An Analysis of Translation Techniques in Translating Cultural Words in "Wild Child' Movie

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KEYWORDS	ABSTRACT
Translation technique, cultural word, component analysis, Wild Child, cross-cultural translation	The background of this study is to analyze the translation techniques used to translate cultural words in the film "Wild Child" from English to Indonesian. This study refers to Peter Newmark's theoretical framework which divides cultural words into five categories: ecology, material culture, social culture, organization, and movements and habits. Then, this study uses a descriptive qualitative method with a content analysis approach. The data were obtained from the observation of cultural words in the source language text (English) and target text (Indonesian) in the movie "Wild Child". The results show the dominance of using the componential analysis technique in the translation process, which enables a deeper understanding of complex phenomena in a cross-cultural context. The findings highlight the importance of choosing the right translation technique to preserve the original meaning and cultural context in the target language text.

INTRODUCTION

Culture according to the Merriam-Webster dictionary is the customary beliefs, social forms, and material traits of a racial, religious, or social group. Also: the characteristic features of everyday existence (such as diversions or a way of life) shared by people in a place or time. According to Samovar and Porter (1994), culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving. According to Edward B. Tylor (1832–1917) was a founding figure of cultural anthropology. Tylor defined culture as "the complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities acquired by man as a member of society."

Translation according to the Merriam-Webster dictionary is an act, process, or instance of translating. Such as a rendering from one language into another. Due to its prominence, translation has been viewed differently. According to Foster (1958), translation is a mental activity in which the meaning of a given linguistic discourse is rendered from one language to another. It is the act of transferring the linguistic entities from one language into their equivalents into another language. Translation is an act through which the content of a text is transferred from the source language into the target language. According to Ghazala (1995), "translation is generally used to refer to all the processes and methods used to convey the meaning of the source language into the target language." Ghazala's definition focuses on the notion of meaning as an essential element in translation. That is, when translating, understanding the meaning of the source text is vital to have the appropriate equivalent in the target text; thus, it is meaning that is translated about grammar, style, and sounds. It can also be done from one language to another different language. So the

conclusion is translation is the communication of the meaning of a source-language text through an equivalent target-language text.

Language according to the Merriam Webster dictionary is the words, their pronunciation, and the methods of combining them used and understood by a community. According to Henry Sweet, language is the expression of ideas by means of speech-sounds combined into words. Words are combined into sentences, this combination answering to that of ideas into thoughts. According to the American linguists Bernard Bloch and George L. Trager formulated the following definition: "A language is a system of arbitrary vocal symbols by means of which a social group cooperates." Any succinct definition of language makes a number of presuppositions and begs a number of questions. The first, for example, puts excessive weight on "thought," and the second uses "arbitrary" in a specialized, though legitimate, way. According to Gorys Keraf definition of language is a means of communication between members of society in the form of sound symbols produced by human speech tools. The second meaning, language is a communication system that uses arbitrary vowel symbols (speech sounds).

The relation of culture, language, and translation that are translation plays a vital role in making a culture universal and general. It acts as a bridge to communicate all kinds of languages especially those similar to each other considering their linguistic features and cultural customs in all parts of the world. So it links all units of the world in the global network. The main roles of translation in transferring cultural concepts between two or more languages and some difficulties that translators face in this process. Translation plays an important role in crossing through different cultures and languages. Culture, language, translation, and the relationship between them are valuable issues due to the importance of human communication in the world. The variety of languages with different cultures and the necessity of communication in human life caused translation to be a very effective factor in communicating and exchanging cultures, and knowledge. Thus, it seems that language and culture are closely related and it is essential to consider both in the process of translation.

METHOD

The method used in this study was qualitative descriptive, aiming to describe cultural terms and translation techniques in the film *"Wild Child."* The object of this research was the film *"Wild Child."* The data collection techniques employed were observation and note-taking. Observation involved the researcher initiating the study by watching and analyzing the film *"Wild Child"* and recording linguistic units containing cultural terms. he data analysis technique began with gathering relevant data. The collected data were then sorted and organized to focus on specific findings. Subsequently, the data were presented in tables and summarized, followed by interpretation.

RESULTS AND DISCUSSION

Translation

Translation is the process of conveying a text's ideas, meaning, or messages from one language to another. Following this process are a few concerns, most of which have to do with the translation's correctness, clarity, and naturalness of meaning, concepts, or messages. This means that it is crucial to take into account whether readers of the target text will accept the same amount of information as readers of the source text.

According to Newmark (1988: 5), translation is "rendering the meaning of a text into another language in the way that the author intended the text," which is one of the most well-known definitions of the term.

This definition places a strong emphasis on translating the author's intended meaning from the source language text into the target language material.

"The process of transferring a written text from source language (SL) to target language (TL)" is how Hatim & Munday (2004: 6) define translation. It is not stated clearly in this definition that the thing being communicated is a message or meaning. They emphasize the process of translation.

Furthermore, Nida and Taber (1969:12), translation is the re-expression of messages from the Source Language (SL) in the Target Language (TL) with the closest and fair equivalent, in terms of meaning and language style.

According to Ronald H. Bathgate (1983) states that there are seven steps in translation process:

1. **Tuning**

First, tuning refers to the translator's attempt to comprehend the text's language style and context. You can accomplish this by reading and learning as much as you can about the subject matter and context in discussions.

2. **Analysis**

Analysis is the Translator examines the text at the sentence level in this step. One way to do this is to break down the Source. Divides the language text into sentences and phrases, and then looks at how they relate to each other syntactically.

3. **Understanding**

Comprehension is the step when translators try to catch the overall meaning of the text and be equipped with his vast knowledge of the text.

4. **Terminology**

Terminology is an attempt to find equivalents and terms that are appropriate for the transfer from the source language to the target language. Source Language to Target Language

5. Restructuring

Restructuring. In this step, translators try to make a new structure in TL after the SL text has been splitted structurally and semantically into clauses, phrases and words.

6. Checking

Means proofreading. Translators check the final draft and then consult it to experts or editors, etc.

7. Discussion

Then, discussion. After having review from experts or editors, then it goes to the last step. In this step, the final draft in Target Language is ready to be published and criticized by the public.

Translation and Culture

According to the translation, culture manifests itself in two ways. Vocabulary meanings/references are specific to the culture of the source language. The concept/reference is actually general, but is expressed specifically according to the source language culture.

Translation and culture are two different aspects. Although different cultures should not be a barrier to translation, it is clear that different cultures are one of the key issues in language translation. Toury (1978:200) stated that "translation is a kind of activity which involves two languages and two cultural traditions." The cultural traditions and languages have an important role in translation. There are some principles in translating literary works (poems, novels, short stories, plays)

Culture refers to language, society, art, politics, and other aspects of life. Culture influences translation. Both language and culture are related to translation. The culture that forms the background of a society has unique and different customs. Within each society, different countries have many different languages, cultures, customs, manners, and traditions. Countries use different languages as their identity. Translation is a link that brings two or more different cultures closer together.

Cultural Words

Cultural expressions are words and phrases conditioned by cultural diversity which often occurs in translation. Cultural words are the terms coined by Newmark. Newmark (1988) defined "cultural words that denote a specific material cultural object." This study is using the theoretical framework from Peter Newmark. Newmark divides cultural-specific words into five categories (Newmark, 1988):

Table 1   Culturar Specific Words

Categories	Description	Explanation
Ecology	Flora, fauna, winds	Name of animals, plants, local winds, mountains, plains, natural phenomena
Material Culture	Food, clothes, houses, town, transport	Name of food, beverages, clothes, housing, city, transportation
Social Culture	Work and leisure	Name of human labor, entertainment, hobbies, sports
Organization, Custom, Activities, Procedures,	Political, social, legal, religious, artistic	Name of political organizations, activities,

Ideas		procedures, concepts, ideas, religion, etc
Gestures and Habits	Non-linguistic features	Name of regualar behaviur and movement

[Source: Newmark, 1988]

Translating Techniques

Translation techniques are one of the topics in research in the field of translation. This topic is interesting because the use of translation techniques will always be different when one translates one text to another and one term to another. Until now, there have been several studies examining the translation of technical terms. The first research describes the challenges and difficulties in translating engineering terms. Postolea (2016) suggests that special translators have responsibility for the source text and the target text because the source text's status may be higher than most other types of text. In the field of knowledge, accuracy is a prerequisite, the wrong translation of terms can have terrible results, and the translator must also have responsibility for the target language.

a. Transference

Transference is the process of converting Source Language to Target Language and also includes transliteration or transcription. Transference also commonly called loan words. There is no change in the spelling of the words that have been translated.

b. Naturalization

Naturalization changes the Source Language word to its pronunciation, then to the Target Language morphology (the original form). Naturalization is also adding new affixes to the foreign terms.

c. Cultural equivalent

Cultural equivalent is inaccurate cultural words substitution of Source Language with the Target Language. The SL cultural word is translated into TL cultural word. The translation is only the approximate.

d. Functional equivalent

Functional equivalent uses more neutral cultural words with a new specific term. This is the most accurate way to translate a cultural word.

e. Descriptive equivalent

Descriptive equivalent is the meaning of the cultural words explained in a few words.

f. Componential analysis

Componential analysis means comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components.

g. Synonymy

Synonymy is a near TL equivalent with economy trumps accuracy. It has an equivalent in meaning. This procedure is used when there is no one to one equivalent.

h. Through-translation or calque or loan translation

Through-translation is the literal translation of common collocations, names of organizations and components of compounds.

i. Shifts or transpositions

Shifts or transpositions are an instant change of grammar from SL to TL. There are four types of shifts or transpositions in this procedure; the change from singular to plural, the change when a specific SL structure does not exist in the TL, when literal translation is possible but not appropriate for the TL, and the replacement of a lexical gap with the grammatical structure. Also the change of the source language verb to the target language word and the change of a source language noun group to a target language noun.

j. Modulation

Modulation appears when the original text of message which the translator reproduces in the TL text with the norms of the TL, considering the source language and the target language is contradictory in perspective. This procedure deals with larger units of translation and a change of viewpoints.

k. Recognized translation

Recognized translation appears when the translator uses the authentic or the proper translation of any institutional term.

l. Compensation

Compensation appears when the meaning in one part is loss, but recompense in another part. This technique can be used when the translator faces several problems. They replace lost translations in the source language by using the same effect in the target language (Newmark, 1988.) Compensation is also used to combine or separate words to abbreviate SL by adjusting the meaning in TL. The last is to adjust the place in SL and TL.

m. Paraphrase

Paraphrase appears when the cultural words' meaning is explained in more detail. The definition of paraphrase is to express the meaning using different words to achieve greater clarity. It can also be rephrasing or rewording the translated words.

n. Couplet

Couplets are when two different procedures combined in one translation. It can be triplets or quadruplets, with a combination of three or four procedures.

o. Notes

Notes appear in the translation as additional information especially for the cultural words. This procedure will make the readers clearly understand with the additional information about the translated words.

Findings

The researcher used this technique to describe Newmark's translation procedure for cultural words from the Wild Child movie and it became better understanding of this research. The unit of analysis is every word and phrase in the Wild Child movie which is part of the cultural expression by Newmark's cultural category. The source language is English and the target language is Indonesian. This research data was taken from the Wild Child movie released on August 15 2008.

Discussion

1. ST : "All right, guys. Let's give my dad's girlfriend the perfect Malibu welcome.
   TT : "*Baiklah, ayo kita sambut pacar ayahku dengan sambutan Malibu yang sempurna.*

This sentence used translation techniques Transference and is included into the cultural category which is material culture. Use this technique because there is no change in the spelling of the words that have been translated. Malibu refers to a wealthy beach city near Los Angeles. Malibu here means where Poppy lives. Malibu City is very beautiful with its beach views. Poppy invited her friends to come to her house. But Poppy's father came and ended the party and told her friends to go home. Her father said that Poppy had to leave Malibu and go to England for her studies.

2. ST : "But who's going to cut the crusts off my sandwiches?"
   TT : "*Tapi siapa lagi yang akan memotongkan roti lapis ku?'*

The translation technique used is Functional equivalent. The word sandwich is included into the cultural category as a material culture. A sandwich is a food made from various types of bread that are sliced and filled with various fillings. Sandwich is translated into Indonesian as "roti lapis". The reason is that it looks like bread layered with various kinds of fillings. In this film, it is explained that the character Molly likes to eat sandwiches. However, Molly doesn't like the edges of the bread, so before eating her sandwich, Poppy usually slices off the edges of the bread first. Because Poppy is going to England soon, there's no one to slice sandwiches for Molly anymore.

3. ST : "by your peers, your teachers, the Head Girl, and Mrs. Kingsley."
   TT : "*Di hadapan teman kelas, guru, Ketua OSIS, dan Ny. Kingsley.*"

This sentence used translation techniques Componential analysis and is included into the cultural category which is Organization. Use this technique because a word which has a similar meaning but is not an obvious one-to-one equivalent. The head girl is an older female student in a British school who is chosen to have special duties and to represent the school. Abbey Mount School is an independent boarding school for girls aged 11 to 17. Founded in 1797, the school is one of England's top institutions for young ladies. The head girl is translated as "Ketua OSIS" because in Indonesia public schools consist of many students, both female and male. So there are rarely special schools that contain only girls or only boys. Therefore it is translated as student council leader because it is more general and so it can be easily understood.

4. ST: I don't think I have anything thicker than prosciutto.
   TT: *Aku rasa aku tidak punya yang lebih tebal dari Prosciutto.*

This sentence used translation techniques Transference and is included into the cultural category which is material culture. Use this technique because there is no change in the spelling of the words that have been translated. Prosciutto is the Italian word for ham. In the United States, the word prosciutto is used to describe an uncooked, dry-cured ham, which is called prosciutto crudo in Italian whereas baked ham is

referred to as prosciutto cotto. Prosciutto is a fatty cut of meat that, when sliced thinly, has a sweet meaty flavor with a pleasant edge of saltiness, and a buttery texture that melts in the mouth. Prosciutto means that this conversation is not about ham but talking about warm clothes. In this conversation someone is cold but she doesn't have warm clothes thicker than prosciutto.

5. ST: All right, so, what's the deal with the social? It's the school dance on Saturday night.
   TT: *Jadi apa pesta dansa itu? Itu adalah dansa sekolah di malam Minggu.*

The translation technique used is Componential analysis. The word the social is included into the cultural category as an activity. Use this technique because there is no change in the spelling of the words that have been translated. The social here is similar to a dance party. It is a social gathering in which dancing is the main activity. A school dance is a dance sponsored by a school and maybe casual or formal. This event is held annually. Traditionally the dance party wears costumes and this year the theme is a film. In this conversation, Poppy and her friends will wear luxurious clothes.

6. ST: You lock away your chocolate
   TT: *Kau menyembunyikan cokelatmu?*

This sentence fits into cultural words, gestures and habits and employs the componential analysis technique. Use the technique because there is no change in the spelling of the words that have been translated."lock away" translates to "to lock or confine''. When Poppy discovers that Kate has hidden her chocolate on the shelf next to the bed in the film, she asks, "You locked your chocolate away?" Therefore, while translating "lock away" to "lock or hide" is not incorrect, it is not appropriate given the context of this line. Considering that the verb "lock away" describes an item rather than a person. As a result, in this particular sentence's context, translating it as "hide" would be more acceptable.

7. ST: Don't walk on the grass
   TT: *Jangan menginjak rumput*

This sentence belongs to the cultural categories of gesture and habit and employs the componential analysis technique. Using this technique because from the source language to the target language has the same meaning but has an analysis , thats In the scene, the word "walk" alludes to Hariet telling Poppy not to step on the grass when she wants to return to her chamber, hence the word technically means "stepping on" as well.

8. ST: Is this too workday?
   TT: *Apa ini terlalu umum?*

The technique used is componential analysis and this sentence belongs to the cultural categories gesture and habits. Use this techniques because these sentences have the same meaning, but are not a one-to-one equivalent. In this scene, Kate is seen trying on clothes for a party and asks, "Is it also a work day?". When translated into the words "work" as "work" and "day" as "day", the sentence would be "is it also a work day?". Meanwhile, what is meant here is that she is asking about the clothes she is wearing. So, it would be incorrect to interpret "workday" as "working day" given the context of the rest of the sentence. So, the closest meaning is the word "general".

9. ST : That is butters
   TT : *Jelek sekali*

The techniques used in this sentence are compensation and the cultural words are "gestures and habits". Use this techniques because the translator uses his own language but the meaning remains the same. The

word "butters" in the English dictionary, means "mentega". This is where Drippy snorted as she saw the outcome of her mistakenly colored eyebrows. Then, "That is butters," she said with a snort. Additionally, this line becomes "ini mentega" when translated. It's significantly dissimilar from how this word is used. Consequently, reading "butters" as "mentega" in this line is incorrect.

CONCLUSION

The movie "wild child" has a source language of "English" and is translated into the target language of "Indonesian" by a team of translators. With this research, it is known that this movie is dominated using Componential analysis techniques whose application can generate valuable insights through a structured and systematic approach to understanding complex phenomena. Meanwhile, the cultural words in this film can be categorized under the type "gestures and habits". The important thing in this research is that the translation team maintains the similarity of meaning from the source language to the target language.

ATTACHMENT

Table 2   Attachment

ST	TT	Cultural Categories	Technique
All right, guys. Let's give my dad's girlfriend the perfect Malibu welcome.	Baiklah, ayo kita sambut pacar ayahku dengan sambutan Malibu yang sempurna.	Material Culture	Transference
But who's going to cut the crusts off my sandwiches?	Tapi siapa lagi yang akan memotong roti lapisku?	Materian Culture	Funtional equivalent
By your peers, your teachers, the Head Girl, and Mrs. Kingsley.	Di hadapan teman kelas. Guru, Ketua Osis, dan Ny. Kingsley	Organization	Componential analysis
I don't think I have anything thicker than prosciutto	Aku rasa aku tidak punya yang lebih tebal dari Prosciutto	Material Culture	Transference
All right, so, what's the deal with the social? It's the school dance on Saturday night.	Jadi apa pesta dansa itu? Itu adalah dansa sekolah di malam Minggu	Activities	Componential analysis
You lock away your chocolate	Kau menyembunyikan cokelatmu?	Gestures and Habits	Componential analysis
Don't walk on the grass	Jangan menginjak rumput	Gestures and Habits	Componential analysis
Is this too workday?	Apakah ini terlalu umum?	Gestures and Habits	Componential analysis
That is butters	Jelek sekali	Gestures and Habits	Compention

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