with the same total number. There are Descriptive Equivalent, Synonymy, Through-translation with the total number of 2, and the last least used is Shifts or Transpositions procedure with a total number of 1. Transference is the most used translation procedures in the movie as it preserves the authenticity and specific cultural references.

Excerpt 1 :

ST : It was supposed to go in stew

TT : Tomat itu untuk Gulai

In one of the scenes in this film, Sophie's stepmother scolds her for a tomato, which was originally going to be made into stew. Stew and Gulai are both flavorful and delicious dishes, but they originate from different culinary traditions and have distinct characteristics. According to the Cambridge Dictionary, “Stew” is a type of food consisting usually of meat or fish and vegetables cooked slowly in a small amount of liquid. While in Indonesian culture, there is a food that similar to stew, called “Gulai”. According to KBBI, Gulai is a food made with coconut milk, turmeric and specific spices (usually cook with fish, beef, and so on). The taste of the two dishes is different. Gulai has a stronger flavor than stew, a strong spice flavor and is also spicier. Unlike stew, which has a thicker consistency, Gulai has a more liquid, sauce-like texture because of the use of coconut milk. Usually, Gulai dishes is topped with additions such as chilies and fried onions. While both dishes involve slow cooking and are often enjoyed with rice or bread, the primary distinctions lie in their cultural origins, ingredient combinations, and the specific cooking techniques used. The word Stew in (SL) is translated as Gulai (TL). It due to the words Stew and Gulai have different cultures. Therefore, the translator uses words that are approximately same as the SL word. The translation procedure of this text is cultural equivalent.

Excerpt 2 :

ST : On the other side of Gavaldon, just outside of town

TT : Disisi lain Gavaldon, tepat diluar kota.

In the movie, the word “Gavaldon” is mentioned by the narrator. Gavaldon is a fictional town featured in the movie. According to the movie, Gavaldon, also referred to as “The Woods Beyond”, was the hometown of Sophie, Agatha and Readers (the people who lives in there). The translation procedure is Transference because the word Gavaldon is not translated in the TL because there is no equivalence, so the translator still uses the word “Gavaldon” in the translation.

Excerpt 3 :

ST : [Sophie sighs]

TT : Sophie menghela napas.

In one of the movie scenes, Sophie was sighing. It started when a cheerful Sophie approached and greeted two squirrels who were eating nuts. Not long, several groups of people her age passed by in a horse drawn carriage and it stepped on mud which splashed Sophie’s dress, then the people bullied her as they passed. Instead of taking revenge, Sophie preferred to be patient and sigh. Sighs in this context is a gesture and non-linguistic pattern. In this case, “Sighs” in the (SL) is directly translated

to “Menghela napas” (TL) to maintaining the equivalence between the SL and TL expressions. Therefore, the translation procedures in this text are synonymy.

Excerpt 4 :

ST : Seriously, lice anyone?

TT : Benar, mungkin kutuan?

Sophie and Agatha are having lunch when they are approached by two boys who accuse Agatha of being a witch because their friend Eric is cursed. Agatha and Sophie act silly by quipping, "Seriously, anyone got lice?" The boy gets annoyed and leaves. The translator uses “Kutu” as the target language because lice refer to insects that suck blood from the human head. People who have lice on their heads are considered as slobs because they are considered unable to maintain cleanliness. Therefore, the word “lice” in the source language are translated as “Kutu” by the translator because it has the same meaning and cultural equivalent. The translator procedure for this text is Cultural Equivalent.

Excerpt 5 :

ST : The School for Good and Evil

TT : Sekolah kebaikan dan kejahatan

According to the Cambridge Dictionary, School is a place where children go to be educated. In this movie, it is depicted that both Agatha and Sophie are kidnapped by a mysterious hooded figure and flown to another dimension, where the school is located. The translator uses functional equivalent as the translation procedure of the text, considering it is more neutral word for translating School (SL) into Sekolah (TL).

Excerpt 6 :

ST : [Girls breathing shakily].

TT : Nafas Aggie & sophie menderu.

In this movie, there's a scene that Agatha and Sophie were frightened over a dark figure that approaches them and hide in the woods. Due to this circumstances, Sophie and Agatha felt fearful, causing their breath shakily. Breathing shakily is gesture of breathing pattern of Non-Linguistic features category. Translator uses synonymy as translation procedure considered “breathing shakily” (SL) and “nafas menderu” (TL) is the same meaning and expression.

Excerpt 7 :

ST : I love cake.

TT : Aku suka kue.

In this movie, there's a scene where the students of the school for evil are dropped into a murky pool by a terrifying giant bird that carries them. When Sophie falls, she can't accept why she was in the school for evil where actually she wants to be an *Ever*. Shortly after, a filthy boy named Hort becomes fascinated by Sophie. He stated that he has never seen a witch with such beautiful hair and suggests that her hair might smell like cake scent. He says, “I love cake.” Then Sophie hurriedly exits the pool,

distancing herself from Hort. In this text, translator uses functional equivalent as the procedure as “Kue” (TL) is more neutral word for “Cake” (SL).

Excerpt 8:

ST : I am Professor Dovey

TT : Aku adalah Profesor Dovey

According to the Merriam-Webster Dictionary, Professor is a faculty member of the highest academic rank at an institution of higher education. In Indonesia, the title of "Professor" is a functional position, rather than an academic title. However, it should be noted that the use of the term "Professor" can vary depending on the educational system and culture in different countries. This sentence is found in the scene where Agatha enters the groom's room and is greeted by Dovey, dean of the school for good. Dovey introduces herself as Professor Dovey. The word “Professor” in SL and “Profesor” in Indonesian is the same word and it is not changing the spelling. Therefore, the translator uses transference as translation procedure in this text.

Excerpt 9 :

ST : It's a Never

TT : seorang Never

Agatha was dropped off at the School for Good's Garden, where she was approached by some *Ever* students (the term for students at the School for Good). However, contrary to expectations, the *Ever* students who were supposed to be kind and friendly began to bully Agatha. She was mocked for her witch-like appearance, with her wild hair, as well as shabby clothes, unlike the *Ever* students who was supposed to look beautiful and graceful in dresses. When she asked them where the path to the School for Evil was to meet her friend Sophie, they had already now it and said that the students there were called Never. Never in cultural categories by Newmark is classify as organization considered in the movie is the students' term of School for Evil. The translator uses transference as translation procedure in this context because there is no equivalence for TL. Therefore, translator still use the word “Never” in the translation.

Excerpt 10:

ST : They gave you a gown?

TT : Mereka memberimu gaun?

In the movie scene, during the ceremony where *Ever* and *Never* students meet, Sophie appears disappointed with her plain and seemingly ugly black costume. When Agatha called her, she looked surprised and envious to see Agatha wearing the beautiful gown that Sophie has been yearning for. She felt that she should have been the one who deserve to wear that gorgeous gown. According to the Oxford Dictionary, gown is a long loose piece of clothing that is worn over other clothes by judges and (in the UK) by other lawyers, and by members of universities (at special ceremonies). In Indonesia, a "gown" is a dress specifically designed for and worn by women to appear graceful. Typically, such gowns are worn at parties, casual gatherings, and other formal events. However,

Indonesia is also known for its various traditional clothes that are unique to specific regions. Traditional attire can indicate social status, marriage, or religious affiliation. Each region in Indonesia has its distinct traditional attire, which serves as an identity for that particular area. Unlike gowns, traditional clothes are worn during weddings, cultural ceremonies, and other traditional events. The word “gown” in English translated into “gaun” in Indonesian, it changes the source language word into its spelling to the TL form. In this context, translator uses naturalization as the translation procedure.

CONCLUSION

Based on analyzed the results and discussion in this study, it can be concluded that in the movie “*The School for Good and Evil*”, there are 22 cultural words which are then categorized into five cultural categories according to Newmark’s theory, there are Ecology, Material Culture, Social Culture, Organizations (customs, activities, ideas, procedures), Gestures and Habits. The Material Culture category is the most frequent with the number of 6, followed by Social Culture category with the number of 5, Organizations (customs, activities, ideas, procedures), Gestures and Habits with the same number of 4, and the last is Ecology, the smallest number of 3. There are 8 translation procedures applied to 22 cultural words in the movie “*The School for Good and Evil*”. The most frequently used translation procedure is Transference, with a total of 5. The next translation procedure is Functional Equivalent with a total of 4, The next are 2 translation procedures with the same total number: Naturalization, and Cultural Equivalent each with a total of 3. There followed 3 other translation procedures with the same number: Descriptive Equivalent, Synonymy, Through-translation, with a total of 2. The last and the least used is the Shifts or Transpositions procedure with a total of 1.

From the results, the researcher concluded that the cultural categories frequently prominent is Material Culture with total occurrence of 6 out of a total of 22. This is due to the fact that the movies often highlight tangible and physical aspects of the culture. The scenes involving everyday objects, clothes and items that make it stand out visually. Transference is the most frequently used translation procedure in the movie, with a total of 5 times out of a total frequency of 22. This translation procedure utilized to maintain the authenticity and specific cultural references in the movie. The analysis shows that the translator used the Transference procedure frequently in the movie “*The School for Good and Evil*” due to its effectiveness in maintaining authenticity and characteristic cultural references. Transference changing the Source Language (SL) to the Target Language (TL), it includes transliteration or transcription, also known as loan words. In this procedure, the translated words do not undergo spelling changes. The translator aims for the viewers in the Target Language (TL) to experience the whole narrative more authentically. Furthermore, by using transference as the most frequent translation procedure in this movie, the translator is also committed to preserving the cultural diversity and particular meaning of the source material, ensuring that the intended cultural words remain entirely in the translated version.

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