

The Translation Techniques of Cultural Words in the Movie “The Lion King”

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Abstract: The translation is concerned with the written conversion of a text from one language (SL) into another language (TL). The cultural words are not easily transferred into the target text. “The Lion King”, a 2019 American musical drama film by Walt Disney Pictures and Fairview Entertainment, contains some cultural words. This study is aimed at gaining a thorough understanding of the techniques used in translating the cultural words. The cultural categories based on Newmark have been applied in identifying the cultural terms of this film as well. A descriptive-qualitative approach is used, followed by the selection of cultural words. The findings of this study revealed that the words of culture, namely Ecology, Social Organization, Gestures & Habits, were found equally. The process of translating selected cultural words in the film The Lion King into the target language mostly uses amplification - paraphrase.

Keywords: cultural words; the lion king movie; translation procedures; translation technique

RESEARCH BACKGROUND

The movies from Europe and America usually use English as the language of the movies. It cannot be denied that Indonesian people have a reality that they do not understand English fluently, so that could be an obstacle to understanding the story of the movies (Azis, 2021). Translation helps to communicate some languages that are specific to a culture so that they can be accepted by all people globally by taking advantage of linguistic features. In addition, translation can also see the boundaries of a language that is less universal and difficult to accept or translate into the destination language and helps to expand the boundaries of that culture so that it can be accepted by many people. The boundaries are influenced by cultural differences. Due to differences in history, geographical location, local customs, and religious beliefs, etc. In this case, the translator is able to convey meaning more than just translating words, sentences, or articles from the source language into the target language. In order to be able to connect two languages with different cultural values, translators should be able to convey referential, pragmatic, and interrelated meanings. So in short, the purpose and characteristics of translation are to improve understanding between different countries and nations.

A good translation must be able to convey elements in the culture of the source text as naturally as possible into the target language. This is so that the translated text can better convey the feelings that the original author wants to convey to the readers. In practice, cultural translation often gets into trouble because the words of culture are different from other words that are not culturally charged because culture is not necessarily found the equivalent (Apandi, 2021). Because there are no appropriate words so additional information is needed or can also be found only in the same context.

In other words, the translated message is not only transferred to other languages but also to other cultures. This fact cannot but affect the translation process. Apart from overcoming linguistic barriers, translators must overcome cultural barriers to ensure that the recipient of the target text is given the presuppositions necessary to access the content of the message faithfully, accurately & without any personal emotions or biases that enter into the interpretation. Deliver messages without changing message intent & do so with unusual accuracy while maintaining impartiality & neutrality to ensure that communication and understanding occur.

Therefore there is a translation solutions like; translations procedures, translations strategies, translations methods, translations techniques. The above all look the same, it's just the usage that makes them different. Translation procedures themselves, according to Newmark (1988b), mention the difference between translation methods and translation procedures. Translation procedures are used for prayers and the smallest units of a language. Then proceed with translation strategies, which Is a plan that specifies a series of steps or core concepts that aim to achieve a certain goal. The method is a manner or form of work out systematically organized or structured. It refers to a technique or set of tasks to perform a task. Translations techniques the way a set of procedures, material or intellectual, is applied to a specific task, based on the knowledge of a science or art, to achieve a particular result is defined.

The Lion King is a 2019 American musical drama film directed and produced by Jon Favreau, written by Jeff Nathanson, and produced by Walt Disney Pictures and Fairview Entertainment. The techniques of translating cultural words used in translating transcripts and subtitles were investigated. The words, phrases, and clauses in the film The Lion King serve as the research's unit of analysis. This research allows the writer to learn more in-depth and in-depth about translation, particularly translation procedures as a first step, where the emphasis is still on translating a smaller unit of languages (words, phrases & sentences). This study will provide the writer with a thorough understanding of translation, including how to translate, problems that may arise, and how to solve them.

REVIEW OF LITERATURE

Language, or rather language differences, is the reason for translation. We translate from one language to another to enable interlingual communication. The idea of linguistic transfer is implicit in the name of the phenomenon and the definition of the translation process usually makes some reference to the language or languages. The core of the translation theory is the general theory of translation which is concerned with the fundamental aspects of translation inherent in the nature of interlingual communication and therefore common to all translation events, irrespective of what languages are involved or what kind of text and under what

circumstances is translated. In principle, the substitution of the source text by the target text with the same communicative value is possible since both texts are produced in human language according to the same rules and imply the same relationships between language, reality, and the human mind. All languages are means of communication, each language is used to externalize and shape human thinking, all language units are meaningful entities related to non-linguistic realities, and all speech units convey information to the communicants. In each language, communication is achieved through a complicated interpretation of the speech units by the communications, involving an assessment of the meaning of the language units against the background information derived from the contextual situation, general knowledge, previous experience, various associations, and other factors. The general theory of translation deals, so to speak, with translation universals and is the basis for all other theoretical studies in this field since it describes what translation is and what makes it possible.

Language and culture are clearly the two dominant factors that make translation an indispensable and most complicated type of intellectual activity. The cultural factor in translation is also undeniable if not so obvious. No communication is possible unless the message conveyed through speech (or text) is well understood by the communicant. Many theorists have their own views on the interaction between translation and culture. "In the process of translation, therefore, not only the two languages but also the two cultures come into contact. In this sense, it can be said that translating is a form of intercultural communication" (House, 2009, p. 12). Anyone who has ever attempted to translate a text knows that knowledge of the languages alone does not guarantee success. Peter Newmark (1995, p. 79). According to Nida and Taber, cultural translation is "a translation in which the content of the message is changed to conform to the receptor culture in some way, or in which information is introduced which is not linguistically implicit in the original" (Nida and Taber, 1982, p.199). In our opinion, as students of English literature with a major in translation, about translation and culture. Both are interrelated, where the translation plays an important role in connecting universal and general cultures.

Peter Newmark (1988: 103) categorizes cultural words into five different groups: 1) Ecology - geographical and territory, 2) Material culture - food, clothes, places, transportations, 3) Social culture – leisure and work, 4) Social Organization – political & administrative (organization, customs, ideas, activities, procedures, concept), 5) Gestures and habits.

According to Molina and Albir (2002: 510-511), there are 18 different types of translation techniques, which are as follows: 1) Adaptation, 2) Amplification, 3) Borrowing, 4) Calque, 5) Compensation, 6) Description, 7) Discursive Creation, 8) Established Equivalence, 9) Generalization, 10) Linguistic Amplification, 11) Linguistic Compression, 12) Literal Translation, 13) Modulation, 14) Particularization, 15) Reduction, 16) Substitution 17) Transposition, and 18) Variation.

The data in the amplification translation techniques indicate: that the cultural words refer to the amplification technique. Amplification is a technique of introducing details that are not defined in ST: Addition, Explication, Paraphrase, Annotation (Molina & Albir 2002). In this journal, the borrowing translation technique is discussed and proposed by Molina and Albir. Borrowing is a common translation technique. It basically means that the translator makes a conscious choice to use the same word in the target text as it is found in the source text (Grasilli, 2015). This technique also allows the translator to place the text clearly in a

particular cultural context through the list of vocabulary he uses. Certain terms allow people belonging to communities of similar interests to transcend linguistic boundaries. Despite using different linguistic systems, they share the same reality and the same code to decipher it. Depending on where the code is created, some words will have more prestige than others in certain contexts.

RESEARCH METHOD

The method used is qualitative research with a descriptive approach. According to (Moleong, 2017), qualitative methodology is a research procedure that produces descriptive data in the form of observed data and behavior. The data collected from the data source is the 2019 film, "The Lion King". It is a photorealistic CGI remake of the traditionally animated Disney film of the same name in 1994. The author downloads the film along with the transcript and subtitles. English and Indonesian texts (subtitles) support this research as data sources for analysis. The collection of qualitative data from this study is in the following steps, the author will classify the data (cultural words) into appropriate categories based on Newmark's theory of cultural words categorization. After that, cultural words in a phrase or sentence will also be categorized into what kind of translation procedure is used. This categorization is based on the theory of Molina and Albir Translation Techniques (2002).

DISCUSSION

There are four cultural words (30.76%) for Ecology, one cultural word (7.69%) for Material culture, four cultural words (30.76%) for Social organization, and 4 cultural words (30.76%) for Gestures and habits. Those cultural words are not absolutely easily got equivalence in the target language. Some techniques have been applied to get a more accessible and more understandable translated sentence/clause. Additions to this technique are the only information that is used to help convey messages or understand the reader (Fitria, 2020). This addition cannot change the letters in the source language (SL). [based on the theory of Molina and Albir Translation Techniques (2002).]

Excerpt 1

(00:08:14,712 --> 00:08:18,082)

Cultural word: Gestures and habits	
SL	Well, as far as brains go, I got the lion's share.
TL	Dalam hal kepandaian, diriku lebih unggul.

The "**Amplification - Paraphrase**" technique has been applied in the utterance. It is for a more easily understandable structure of phrase, clause, or sentence of TL. The scar on this scene was saying that he had a superior intelligence compared to Mufasa (lions share meaning a vast majority of what is available), whereas he had very little muscle (shallow end up the gene pool meaning he did not get the genes for strength, even though they are present for his brother). It is included in the category of the cultural word "**Gestures and habit**", which is a non-linguistic features Name of regular behavior and movement.

Excerpt 2

(00:17:19,784 --> 00:17:25,357)

Cultural word: Ecology

SL	All those rotting bones... and burning pools of oozing mud.
TL	Semua tulang yang membusuk itu... dan kubangan lumpur panas.

The technique of "**Amplification - Paraphrase**" is used in the utterance. Literally "burning pools of oozing mud" means *'kolam yang terbakar dan lumpur yang mengalir'*. But the exact meaning of that conversation is *kubangan lumpur panas* and in this context, it is appropriate. With such characteristics, the place refers to a valley in a volcanic area that is quite hot in temperature. So Scar talked to Simba about a place where a little lion-like him should not come there. Where exactly is Scar, trapping Simba to come there, seeing Simba's attitude who is always curious about something?. The category of the cultural word is "**Ecology**", which leads to a certain location/place with the characteristics mentioned above.

Excerpt 3

(00:19:21,505 --> 00:19:23,607)

Cultural word: Ecology	
SL	How we getting rid of the dodo ?
TL	Bagaimana kita menyingkirkan dodo ?

"**Borrowing - Pure**" technique is used in this sentence to retain the exact item of SL in the TL. This is usually the case when there is no equivalent term in the target language in order to avoid confusion or an acceptable term in a specific field. In the utterance above, the word *Dodo* is a cultural word of the ecological type which refers to fauna. *Dodo* was the name of a bird type with a big beak and unable to fly, this is a mocking sentence that Nala uttered about Zazu, who was very annoying to herself and Simba. the fact is that both the source language and the target language in this utterance share the same word. It is included in the category of the cultural word "**Ecology**", which belongs to certain types of birds.

Excerpt 4

(00:21:35,972 --> 00:21:39,709)

Cultural word: Social Organization	
SL	♪ This child is getting wildly out of wing.
TL	Anak ini tak terkendali, lepas dari pengawasan

In the utterance above the "**Amplification - Paraphrase**" technique has been applied. The sentence 'out of wing' is not translated literally as *keluar dari sayap*. *Out of wing* means to escape from observation or out of control. Like in the movie, Zazu was flying among the flock of animals coming, then lost track of Simba and Nala because his view was blocked by several animals passing by in the savanna and said "This child is getting wildly **out of the wing.**" The category of the cultural word is "**Social Organization**" because it was included in the activity category, at which time it was Zazu's duty to keep an eye on the two cubs.

Excerpt 5

(00:22:20,917 --> 00:22:22,185)

Cultural word: Social Organization	
SL	I'm sorry to flutter about in your face,
TL	Maaf telah menutupi wajahmu

The "**Amplification - Paraphrase**" technique has been used in the utterance. The purpose of this technique is to introduce a more easily understandable structure of phrase, clause, or sentence of TL. The literal meaning of the phrase above is 'berkibar di wajahmu' or *mengepakkan sayap di depan wajahmu*. However, the actual meaning behind it indicates that **covering your face** is the most appropriate choice of words to fill the translation in that sentence. Like in the movie, Zazu was flying among the flock of animals coming, then he bumped into one of the animals and said, "I'm sorry to **flutter about in your face.**" It is included in the category of the cultural word "**Social Organization**" because it was included in the activity category, at which time it was Zazu bumped into several animals, right in their face.

Excerpt 6

(00:23:38,059 --> 00:23:39,460)

Cultural word: Ecology	
SL	I'd rather marry an aardvark .
TL	Aku memilih menikah dengan aardvark

The "**Borrowing - Pure**" technique has been applied in translating the cultural word of *aardvark*. The purpose of this technique is to retain the exact item of SL in the TL. In the utterance above, the word *Aardvark* is a cultural word of the ecological type which refers to fauna. *Aardvark* is the name of The ground pig or ant bear is an ant-eating mammal whose distribution can only be found on the African continent. In the area of origin, this animal was called an aardvark which means "earth pig", because it looked like a pig and liked to dig in the ground. The fact is that both the source language and the target language in this utterance share the same word. The category of the cultural word is "**Ecology,**" which belongs to certain types of pig.

Excerpt 7

(00:35:23,692 --> 00:35:27,461)

Cultural word: Gestures and habits	
SL	♪ Mufasa is yesterday's message .
TL	Mufasa adalah masa lalu

The "**Amplification - Paraphrase**" technique has been applied in the utterance. The purpose of this technique is to introduce a more easily understandable structure of phrase, clause, or sentence of TL. Literally "yesterday's message" means *pesan kemarin*. But the meaning of the idiom is *sesuatu yang ada di masa lalu* and in this context it means 'masa lalu'. Then the Scar sang with the hyenas about how to overthrow Mufasa's leadership as king of the jungle. It is included in the category of the cultural word "**Gestures and habit,**" which is a non-linguistic features Name of regular behavior and movement.

Excerpt 8

(00:52:53,497 --> 00:52:55,032)

Cultural word: Social Organization	
SL	If he makes a little mess, I'll clean it up.
TL	Jika dia membuat kekacauan, aku akan menghajarnya.

The technique of "**Amplification - Paraphrase**" has been used in the clause. The purpose of this technique is to introduce a more easily understandable structure of phrase, clause, or

sentence of TL. In this dialogue, Timon and Pumbaa were talking about their discovery of a lion cub. The literally meaning of the idiom is *Aku akan membersihkannya* which does not match the translation. However, judging from the context of their conversation, this idiom means *aku akan menghajarnya* or *aku akan memberinya pelajaran*, because Pumbaa really wanted the lion cub as a friend and promised to take care of it, but Timon didn't agree with Pumbaa's words. So the translation is in accordance with the context of the conversation. The category of the cultural word is "**Social Organization**", because it was included in the activity category, at that time Pumbaa promised Timon if the baby lion made a noise he would beat him up, which was an activity.

Excerpt 9

(01:07:43,078 --> 01:07:45,514)

Cultural word: Gestures and habits	
SL	And we're all just running towards the end of the line.
TL	Kita semua hanya berlari menuju kematian.

It can be seen that the "**Amplification - Paraphrase**" technique is used to introduce a more easily understandable translated structure of phrase, clause, or sentence. It was not translated literally as *akhir baris*. The term the end of the line here means death, the end of life, the end of everything so the *kematian* was chosen by the translator. It is included in the category of the cultural word "**Gestures and habit**", which is Non-linguistic features Name of regular behavior and movement.

Excerpt 10

(01:09:25,713 --> 01:09:29,950)

Cultural word: Ecology	
SL	Fireflies that got stuck on that big, bluish-black thing.
TL	Bintang di langit malam

The "**Amplification - Paraphrase**" technique has been applied in the term. The purpose of this technique is to introduce a more easily understandable structure of phrase, clause, or sentence of TL. It was not translated literally as *Kunang-kunang yang tersangkut di benda besar berwarna hitam kebiruan itu* but as *bintang di langit malam*. The term Fireflies that got stuck on that big, bluish-black thing here means to the twinkling stars in the sky far away looked like fireflies trapped in a very large black object. In some circumstances, it looked strange because it used the connections of certain people. Like in this movie, Pumbaa asked Simon, what is that glittery thing up there. It is included in the category of the cultural word "**Ecology**", which leads to a certain location/place with the characteristics mentioned above.

Excerpt 11

(01:10:34,782 --> 01:10:39,185)

Cultural word: Material Culture	
SL	I'm gonna go get some grubs or something.
TL	Aku akan pergi mencari makan atau apalah.

By applying the "**Amplification - Paraphrase**" technique, the translated utterance has got easily understandable structure of phrase, clause, or sentence. In this movie, Simba tried to avoid Pumbaa and Timon, while they were engaged in a conversation. He wanted to calm himself down that night. **Get some grubs** in here has the true meaning of maggots, pupae,

cocoons or small insects that are behind rotten wood. But in this context, the right word to fill it is going **to find food**, a this is because Simba got used to his surroundings and nature, he now mingled with other animals and ate, the food they usually looked for too. It is included in the category of the cultural word "**Material Culture**," which leads to food (in this conversation, Simba eats grubs/maggot too)

Excerpt 12

(01:10:57,403 --> 01:10:59,605)

Cultural word: Social Organization	
SL	Man, I blew it.
TL	Aku mengacaukannya teman.

The technique of the "**Amplification - Paraphrase**" has been applied, to grab a more easily understandable structure of phrase, clause, or sentence of TL. In some circumstances, it looks strange because it uses the connections of certain people. Like in this movie, Pumbaa talked to Simon, and his words disappointed Simba. It is included in the category of the cultural word "**Social Organization**" because it was included in the activity category.

Excerpt 13

(01:21:10,444 --> 01:21:17,451)

Cultural word: Gestures and habits	
SL	♪ In short, our pal is doomed ♪
TL	Singkatnya, sobat kita ditakdirkan

The "**Amplification - Paraphrase**" technique has been applied it the cultural word, so it is a more easily understandable structure of phrase, clause, or sentence of TL. Literally "our pal is doomed " means 'our friend is cursed' or likely to have an unfortunate and inescapable outcome; ill-fated. But the exact meaning of that conversation is 'the crowned, the fated one', and in this context, it is appropriate. So Simba was destined to become the king of the jungle to replace his father, Mufasa. Scar doesn't even deserve the kingship at all because he's cunning, and has killed Mufasa. It is included in the category of the cultural word "**Gestures and habit**," which is a non-linguistic features Name of regular behavior and movement.

CONCLUSION

In the end, it can be concluded that the technique mostly used by the translator is Amplification - Paraphrase. The movie "The Lion King." Which is a photorealistic CGI remake of the traditional animated Disney film of the same name in 1994. It has a lot of meanings and words that are difficult to digest. Such as, "*Well, as far as brains go, I got the lion's share.*" Into "*Dalam hal kepandaian, diriku lebih unggul.*" Then "*Fireflies that got stuck on that big, bluish-black thing*" into "*Bintang di langit malam*". Furthermore, the audience will be able easily to understand the utterance of the film. It is hoped that others will also understand more after reading this journal.

There are some limitations and suggestions for further study. First, this study only analyzes one type of aspect in one film, and the transcript, the corpus, is inadequate. Further studies

may consider more types of aspects in other films and their transcripts. Second, due to space limitations, this paper studies more about cultural words and translation techniques.

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