The Use of Translation Methods of Cultural Words in "Please Those Who Want to Invite This Person Be Careful – Haunted Climbing Mt. Ciremai W/Aldi Laksamana" Podcast

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Abstract. This research explores the use of the methods in translating cultural words found in a podcast entitled "Please Those Who Want to Invite This Person Be Careful – Haunted Climbing Mt. Ciremai w/Aldi Laksamana." The focus of the research is to analyze how cultural words are presented and translated in the podcast text. The translation methods used are explored to find the accurate ways to translate cultural words into the target language. The research results provide insight into the challenges and strategies of translating cultural words in audio contexts such as podcasts.

Keywords: cultural words; translation methods; podcast

RESEARCH BACKGROUND

Language is a communication tool. Humans can convey messages to other humans using language. Language is part of culture which plays an important role in social life. In the world, there are many languages that are used orally and in writing such as in movies, books, and others. According to Kridalaksana and Djoko Kentjono (in Chaer,2014:32) language is an arbitrary system of sound symbols used by group members social media to work together, communicate and identify themselves. Function the main purpose of language is as a means of communication between humans.

Culture is the results of human activities and creations which include several aspects. According to Edward Burnett Tylor, culture is a complex whole that includes beliefs, knowledge, art, law, morals, customs, and other abilities that a person acquires as a member of society. The definition of culture according to Clyde Kluckhohn and William Henderson Kelly in their book, the concept of culture ia all historically created life plans, whether explicit, implicit, rational, irrational, and non-rational, which exist at a certain time as potential guide in human behaviour.

Translation is the interpretation of the meaning of a text, and the production of that equivalent text communicate the same message in another language the text to be translated is called the source text, and the language to be translated is called the target common language or "target text". Translation is the process of coveying messages and forms a written source language (SL) text becomes Equivalent target language (TL) text. According to R.T.Bell, Bell in Ordudari 10 (2008), explains that translation means a form of transferring meaning from one language text to another. Then, S. Galibert, Galibert in ordudari 10 (2008), explains that translation is understanding the target language users. So, that the target language text can produce the same effect as the source language text.

Peter Newmark, a leading figure in the field of translation, has made important contributions to our understanding of the relationship between translation and cultural categories. According to Newmark, translation is not simply the replacement of words with words, but rather a deep process that involves mediation between two different cultural realities. The concept of cultural categories introduced by Newmark provides an important framework for exploring the complexity of these dynamics. Newmark (1988:94-103) divided cultural categories into five they are: 1. Ecology, 2. Material

Culture, 3. Social Culture, 4. Organization; Customs, Activities, Procedures, Ideas, and 5. Gestures and Habits. In Translation Theory courses, interlanguage terms always require the application of different translation methods. The translation method used by Newmark (1988: 45-47): 1. Word-for-word translation, 2. Literal translation, 3. Faithful translation, 4. Semantic translation, 5. Adaptation, 6. Free translation, 7. Idiomatic translation, and 8. Communicative translation.

REVIEW OF RELATED LITERATURE

Cultural expressions encompass words and phrases influenced by the diversity of cultures, frequently encountered during the translation process. Peter Newmark introduces the concept of "cultural words," wherein these words encapsulate cultural elements that pose challenges in translation, often proving difficult or even impossible to convey accurately. Newmark emphasizes the need for subtitles to undergo translation with such transparency that the audience remains unaware of the text's origin in another language. Failure to achieve this seamless transition may result in a less favorable reception in the target language. In addressing these concerns, a study will be conducted to explore effective techniques for translating cultural words into the target language.

Previous research helped provide evidence that can be used in the current research. Trie Sandhitian Nofalli from UDINUS in 2012 with the research titled "Translation Method Used in Translating Colloquial Expressions in Subtitle Text of Transformers Movie". This research analyzes English words/sayings/jargon/everyday expressions found in films using five categories Newmark (1988:94-103). 1. Ecology, 2. Material Culture, 3. Social Culture, 4. Organization; Customs, Activities, Procedures, Ideas, and 5. Gestures and Habits. Then, this research use translation methods. The translation method used by Newmark (1988: 45-47): 1. Word-for-word translation, 2. Literal translation, 3. Faithful translation, 4. Semantic translation, 5. Adaptation, 6. Free translation, 7. Idiomatic translation, and 8. Communicative translation.

RESEARCH METHOD

This research adopts a adescriptive-qualitative approach, collecting non-numerical data (such as text, audio, or video) then analyzing it with the aim of gaining insight into ideas, opinions, or experiences. The main focus of this research is to analyze the cultural words contained in the podcast "Please Those Who Want to Invite This Person Be Careful – Haunted Climbing Mt. CIREMAI w/Aldi Laksamana," including in the Indonesian-English version of the subtitle. To assess the word elements used in the work, researchers applied translation techniques described by Pitter Newmark. Before analyzing, several procedures must be followed. First, researchers must look for film subtitles that have an Indonesian-English version to then analyze. Second, they must read both subtitles several times to gather the necessary information. Third, they conduct a search to find relevant theories that can be applied in the analysis. After finding a asuitable theory, the author noted the cultural words that appeared in the two subtitles and made a comparison between the two. The final step involves testing the translation of cultural words using the theory that the author has discovered. The main focus of this research is on the data, which consists of cultural words taken from the podcast. Therefore, the research consists of cultural words in Indonesian and their translation efforts in English.

RESULT AND DISCUSSION

Table 1 Cultural categories

Cultural Categories	Amount	Percentage
Ecology	2	20%
Material Culture	3	30%
Social Culture	2	20%
Customs	2	20%
Gestures and Habits	1	10%

Ecology

Name of animals, plants, local winds, mountains, plains, natural phenomena.

Data 1

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SL: dia punya pengalaman mendaki gunung ciremai.

TL: he have experience climbing Mount Ciremai.
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This sentence belongs to the cultural category "Ecology" and uses the Word-for-word translation method. Use this method because this sentence is commensurate with the translation. The translation results from the source language to the target language are correct.

Data 2

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SL: ada macan di gunung.

TL: there's a tiger on the mountain.
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This sentence uses Literal translation and is included in the cultural category which is ecology. Use this technique because there is an equivalent word that accurately describes the cultural word. Tigers here are wild and wild animals that still exist and inhabit Mount Ciremai. Climbers are expected to be alert when on the trail. The translation results from the source language to the target language are correct.

Material Culture

Name of food, beverages, clothes, housing, city, transportation.

Data 1

SL: dari situ ngetos lagi naik <u>ojek.</u>

TL: From there, I took a <u>motorbike taxi</u>.

Ojek turns into motorbike taxi using the Adaptation method and belongs to the cultural category "material culture (transportation)" The context of the motorbike taxi in this podcast is that when the resource person is going from home to the Mount Ciremai basecamp, he has to take a bus and then a motorbike taxi to get to the basecamp. The translation results from the source language to the target language are correct.

Data 2

SL: Di situ kayak masih banyak ysng nyari <u>wangsit</u>

TL: Looks like there are still many people looking for <u>money</u>.

The translation method used is Adaptation. The concept of wangsit here is telling the story that in ancient times, people disappeared in the mountains not because they were eaten by wild animals or kidnapped by demons, but because they came and wanted to look for wangsit (pesugihan) so they were misled and could not return to the world. Wangsit it's mean money or can be idea.

Data 3

SL: gua nggak bawa <u>sleeping bag.</u>

TL: I didn't bring a <u>sleeping bag.</u>

This sentence using Communicative Translation because it is to convey contextual meaning so that the meaning can be understood. The sleeping bag here is like a blanket that wraps us up like a cocoon and functions to keep us from getting cold. The translation results from the source language to the target language are correct.

Social Culture

Name of human labor, entertainment, hobbies, sports.

Data 1

SL: sosok yang di duga penghuni.... namanya <u>Nyi Linggi</u>

TL: a figure who was thought to be the resident of...called <u>Nyi Linggi</u>

It used the Faithfully translation and the cultural category is Social Culture (name of human). Nyi Linggi is told as a figure who has a legendary story related to Mount Ciremai. However, stories about Nyi Linggi and its relationship with Mount Ciremai can vary depending on the local version and interpretation. The translation results from the source language to the target language are correct.

Data 2

SL: gua ngisi air sama <u>benjol.</u>

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TL: I'm filling the water with the lump.
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This sentence uses Literal translation and is included in the cultural category which is name of human. Use this method because lump is a term for someone who is lazy and cannot be managed. The translation from the source language "benjol" can still be translated as "benjol" in the target language, to minimize misinterpretation. Lumps are literally a kind of concave shape on the body due to scars.

Organization, Custom, Activities, Procedures, Ideas.

Name of political organizations, activities, procedures, concepts, ideas, religion, etc.

Data 1

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SL: kan gua udah bilang kesurupan

TL: I told you that being in a trance...
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This sentence uses the Literal translation and the cultural categories are religion. Trance, in general, is often considered a spiritual or religious phenomenon, and is more related to aspects of belief, religious ceremonies, or supernatural events. This may be more related to the domain of religion, spiritual beliefs, or ceremonial customs in a culture. The translation results from the source language to the target language are correct.

Data 2

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SL: ...selalu sholawatan sepanjang jalan.

TL: ...always praying along the way.
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The translation method used is Word-for-word."Sholawat" refers to an Islamic tradition in which people sing praises and salawat to the Prophet Muhammad SAW. This activity is often carried out as a form of worship and an expression of love and respect for the Prophet. The practice of "sholawatan" has deep religious and cultural meaning in the Islamic tradition, and is often associated with efforts to get closer to Allah and honor the Prophet. The translation results from the source language to the target language are correct.

Gestures and Habits

Name of regular behavior and movement.

Data 1

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SL: kenapa pas tadi kita di tanjakan lu ngeliatin gua selalu ke track.

TL: why when we were on the climb earlier, you looked at me, always going to
track.
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This sentence uses the translation method Faithfully translation. The sentence "looked at me" here is about someone who sees a friend who is always looking at the track, which makes the person confused about their friend. The translation results from the source language to the target language are correct.

CONCLUSION

In the podcast " The Use of Translation Methods of Cultural Words in "Please Those Who Want to Invite This Person Be Careful – Haunted Climbing Mt. Ciremai W/Aldi Laksamana" Podcast it was revealed that translating cultural words involves unique challenges. The translation method used must consider the context, nuances and cultural meaning of the words. The translator's ability to maintain the impression and meaning appropriate to the original context is very important so that the podcast message can be conveyed well to target language listeners. Therefore, this research contributes to the practical understanding of the use of translation methods in spanning cultural meanings in context.

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