

## TRANSLATION PROCEDURE OF CULTURAL WORDS OF THE FIRST EPISODE OF GADIS KRETEK SERIES

Rika Virtianti<sup>1</sup>, Ria Yuliasari<sup>2</sup>, Ferdias Prihatna Sari<sup>3</sup>

<sup>1</sup> Program Studi Sastra Inggris, Fakultas Komunikasi dan Bahasa, Universitas Bina Sarana Informatika, Jakarta

<sup>2,3</sup> Program Studi Bahasa Inggris, Fakultas Komunikasi dan Bahasa, Universitas Bina Sarana Informatika, Jakarta

[ria.rys@bsi.ac.id](mailto:ria.rys@bsi.ac.id)

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### ABSTRACT

Translating movies is not just about changing words; it's about understanding the culture behind them. Cultural words, in particular, can be tricky for translators because they carry deep meanings rooted in a specific culture. This research was carried out using language analysis method with both Indonesian and English subtitle script of the first episode of Gadis Kretek series as the data. This research aims at finding out what cultural words used and what translation procedures applied in translating the cultural words. Cultural word classification theory by Alonso and Ponte is used to analyze the cultural words found in the subtitle and translation procedure theory by Newmark is used to find out what translation procedures are used in translating the cultural words. From the 56 cultural words found in the first episode of Gadis Kretek series, the most frequently discovered type of cultural word is stereotype, with the number of 22 words or 39,2%, whereas the least frequently discovered type of cultural word is cultural heritage, with only 1 word or 2% of the total cultural words. The other three types of cultural word namely society, languages and social interactions share the same number and percentage of eleven words or 19,6%. Among the twelve procedures suggested by the theory, only five specific ones are applied in translating this subtitle. The first most frequently applied procedure is literal translation with the number of 23 words or 41,1%. The second most frequently used procedure is cultural equivalent with the number of 18 words or 32,1%. The third most frequently used procedure is deletion with 11 words or 19,6%. And the two least used procedures are transference which is 3 words or 5,4% and neutralization which is only one or 1,8%.

**Keywords:** translation procedure, cultural word, cultural word classification

### ABSTRAK

*Menerjemahkan film bukan hanya sekedar mengubah kata-kata; ini tentang memahami budaya di baliknya. Kata-kata budaya, khususnya, bisa jadi rumit bagi penerjemah karena mengandung makna mendalam yang berakar pada budaya tertentu. Penelitian ini dilakukan dengan menggunakan metode analisis bahasa dengan data naskah subtitle Indonesia dan Inggris episode pertama serial Gadis Kretek. Penelitian ini bertujuan untuk mengetahui kata-kata budaya apa yang digunakan dan prosedur penerjemahan apa yang diterapkan dalam menerjemahkan kata-kata budaya tersebut. Teori klasifikasi kata budaya oleh Alonso dan Ponte digunakan untuk menganalisis kata-kata budaya yang terdapat pada subjudul dan teori prosedur penerjemahan oleh Newmark digunakan untuk mengetahui prosedur penerjemahan apa yang digunakan dalam menerjemahkan kata-kata budaya tersebut. Dari 56 kata budaya yang ditemukan pada serial Gadis Kretek episode pertama, jenis kata budaya yang paling banyak*

*ditemukan adalah stereotip, yaitu sebanyak 22 kata atau 39,2%, sedangkan jenis kata budaya yang paling jarang ditemukan adalah warisan budaya. , dengan hanya 1 kata atau 2% dari total kata budaya. Tiga jenis kata budaya lainnya yaitu masyarakat, bahasa dan interaksi sosial memiliki jumlah dan persentase yang sama yaitu sebelas kata atau 19,6%. Di antara dua belas prosedur yang disarankan oleh teori tersebut, hanya lima prosedur khusus yang diterapkan dalam menerjemahkan subjudul ini. Prosedur pertama yang paling banyak diterapkan adalah penerjemahan literal dengan jumlah 23 kata atau 41,1%. Prosedur kedua yang paling banyak digunakan adalah padanan budaya dengan jumlah 18 kata atau 32,1%. Prosedur ketiga yang paling sering digunakan adalah penghapusan dengan 11 kata atau 19,6%. Dan dua prosedur yang paling sedikit digunakan adalah transferensi sebanyak 3 kata atau 5,4% dan netralisasi hanya satu kata atau 1,8%.*

***Kata kunci: prosedur penerjemahan, kata budaya, klasifikasi kata budaya.***

## INTRODUCTION

Movies connect people across the world, giving us a glimpse into different cultures through stories and characters. They entertain us and also help build bridges between different cultures. The rise of international series on platforms like Netflix adds an exciting layer to this exploration, offering a unique way to understand and appreciate cultural elements.

Subtitles in movies are very important, especially when dealing with different languages. They help bridging the gap between cultures by letting audiences understand the original dialogue and expressions. On global streaming platforms, where content comes from various linguistic backgrounds, subtitles play a key role in keeping the cultural richness intact.

Subtitles are essential for converting audiovisual content from a source language into written text in a target language (Abdelaal, 2019). In practice, differences in structure and meaning often arise between the spoken dialogue and the translated subtitles in each scene. This gap is frequently due to variations in cultural vocabulary (Shirinzadeh & Mahadi, 2015). To address this issue, subtitles should deliver thorough information to audiences, who typically come from different cultural backgrounds (Abdelaal & Al Sarhani, 2021).

Translation involves the task of transforming text from one language into another. As noted by (Catford, 1965), this process requires a comprehensive understanding of linguistic theory. Translation has been used to transfer various forms of written content, such as novels, articles, short stories, and manuals, from English into Bahasa Indonesia. This is essential to ensure that Indonesian readers, who may not be proficient in English, can access and understand the information.

Translating movies is not just about changing words; it's about understanding the culture behind them. Cultural words, in particular, can be tricky for translators because they carry deep meanings rooted in a specific culture. Alonso and Ponte's classification system gives us a way to examine these cultural nuances systematically. Exploring how these classifications show up in the English subtitles of a series like *Gadis Kretek* gives us a fascinating look at how language, culture, and translation interact.

This research dives into the cultural layers in the English subtitles of the first episode of *Gadis Kretek* Series. Using Alonso and Ponte's classification system to identify and categorize cultural words in the subtitles, revealing the diverse cultural elements in the story. And using Newmark's classification of translation procedure to identify and categorize translation procedure of the cultural words found in the series. As we go through this linguistic journey, two questions guide us: What cultural word classifications do we find in the *Gadis Kretek* Series subtitles? And what translation procedures applied in translating the cultural words? Through this exploration, we hope to add to the conversation about how culture and translation come together in global entertainment.

## **LITERATURE REVIEW**

### **Definition of Cultural Words**

This research is based on three main ideas about cultural words. According to (Newmark, 1988), cultural words are terms that point to things, actions, groups, traditions, and ideas unique to a particular group of people. This idea highlights how cultural words are special and play a big role in the way people communicate within

their culture. When translating the Gadis Kretek Series, it's crucial to understand and express these cultural words to keep the original text's authenticity and depth.

(Hornby, 1995) adds to this by saying that cultural words also include things like art, literature, music, and other creative expressions specific to a society or time. This means that cultural words aren't just physical things or actions but also include the creative and intellectual parts of a society. When translating, it's a challenge to keep these cultural nuances from the original artistic and literary elements, and translators need to be aware of the context and history of the original text.

(Baker, 1992) brings in the idea that a word in one language might express something entirely unknown in another language and culture. This emphasizes the gaps in language and culture between the original and translated text. Translators need to be creative and culturally aware to bridge these gaps effectively. In the case of the Gadis Kretek Series, this is particularly important as it involves expressing ideas and nuances specific to Indonesian culture that might not have direct equivalents in the translated language.

**Classification of Cultural Words**

It's important to realize that cultural words go beyond language. Therefore, a detailed classification is needed in order to understand the cross-cultural nuances of communication. (Ponte, 2015) share the following classification for cultural words (Byram & morgan, 1994) with 12 types, which are explained in detail in this following table.

Classification of Cultural Words	
Everyday Living	Food, working, school, holidays, leisure activities, clothes, housing.
Cultural heritage	Famous monuments and people, literature, TV shows, movies, music.
National identity	Languages, religions, nationality, history, humor, art

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	and politics from different cultures.
<b>Popular culture</b>	Rites, traditions, celebrations, festivals, social conventions, dances, discos, religious observances and values, types of music, among others.
<b>Society</b>	Living standards, classes, urban tribes, minorities, family structures, regional cultures, and subcultures.
<b>Geography</b>	Countries, continents, cities, towns, streets.
<b>Stereotypes</b>	Typical features attributed to certain cultures.
<b>Languages</b>	Borrowings, informal register, idioms, collocations.
<b>Worldwide issues</b>	Political, economic, social and environment issues.
<b>Institutions and organizations</b>	Official institutions and organizations from different countries.
<b>Varieties</b>	Words from other varieties of English.
<b>Social interactions</b>	Greetings, apologies, politeness.

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### Translation Procedure

(Newmark, 1988) proposes that translators can choose various translation methods when translating words which carry cultural meaning. Those translation procedures are:

1. Transference

Transference is the process of moving a word of the source language into the target language. The result of this procedure is in the form of a loan word. This procedure is usually used to translate people's names, regional names or geographical conditions.

2. Cultural equivalence

Cultural equivalence is the process of translation where the cultural words from the source language have gotten equivalent in the form of the cultural words in the target language.

3. Neutralization

Cultural words that are potentially difficult to translate are sometimes translated neutrally by translators. The neutrality referred to can be in the form of a more general term or a more detailed understanding.

4. Literal translation

Sometimes there is no need to explain cultural words in more detail if the literal translation is comprehensive enough for the audience to understand. Therefore, the cultural words can be translated word for word.

5. Label

Translation label serves as an initial attempt to convey the meaning of a term in another language, especially when dealing with new or specialized terms. It acknowledges that further adjustments or revisions may be necessary as the translation process progresses or as the term becomes more established in the target language.

6. Naturalization

Naturalization means adapting or adjusting the phonology and morphology of the vocabulary of the source language into the target language.

7. Deletion

Translation might sometimes require a thorough explanation, but at other times, a simpler version can convey the message just as effectively. The translator's skill is apparent in skillfully omitting unnecessary parts in the target language through a deletion process.

8. Couplet

Several cultural words are sometimes unfamiliar to the audience and it is difficult to find equivalents or more general definitions to explain these terms. Therefore, in this situation, the translator acts creatively by combining two different procedures in translating the cultural term.

9. Accepted standard translation

Accepted standard translation uses internationally agreed translations, for example for terms such as President, Senate, and so on.

10. Paraphrase, gloss, notes

Paraphrase, gloss and notes in which the decomposition of a speech in another form or arrangement of words, in order to be able to explain the hidden meaning.

#### 11. Classifier

The classifier translation procedure involves keeping the specific word used in the original language when talking about a particular item, without trying to find an exact translation. This is done when that word carries a special meaning or cultural significance that would be lost in translation.

#### 12. Componential analysis

In general, cultural words in the source language have more specific meanings than the target language. To produce translations that are close to the source language, the translator adds components that suit to the source language

### **RESEARCH METHODOLOGY**

The study uses a language analysis method, following the guidelines by (Naude, 2011). The linguistic approach aims at understanding language patterns using linguistic theories, while the descriptive approach involves comparing the original text with its translation. This research specifically looks into cultural words and how they are translated. The English and Indonesian subtitles of *Gadis Kretek* are the main focus of the analysis.

The object of this research is the subtitle of the first episode of a Netflix series entitled *Gadis Kretek*. The first step is to watch the series using Indonesian subtitles, then transcript the subtitles. Then, watch the film using English subtitles and then transcript it too. Both Indonesian and English subtitle transcript are the data in this research.

After the subtitles are converted into transcripts, the research process begins. First, to determine what cultural words found in the subtitles, the author read the Indonesian subtitle transcript and records what cultural words are found in the transcript. After that, all words are grouped according to Alonso and Ponte's cultural word classification theory. Second, to determine the translation procedure applied in translating the cultural words, the author checks the English translation of each cultural

word found in the Indonesian transcript. Then group the translation procedures based on Newmark's theory of cultural word translation procedures.

## ANALYSIS AND DISCUSSION

### Cultural Words

#### DISTRIBUTION OF CULTURAL WORD TYPES

NO	CULTURAL WORD TYPES	NUMBER	PERCENTAGE
A	Everyday Living	0	0%
B	Cultural Heritage	1	2%
C	National Identity	0	0%
D	Popular Culture	0	0%
E	Society	11	19,6%
F	Geography	0	0%
G	Stereotype	22	39,2%
H	Languages	11	19,6%
I	Worldwide Issues	0	0%
J	Institutions and Organizations	0	0%
K	Varieties	0	0%
L	Social Interactions	11	19,6%
	<b>TOTAL</b>	<b>56</b>	<b>100%</b>

As described in the literature review that according to Alonso and Ponte there are 12 types of cultural words, but based on the analysis, only five types of cultural words found in the subtitled conversation. From the 56 cultural words found in the first episode of Gadis Kretek series, the most frequently discovered type of cultural word is stereotype, with the number of 22 words or 39,2%, whereas the least frequently discovered type of cultural word is cultural heritage, with only 1 word or 2% of the total cultural words. The other three types of cultural word namely society, languages and social interactions share the same number and percentage of eleven words or 19,6%.

### Translation Procedure

In the subtitles of Gadis Kretek, 56 cultural words are found. Each cultural word is translated in a unique way, following the guidelines from Newmark's theory of translation procedures (1988). Among the twelve procedures suggested by the theory,



only five specific ones are applied in translating this subtitle. The first most frequently applied procedure is literal translation with the number of 23 words or 41,1%. The second most frequently used procedure is cultural equivalent with the number of 18 words or 32,1%. The third most frequently used procedure is deletion with 11 words or 19,6%. And the two least used procedures are transference which is 3 words or 5,4% and neutralization which is only one or 1,8%.

#### DISTRIBUTION OF CULTURAL PROCEDURE

Translation procedure	Frequency	Percentage
<b>Transference</b>	3	5,4 %
<b>Cultural equivalence</b>	18	32,1 %
<b>Neutralization</b>	1	1,8 %
<b>Literal translation</b>	23	41,1 %
<b>Label</b>	0	0 %
<b>Naturalization</b>	0	0%
<b>Deletion</b>	11	19,6 %
<b>Couplet</b>	0	0%
<b>Accepted standard translation</b>	0	0 %
<b>Paraphrase, gloss, notes</b>	0	0 %
<b>Classifier</b>	0	0 %
<b>Componential analysis</b>	0	0 %
<b>Total</b>	56	100%

#### Transference

Transference means leaving the cultural words as they are or they are not translated. Usually this is done because it is felt that there is no appropriate equivalent word to translate the word into the target language. There are three cultural words in Gadis Kretek subtitled conversation that are translated using this procedure, one of the three words is:

Data 31:

00:23:16,833 --> 00:23:19,916

ST: Kulo saket mambu **srintil**, bakau sing paling ujung.

TT: I can tell the smell of **srintil**, the tip of tobacco.

### Cultural equivalence

The terms used in the source text (ST) to describe cultural aspects are typically precise. In order to address this, the translator has to interpret the content conveyed by these cultural terms and identify an equivalent term in the target text (TT). An illustration of this process can be observed in the translation of the term "ndok" to "dear," as demonstrated at the timestamp 00:07:29,250 --> 00:07:32,875 in the text.

#### Data 6

00:07:29,250 --> 00:07:32,875

ST: **Ndok**, Bapak itu kan sudah langganan lama Sama Pak Budi.

TT: **Dear**, Mr. Budi and I already have a long partnership.

### Neutralization

Subtitle translators may choose to translate cultural words in a neutral manner, using either a broader term or a more comprehensive interpretation. Through the neutralization process, only one cultural word is observed to be translated neutrally and that is:

#### Data 39

00:26:56,375 --> 00:26:57,875

ST: Untuk bikin **tingwe**.

TT: To make **self-rolled cigarettes**.

### Literal translation

Sometimes, translators may choose not to elaborate on cultural words if a literal translation clearly conveys the intended meaning to the audience regarding the term's context. In such cases, translators simply perform a word-for-word translation of these cultural words. Through observations, it has been noted that 23 cultural words are translated using this literal translation procedure. An illustration of this is found in the translation of the word *yowes*.

#### Data 13

00:11:23,916 --> 00:11:25,916

ST: **Yowes**, ayo.

TT: **Okay then**, let's go.

### Deletion

Sometimes, a translation might need a more detailed explanation, while in other cases, it can be simplified without losing the main meaning of the conversation. The translator showed creativity by cutting out unnecessary parts in the target language using a deletion method. Based on the observation, it was seen that eleven cultural words were translated using this deletion technique.

One of them is:

Data 7

00:08:01,958 --> 00:08:04,833

ST: Lho, **wong** Kamu aja males-malesan.

TT: You're reluctant to go to the market.

## CONCLUSION AND SUGGESTION

### Conclusion

In summary, this study explores how cultural terms are translated in the first episod of the Gadis Kretek series, emphasizing the importance of cultural nuances in subtitles and their impact on cross-cultural understanding. The analysis is based on Alonso and Ponte's system for classifying cultural terms and Newmark's methods of translation. Examining the subtitles, five types of cultural words are found, with stereotypes being the most commonly discovered and cultural heritage being the least.

The translation methods used to convert these cultural terms into English subtitles are varied, reflecting the intricacy of bridging cultural differences through translation. Literal translation stands out as the most frequently applied approach, emphasizing the effort to preserve the original meaning while making it understandable to the target audience. Cultural equivalence is also notable, showcasing the attempt to find equivalents in the target language that capture the essence of the cultural terms.

### **Suggestion**

According to what we found in this study, there are some suggestions for future research and practical applications. First off, further research on how translation methods affect how people receive and understand cultural words in series like *Gadis Kretek* would give us a better insight of what goes on when translating. Doing surveys or studying audience reactions could show us which translation methods connect better with viewers.

Also, because language and culture keep changing, it would be helpful to keep updating the systems we use to classify cultural words and translate them. Language is always changing, and new ways of saying things and cultural subtleties may come up more, so we need a flexible way to analyze translations.

For people who are actually working on projects like this, like translators, it's crucial to know what the target audience likes and expects. This study emphasizes finding a middle ground between keeping the cultural feel and making sure the audience understands.

To sum it up, this research not only adds to the academic talk about translation and cultural words but also gives practical tips for translators in the global entertainment field.

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