Translation Methods of Cultural Words Found on IndonesianPod101.com YouTube Channel

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Abstract. This research starts from the need to understand the effectiveness of translation methods in cultural learning, especially related to holidays and Indonesian culture. In this context, the main focus of research is learning Indonesian with IndonesianPod101.com, a popular YouTube channel for learning Indonesian with the most famous learning theme "Learn ALL Indonesian Holidays and Culture". This research explores the various translation methods used by IndonesianPod101.com in conveying information about Indonesian holidays and culture. The importance of a deep understanding of effective translation methods can help improve students" ability to respond to cultural aspects conveyed through digital media such as YouTube. Therefore, this study aims to provide better insight into how translations can be applied effectively. The analysis was focused on translating Indonesian cultural vocabulary analyzed qualitatively. In this research, the Indonesian cultural vocabularies are categorized as follows: (1) Ecology; (2) Material Culture; (3) Social Culture; (4) Organization; and (5) Gestures and Habits. In this study, there are eight types of translation methods, i.e. word for word translation, free translation, literal translation, faithful translation, adaptation translation, idiomatic translation, and communicative translation.

Keywords: cultural words; translation methods; YouTube channel

RESEARCH BACKGROUND

This research starts from the need to understand the effectiveness of translation methods in cultural learning, especially related to holidays and Indonesian culture. In this context, the main focus of research is learning Indonesian with IndonesianPod101.com, a popular YouTube channel for learning Indonesian.

The rapid growth in the use of digital platforms for language learning is creating new opportunities to understand how to best teach cultural aspects. With a learning theme "Learn ALL Indonesian Holidays and Culture," This research will explore the various translation methods used by IndonesianPod101.com in conveying information about Indonesian holidays and culture.

The importance of a deep understanding of effective translation methods can help improve students' ability to respond to cultural aspects conveyed through digital media such as YouTube. Therefore, this study aims to provide better insight into how translations can be applied effectively. The conclusion of this study is expected to help teachers, learners, and curriculum developers improve language learning approaches by paying attention to cultural aspects through YouTube channels Learn IndonesianPod101.com.

REVIEW OF RELATED LITERATURE

According to (Wills in Choliludin:2005) translation can be a stage that coordinates the substance of the source language message to the objective language message content which is preferably corresponding and requires extension of sentence structure, style, semantics, and comprehension of

the substance of the commonsense message by the interpreter of the first message. In light of the definition over, the scientists presumed that interpretation is a cycle to decipher a language (source language) into another dialect (target language).

Djuwariah (2011:21) states that translation is the result of translation exercises, as well as sending discussions from the source language (SL) to the target language (TL).

The Kinds of Translation Method

Before the translator does a translation, the translator should conclude who or what reason the translator will be utilized, due to, translators are many times in view of a plan somebody's solicitation or assessment of necessities. In sharpening the translation, the translator should pick one technique that is reasonable for whom and for what reason the translation is utilized.

Analysis methods and data analysis techniques are focused on translating Indonesian cultural vocabulary using qualitative methods. Indonesian cultural vocabulary is categorized into cultural categories (Newmark, 1988: 95-102) as follows: (1) Ecology; (2) Material Culture; (3) Social Culture (4) Organization; (5) Gestures and Habits. Furthermore, to determine the translation method, the author tries to explain the vocabulary of Indonesian culture proposed by Newmark.

According to Newmark (1998:45), there are eight types of translation methods; word-for-word translation, free translation, literal translation, faithful translation, adaptation translation, idiomatic translation, and communicative translation. The eight translation methods by Newmark :

1. **Word For Word Translation**

This method translates each word from the source language (SL) to the target language (TL) regardless of its structure or idiom. Usually, this translation can feel stiff and unnatural

2. **Free Translation**

In this method, the translation is done more freely without strictly following the word order. The focus is on conveying meaning in general rather than word for word.

3. **Literal Translation**

Literal translation emphasizes literal redirects without regard to the structure of the target language and can produce sentences that are not idiomatic.

4. **Faithful Translation**

This method emphasizes faithfulness to the meaning and style of the source language with the aim of retaining the original feel and meaning as much as possible.

5. **Semantic Translation**

The focus is on the transfer of meaning, and translation is done by retaining the meaning that the source text wants to convey.

6. **Adaptation Translation**

In this method, translation is done by adapting the source text to the culture or context of the target language. It is often used to overcome cultural differences or norms.

7. **Ideomatic Translation**

This method tries to convey meaning idiomatically, paying attention to phrases or expressions that are typical in the target language (TL).

8. Communicative Translation

The main focus is to convey the communicative purpose of the source text. Translation is carried out taking into account the context of communication and its communicative purpose.

RESEARCH METHOD

This research is a qualitative descriptive research because the purpose of this study is to provide a factual and systematic picture with relationships and data following the phenomenon under study (Djajasudarma 1993: 9). This data analyzes Indonesian cultural vocabulary on the Learn Indonesian with IndonesianPod101.com YouTube channel. Ary (2010:29), says that qualitative research can become a phenomenon by focusing on the overall picture rather than breaking it down into variables.

RESULTS AND DISCUSSION

The results of the analysis and discussion in this study include categories of cultural vocabulary that do not have a meaning in English, and the translation method used using the method from Newmark (1998: 45).

Table 1 Cultural Categories

Cultural Categories	Amount	Percentage
1. Ecology	7	14,91%
2. Material Culture	19	40,44%
3. Social Culture	7	14,91%
4. Customs	8	17,04%
5. Gestures and Habits	6	12,70%
Total	**47**	**100%**

Ecology

Based on data identification, in the cultural categories of Ecology there are 7 cultural vocabularies, namely in terms (1) *Ubi manis "sweet potatoes";* (2) *Kacang-kacangan "bean";* (3)*Daun pandan "pandan leaves";* The vocabulary belongs to the Ecology group because it is included in the name of the plant. While (4) A*yam "chicken";* (5) *Kerbau "buffalo";* (6) *babi "pig";* (7)*Bouraq.* The term is a category of ecology as well because it is included in the name of the animal. Bouraq is a white

animal bigger than a monkey, but smaller than a mule, Buroq is often depicted by people as a white and winged horse with a woman's face.

Material Culture

There are 19 cultural vocabularies in material culture consisting of food, musical instruments, houses, and other objects. Food categories such as *Tumpeng, Ketupat, Wedang ronde, Tahu gimbal, Lumpia "spring rolls"* Semarang specialty food made from flour and eggs that are omelets, filled with meat, bamboo shoots, then rolled and fried (KBBI VI), *siu noodle, Lapis legit, Gudeg, Kopi Tobruk "instant coffee", wedang jahe "Indonesian ginger tea"*. As for musical instruments, there are *"gamelan" dan "kentongan"*, Both are traditional Indonesian musical instruments whose concept is not known in English. Other cultural materials are *asjid Agung, keraton, janur, julung-julung* is a big boat from Madura, *langar alit* (A place of worship for Muslims, langar is a Javanese language that is based on musola or place of worship, while alit has a small meaning), *pusaka kasunan Surakarta* and *hantaran*.

Social Culture

There are 7 Indonesian cultural vocabularies with social culture categories. These categories are (1) *ibu bangsa "the mothers of the nation"*, (2)*abdi ndalem,* (3)*sultan kanoman,* (4)*kyai,* Kyai is an honorary title for spiritual scholars, this title indicates a respected and valued position in the Indonesian Muslim community. (5)*santri,* is a student or student in pesantren, they are individuals who follow Islamic religious education under the guidance of a kyai. (6)*keroncong, dan* (7)*dangdut.* Keroncong and dangdut are part of the richness of Indonesian music that reflects diversity and evolution. Keroncong has origins rooted in Portuguese music and Javanese folk music. While dangdut has origins derived from traditional music in Indonesia, India, and Malay.

Organization

There are 8 cultural vocabulary words in the organization category. Namely customs, activities, concepts, customs, (1) *berduyung-duyung* (SL) *"go"* (TL), berduyung-duyung refers to someone in droves. (2)*sedu sedan"sobs"*, The term is interpreted as sobbing in English, no meaning is found in English terms for cultural vocabulary *sedu sedan* So that the grouping is included in the custom category. (3)*hingar binger* "blares", (4)laris manis "sell well", (5)*membahana "blare"*, (6)*merogok kocek "a high price",*(7)*ngaji kayat*, (8)*wejangan "listen to advice".*According to (kbbi.kemdikbud.go.id) the term lecture is an admonition, instruction, and teaching with full interest in listening to one's teacher.

Habit and Gesture

There are 6 cultural vocabulary words in the Habit and Gesture category. These categories include non-verbal communication, such as body language and facial expression. The vocabulary that has been obtained is the word (1*)"Bukber";* or *going together*, *bukber* is a joint meal activity carried out by Muslims during Ramadan. (2)" *Tarawih";* is a worship that is carried out every Ramadan, *taraweeh prayers* are usually carried out in congregations in mosques after Isya prayers. (3*)"Bersilaturahmi";* (4)*"Berbondong-bondong";* Interpreted as "*come in"*,(5) *"Nongkrong";* (6)*"gotong royong"* (SL) *"social services"*(TL). *Gotong royong* is a culture or tradition in Indonesia, referring to the principle of cooperation for the common interest of this activity is carried out voluntarily.

In analyzing Indonesian cultural vocabulary that does not have a word standard in the target language, 5 categories were found.

Table 2 Translation Method based on Newmark (1998:45)

No.	Translation Methods	Ecology	Material Culture	Social Culture	Organization	Gesture and Habits	Total
1	Word-for-word	6	1	-	-	-	**7**
2	Literal	-	-	-	-	-	**-**
3	Faithful	1	8	5	1	1	**16**
4	Semantic	-	-	-	-	-	**-**
5	Adaptation	-	8	2	6	4	**20**
6	Free translation	-	1	-	1	-	**2**
7	Idiomatic	-	-	-	-	-	**-**
8	Communicative	-	1	-	-	1	**2**
	Total	7	19	7	8	6	**47**

Word for Word Translation

Researchers found 7 data in the word-for-word translation method consisting of 7 ecology data and 1 from the material culture which are described as follows:

1. Ecology

There is a term Ubi manis then changed in TL changed to "Sweet potatoes", There is also a term kacang-kacangan Interpreted in English to be "bean", daun pandan If interpreted into a word-for-word translation method it changes to "pandan leaves", ayam "chicken", kerbau "buffalo", babi "pig". The term is included in the word-for-word translation method because the translation is interpreted directly and of course pays attention to the original sentence.

2. Material Culture

SL vocabulary "Siu Mie" was found and then translated when TL changed to "Siu Noodle" This translation was done directly so that it was included in the word-for-word translation method group.

Faithful Translation

Found 16 data in faithful translation consisting of 1 data in the category of Ecology, 8 Material Culture, 5 Social Culture, 1 Organization, and 1 Gesture and habit:

1. Ecology

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SL : "Naik Bouraq keesurga untuk menerima perintah dari Allah."

TL: "To heaven on a Bouraq to receive the command of Allah."
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Bouraq is a horse-like creature, but smaller than most horses and has wings. In translating the term bouraq there is no change in meaning in TL. The term maintains accuracy and fidelity to the source text so that the translation is included in faithful translation.

2. Material Culture

Tumpeng, gamelan, keraton, julung-julung, wedang jahe, tahu gimbal, lapis legit, gudeg. The vocabulary has no equivalent meaning and is not given an explanation in the text, and the word also has no English word equivalent. This is because the video creator feels that the audience is familiar with the word. Data No.15 :

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SL : "Berbaris sambil membawa julung-julung yang berisi telur hias."

TL : "Carring Julung-julung or offerings consisting of decorated eggs."
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"julung-julung" refers to the basket or container used to carry decorative eggs. In this context, it is first used to mention a special container or basket used to carry or arrange an ornamental egg in a line or procession.

3. Social Culture

data No.32 dan 33 There are a term "kyai" and "santri" in terms the title is translated faithfully and still intact without changing the original meaning. In this context, kyai is an honorific title in Javanese that is used to refer to a scholar or spiritual leader. And santri is a term to refer to students or students in boarding schools. The relationship between the two is very important in the context of pesantren and creates a learning environment and spiritual development that is distinctive in the culture of Islamic Education in Indonesia.

4. Organization

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SL : "Peringatan traditional serupa ditemukan diNTB yang disebut Ngaji kayat"

TL: "A similar tradition is also found in NTB which is called Ngaji kayat"
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Found in data no.40 "ngaji" itself refers to the activity of learning to read and understand AlQuran in the Islamic tradition, but the term 'kayat' is used in a tradition of activities in NTB. And the term has no change in meaning and in the subtitle is faithfully translated.

5. Habit and Gesture

Data No. 43 of the term tarawih, remains translated originally, maintaining accuracy and fidelity to the source text. Make sure the message and meaning remain the same.

Adaptation

Researchers found 20 data consisting of: 8 material culture, 2 social culture, 6 organizations, and 4 gestures and habits. Data No.44 in the cultural category Habit and gesture:

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SL :" Mereka mengunjungi ibadah dikota-kota yang berbeda untuk bersilahturahmi dengan masyrakat".

TL: "They visit and workship in different cities to meet with and greet the communities".
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The intent of "bersilaturahmi" is to make visits or social interactions to strengthen fraternal relations, togetherness, and sailing closer to the local community. The translator tries to adapt the text to the culture of the receiving context, trying to replace unfamiliar cultural references to be easily understood by the audience.

Free Translation

These data Found 2 data in free translation, one each in the material culture and organization categories. Fund No.26 material culture category:

SL: "Wedang jahe"

TL: "Indonesian Ginger Tea"

If you pay attention, Wedang ginger is a traditional Indonesian drink made from ginger. While "wedang" means a warm drink or herb, while "Jahe" is a spice that is used as the main ingredient of this drink. Later changed to "Indonesia ginger tea" To give an overview of the drink in English. The translator tried to characterize the main components of the drink (jahe) and provide the concept of tea drinks, which are often widely known by the international community. Translators convey ideas on a freeway.

Communicative Translation

Researchers found 2 data in this data in the form of 1 material culture, and 1 gesture and habit. Data No.46 Gesture and Habit :

SL:" Di Jakarta, jalanan bundaran Hotel Indonesia tak bisa dilewati Kendaraan karena dipenuhi orang nongkrong".

TL: "In Jakarta, vehicles can no longer pass through the roads near Hotel Indonesia roundabout".

The translation successfully transfers the main meaning of the source sentence into the target sentence. The message that Hotel Indonesia roundabout road is impassable by vehicles as many people hanging out managed to convey clearly in translation. The translation includes more familiar terms and references in English, such as the use of "roads near Hotel Indonesia roundabout" to describe the HI roundabout. This helps readers who are not familiar with special terms or places in Jakarta to more easily understand the context.

CONCLUSION

Based on the results of the analysis of the existing data, it can be concluded that:

1. This research focuses on learning the introduction of culture in Indonesia along with holidays in Indonesia
2. Explain cultural class videos
3. According to the results of cultural categories data, ecology results are obtained 14,91% amount 7, material culture 40,44% amount 19, social culture 14,91% amount 7, customs 17,04% amount 8, and habit and gesture 12,70% amount 6.

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