

An Analysis of Cultural Terms Translation in ‘Chef’ Movie Script

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ABSTRACT

The focus of this study was on the translation of cultural terminology found in the "Chef" movie script. The goals were to determine the cultural category, the translation techniques used, and the translation quality. The data for this analysis were words, phrases, and sentences, hence the descriptive qualitative method was utilized. Purposive sampling was used by the researchers, and got 28 sets of data to analyze. The movie script contained four out of five cultural categories: material (75%), concept and social organization (14.28%), ecological (7.14%), and gesture and habit (7.14%) (3.57%). Only four of the 18 translation strategies were used to translate the cultural terms: pure borrowing (75%), literal translation (39.28%), established equivalence (7.14%), and adaptation (7.14%) (3.57%). The quality of the translation study revealed that 27 data (96.42%) were accurately translated into Indonesian, and that 28 data (100%) were acceptable and highly readable.

ARTICLE HISTORY

Published June 30th 2022



KEYWORDS

Cultural Terms, Translation Technique, Quality Assessment

ARTICLE LICENCE

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1. Introduction

Numerous literary works, including novels, poems, songs, plays, and movies, have been translated into Indonesian and contain a variety of cultural terminology. Since the beginning of movies towards the end of the 1880s, movies have undoubtedly been among the literary genres that have developed the fastest on a variety of fronts (Widyahening & Wardhani, 2016; Rahman, 2017)

Technology advancements have also had a significant impact on a variety of industries, including movie distribution, allowing the audience to enjoy movies from all over the world (De Vany, (2006). Since cultural concepts have different ways to be translated into the target language, the researchers are interested in learning how a translator interprets terms from the movie screenplay.

The difficulty commonly arises when viewers who speak a language other than that used in the movie are unable to grasp the message because movies frequently include cultural terminology that cannot be literally translated into the target language (Prihandoko, et al., 2021; Andini, et al., 2022).

Movie translators have two alternatives, and they typically employ both of these strategies to expand their audience (Astiantih, et al., 2017). The first approach is dubbing, and each of these two techniques has benefits and drawbacks of its own. Dubbing, on the other hand, is the process of adding a new voice that is a translation of the target language over the original dialogue. Subtitling is the process of adding text subtitles in the target language. Movie subtitling is better to dubbing out of the two processes since it offers more benefits than drawbacks.

Cultural terminology translation typically has its own challenges when translating a movie (Latief, et al., 2020). To translate cultural terminology from the source language into the target language, a translator must identify and employ an appropriate method (Rahman & Rahman, 2019). Due to the fact that Chef incorporates several cultural words, the researchers chose the film as their source of information. As a result, when translating the film, translation procedures must be used. Here is an illustration from the movie to help readers understand it better.

Example:

Chef: "Like this Andouille sausage" It becomes

Chef: "Seperti sosis Andouille ini"(sosis babi)

Due to the fact that not everyone has seen or tasted Andouille sausage, the aforementioned cultural phrase can be

a little confusing. A smoked sausage of French origins is called Andouille. It belongs in the category of material culture together with other cultural expressions. Given that it is well-known to a particular population in the region where it is prepared, Andouille sausage falls under the topic of material culture. By including parenthesis, the translator accurately transmits the message.

It "required the category of translation procedures that allowed us to characterize the actual actions followed by the translators," according to Molina and Albir (2002; Sukmawaty, et al., 2022). The researchers use three theories to further their investigation: Molina & Albir to examine the translation techniques used Nababan's translation quality assessment to determine the accuracy, acceptability, and readability of the data, and Newmark's cultural categories to identify the cultural categories.

2. Literature Review

2.1 Cultural Categories

A translator always finds difficulties in translating, especially in translating cultural terms. Culture is wide and it's something that cannot be translated carelessly because each culture has a distinct relation from their place of origins (House, 2017). There are many explanations of culture according to many scholars, two of them that are worth mentioning are Barkan's cultural elements and Newmark's cultural categories. Barkan (2002) defines culture as symbols, language, values, and artifacts. Each of these is distinct elements which every culture has.

Another one is Newmark's (1988) cultural categories. His categories arguably are more comprehensive compared to Barkan's cultural elements – they give a thorough in-depth explanation about culture which significantly makes the 8 processes of this research easier. Consequently, this research uses Newmark's cultural categories. Below are the brief explanations of Newmark's cultural categories that this research holds onto, they are: 1) Ecology, relates to living things with their surrounding such as geography (savannah, tundra) and ecological features (flora and fauna), 2) Material culture is deeply related to objects that have been produced by humans in many cultures. Some examples are clothes, food, houses, transportation, etc., 3) Social culture relates to work and leisure. Some distinct activities done by people from place A must be different from their own distinct activities, 4) Concept and social organization, this category defines the study of relations of things which exist in certain culture. The approach sometimes includes political and administrative, religions, arts, etc., 5) Gesture and habit, this category relates to gesture and habit which are usually done by a group of people and they may differ from one another. The simplest example is the culture of 'bowing' in Korea. This gesture show respect towards one another.

2.2 Translation Techniques

For years, translating has been approached by different techniques proposed by experts. Newmark (1988) proposed twelve translation techniques, namely; transference, cultural equivalent, neutralization, literal translation, label, naturalization, componential analysis, deletion, couplet, accepted standard translation, paraphrase, and classifier.

Molina and Albir (2002) stated that we need translation techniques that allow us to describe actual steps taken by the translator in each textual micro-unit and obtain clear data about the general methodological option chosen. Hence, this research holds onto Molina and Albir theory, below are the translation techniques proposed by them.

- a. Adaptation, it replaces the cultural elements of a type in the source language with cultural elements that exist in the target language. This technique can be used if the element or elements of those cultures have equivalents in the target language.
- b. Amplification, adding information that does not exist in the source language. The presence of additional information in the target language is intended to further clarify the concept conveyed by the actors on the movie to the audience. This technique is only the information that is used to assist in delivering the message to the audience. These additions may not modify messages in the source language.
- c. Borrowing, it uses words or phrases when translating the source language into the target language. Borrowing can be pure borrowing – without making any changes, for example the word pizza. Borrowing can also be naturalized borrowing – where words of the source language were matched with the target language. For example, group in English and group in Indonesian.
- d. Calque, this technique is a literal translation of a word or phrase in translating the source language into the target language.
- e. Compensation, it replaces the item information or position effects in the target language because it cannot be realized in the same section in the source language.
- f. Description, it replaces the term in the source language with the description in the target language. This technique is used when

a term in the source language does not have a term in the target language.

- g. Discursive Creation, discursive creation uses of equivalent translation techniques while away from original context. These techniques often appear in the translation of movies, books, titles, and novels.
- h. Established equivalence translates terms in the source language – terms which are already prevalent in the target language. The term in the source language is generally based on a dictionary or daily phrase.
- i. Generalization translates a term with the term that is already well known in public and known to wider community. This technique is used when a term in the source language refers to a specific section which 12 parallels in the target language that does not exist and refers to the same section. For example, becak is translated to vehicle.
- j. Linguistics amplification adds elements of linguistics from source language into target language. This technique is often used in interpreting or dubbing.
- k. This technique unites or collects the linguistic elements that exist in the source language, it also often used in interpreting or dubbing.
- l. Literal Translation Literal translation translates expressions the source language words by words into target language.
- m. Modulation replaces focus of the point of view or the cognitive aspect that exists in the source language, either structural or lexical.
- n. Particularization uses terms that are more concrete and specific. The technique contrasts with the technique of generalization.
- o. Reduction condenses the information contained in the source language into the target language. Compacting information should not alter the text of the message in the source language.
- p. Substitution replaces the linguistic elements into paralinguistic or vice versa, such as intonation and gesture.
- q. Transposition replaces the grammatical categories of the source language into the target language, for example replacing the words to become phrases. This technique is usually used because of a different grammar between the source language and target language.
- r. Variation replaces linguistic elements or paralinguistic that affect the linguistic variable. Such as, a textual change of tone, style, geographical dialect, dialect, and social.

This research uses “*Pengembangan Model Penilaian Kualitas Terjemahan*” (2012) proposed by Nababan as the quality assessment of the translation. Nababan made 3 translation quality instruments as explained below:

- a. Accuracy of the translation instruments
 - 1) The meaning of words, technical terms, phrases, clauses, sentences or text from source language are accurately translated to the target language; it has no distortion in meaning entirely. (score 3)
 - 2) Most of the meanings of words technical terms, phrases, clauses, sentences or text from source language are accurately translated to the target language. However, there are still minor distortions in meaning or some omitted words which may fail the translations to convey the whole message thoroughly. (score 2)
 - 3) The meaning of words, technical terms, phrases, clauses, sentences or text from source language are inaccurately translated into the target language or completely deleted. (score 1)
- b. Acceptability of the translation instruments
 - 1) The translations have natural senses; technical terms are accustomed to the readers; translated clauses, phrases and sentences are accustomed to the Indonesian language principles. (score 3)
 - 2) The translations have natural senses in general, but there are minor 15 problems with the use of technical terms or there are slight grammatical errors. (score 2)
 - 3) The translations do not have natural senses; technical terms are not accustomed to the readers; translated clauses, phrases and sentences are not accustomed with Indonesian language principles. (score 1)
- c. Readability of the translation instrument
 - 1) The translated words, technical terms, phrases, clauses, sentences or texts are easy to be understood by the readers;

high readability. (score 3)

- 2) The translations are easy to be understood by the readers in general but there are certain parts that must be read more than once to be understood; moderate readability. (score 2)
- 3) The translations are difficult to be understood by the readers; low readability. (score 1)

3. Methodology

The approach used in this study is descriptive qualitative. Given that the research's own data are included in words, phrases, and sentences, the qualitative approach is applied. The resulting data, according to Wilkinson (2000: 7), is qualitative and is provided as quotes or descriptions, while some simple statistics could also be included. Observations, interviews, and life history stories are examples of qualitative data. They make it possible for the voices of individuals who are being studied or heard. The typical method of analyzing qualitative data is to code it in some way. In order to clarify the authenticity of the translation of cultural concepts in the Chef movie's subtitle text, descriptive language is used. The sole work done by the researchers is to gather, sort, and evaluate the data before drawing conclusions.

The research's primary source of data is a document that includes speech from the film Chef's screenplays together with translations of those lines from the subtitles in Indonesian. Since cultural concepts are the primary focus of this research, the researchers only paid attention to phrases or sentences that contain them. The researchers employ the purposive sampling strategy and only analyze 28 data out of 63 data in order to avoid performing an excessive amount of analysis. Purposive sampling, according to Laerd (2012), is a collection of 20 distinct non-probability sampling approaches. Purposive sampling, also known as judgmental, selective, or subjective sampling, depends on the researcher's judgment when choosing the units (such as persons, cases/organizations, events, or pieces of data) that are to be researched. When compared to probability sampling approaches, the sample under investigation is typically fairly small.

4. Result and Discussion

Based on Newmark's cultural classifications, the researchers offer the data that they have discovered and divided into 5 groups. The translation strategy for each datum is examined by the researchers using Molina and Albir translation theory. The accuracy of each datum's translation is also evaluated using Nababan's quality evaluations.

09/C/08:07 SL: "Are you talking about my sweetbreads?"

09/C/ 08:07 TL: "Maksudmu soal sweetbreads? (makanan dari pankreas sapi)"

The word "...sweetbreads" in the SL which is not translated in the TL is categorized as a material culture. Concepts like food, clothes, housing, transport and communications belong to the category of "material culture" (artifacts). (Newmark, 1988). 'Sweetbread' kb, means 'daging kelenjar perut atau kerongkongan anak sapi'. sweet•bread noun [countable usually 23 plural] meat from the pancreas of a young sheep or cow.

The translator applied pure borrowing technique because the same word is retained. Pure borrowing is to take a word or expression straight from another language without any change, e.g, to use the English word 'referendum' in an Indonesian text. (Molina & Albir, 2002) The translation is accurate (score 3) because the word is translated accurately into Indonesian language; it has no distortion in meaning entirely. It is acceptable (score 3) because the word is accustomed to the audience and accustomed to the Indonesian language principles. It is also a high readability translation (score 3) since the word 'sweetbread' is easy to be understood by the audience (Nababan, 2012).

24/C/1:08:33 SL: "That's called plantain"

24/C/1:08:33 TL: "Sebutannya pisang raja"

The word '...plantain' that is translated from the SL into the TL is categorized as ecology category. This category defines the study of relations of living things to their surroundings, it involves ecological features such as; flora, fauna, hills, forest, etc. (Newmark, 1988).

'Plantain' /'plæntən/ kb, means 'pisang raja (untuk dimasak)'. 'Plantain' is a fruit like a large banana, but less sweet, that is cooked and eaten as vegetable. The translator applied literal translation technique because the translation does not change the word class of the term, both 'plantain' and 'pisang raja' is 36 nouns. Literal translation technique is word for word translation (Molina & Albir, 2002).

The translation is accurate (score 3) because the word 'plantain' is translated accurately into Indonesian language; it has no distortion in meaning entirely. It is acceptable (score 3) because the term 'pisang raja' is accustomed to the audience and accustomed to the Indonesian language principles. It is also a high readability translation (score 3) since the word is easy to be understood by the audience (Nababan, 2012).

55/C/1:10:15 SL: "Is the plancha red hot?"

55/C/1:10:16 TL: "Apa wajannya sudah panas?"

The word "plancha" in the SL which is translated in the TL is categorized as a material culture. Concepts like food, clothes, housing, transport

and communications belong to the category of "material culture" (artifacts) (Newmark, 1988).

The word is not an English word; it is Spanish, Martinez, (2011) mentions 'plancha' as 'griddle' in English. The technique that is applied by the translator is the literal translation technique, this technique does not change the propositional meaning of the term, 'plancha' in Spanish and wajan in Indonesian language are nouns. Literal translation technique is word for word translation (Molina & Albir, 2002).

The analysis of the translation's quality using Nababan's quality assessment shows the translation is accurate (score 3) because the word 'plancha' is translated accurately into Indonesian language; it has no distortion in meaning entirely. It is acceptable (score 3) because the term 'wajan' is accustomed to the audience and accustomed to the Indonesian language principles. It is also a high readability translation (score 3) since the word 'wajan' is easy to be understood by the audience (Nababan, 2012).

21/C/44:20 SL: "You are chef de cuisine"

21/C/44:21 TL: "Kamu lah chef utama"

The word "...chef de cuisine" that is translated from the SL into the TL belongs to material culture. Material culture is deeply related to objects that have been produced by humans in many cultures, some examples are clothes, food, houses, transportation, etc. (Newmark, 1988).

Webster (2021) defines 'chef de cuisine' as a chef who manages professional kitchen. The datum is not an English word but French. If 'chef de cuisine' is translated into English, it will be 'head chef', Rowley & Purcell (2001) defines 'head chef' as a skilled and trained cook who works in a hotel or restaurant, especially the most important cook.

The translator applied established equivalence technique because the term has to convey the exact same meaning in the TL without losing the original meaning in the SL. Established equivalence is to use a term or expression recognized (by dictionaries or language in use) as an equivalent in the TL (Molina & Albir, 2002).

The assessment by using Nababan's quality assessment shows the translation is accurate (score 3) because the word 'chef de cuisine' is translated accurately into Indonesian language; it has no distortion in meaning entirely. It is acceptable (score 3) because the phrase 'chef utama' is accustomed to the audience and accustomed to the Indonesian language principles. It is also a high readability translation (score 3) since the phrase is easy to be understood by the audience (Nababan, 2012).

53/C/1:08:18 SL: "These are the maduros"

53/C/1:08:18 TL: "Ini yang sudah matang"

The word '...maduros' belongs to organizations, customs, activities, procedures, and concepts category. This category defines the study of relations of things which exist in certain culture, the approach sometimes includes political and administrative, religions, arts, etc. (Newmark, 1988).

Manzini, (2016) explains 'maduro(s)' as ripe (opposite unripe) (of fruit, grain etc) ready to be gathered in or eaten. The technique that is applied by the translator is the literal translation technique, this technique does not change the propositional meaning of the term, 'maduro' in Spanish and matang in Indonesian language are adjectives. Literal translation technique is word for word translation (Molina & Albir, 2002).

The assessment by using Nababan's quality assessment shows the translation is accurate (score 3) because the word is translated accurately into Indonesian language; it has no distortion in meaning entirely. It is acceptable (score 3) because the word 'matang' is accustomed to the audience and accustomed to the Indonesian language principles. It is also a high readability translation (score 3) since the term is easy to be understood by the audience (Nababan, 2012).

52/C/1:29:26 SL: "What are you gonna cook? Arroz con pollo?"

52/C/1:29:27 TL: "Apa yang akan kau masak? Arroz con pollo?"

The word "arroz con pollo" in the SL which is not translated in the TL is categorized as a material culture. Concepts like food, clothes, housing, transport and communications belong to the category of "material culture" (artifacts) (Newmark, 1988). According to Webster (2021) 'arroz con pollo' is a dish of chicken cooked with rice and usually flavored with saffron. The translator applied pure borrowing technique because the same word is retained. Pure borrowing is to take a word or expression straight from another language without any change, e.g, to use the English word 'referendum' in an Indonesian text (Molina & Albir, 2002).

The assessment by using Nababan's quality assessment shows the translation is accurate (score 3) because the word is translated accurately into Indonesian language; it has no distortion in meaning entirely. It is acceptable (score 3) because the term is accustomed to the audience and accustomed to the Indonesian language principles. It is also a high readability translation (score 3) since the word is easy to be understood by the audience (Nababan, 2012).

5. Conclusion

After having the research analysis and getting the results, I would like to draw the conclusion of the analysis of my thesis. 28 data taken from Chef movie script have been analyzed by using three main theories to answer questions of this analysis; Newmark's cultural categories is used to analyze the cultural terms; Molina & Albir translation techniques on the translation techniques and Nababan's quality assessment to assess the quality of the translations. The result shows that there are only 4 out of 5 cultural categories found on the movie script. The most dominant cultural category which has been found is material category with occurrence percentage of 75% and it can be found in datum 1, 3, 6, 7, 9, 10, 11, 12, 13, 14, 15, 16, 19, 21, 22, 23, 24, 25, 26, 27, and 28.

The second most dominant cultural category which has been found is concept and social organization category with occurrence percentage of 14.28% and it can be found in datum 2, 5, 8, and 17. Third is ecology category with occurrence percentage of 7.14% and it can be found in datum 13 and 20. Gesture and habit category is the least category with occurrence percentage of 3.57% and it can only be found in datum 4.

The result shows that there are only 4 out of 18 translation techniques are applied to translate the data. The most applied translation technique is pure 53 borrowing with 14 data or 50% of the whole data are translated with this technique, this technique is applied to translate datum 1, 9, 10, 12, 14, 15, 18, 19, 21, 22, 23, 24, 27, and 28. The second most applied translation technique is literal translation with 6 data or 39,28% of the whole data are translated with this technique, this technique is applied to translate datum 2, 4, 5, 6, 7, 8, 11, 13, 16, 17, 20. Established equivalence is applied to translate datum 3 and 26 or 7.14% of the whole data. The least applied translation technique is adaptation with only 1 data or 3.57% of the whole data, this technique is applied to translate datum 25.

The assessment of the translation quality shows that 96.42% of the data or 27 of them are translated accurately into Indonesian language with an exception of datum 11 - which is not accurately translated - while the analysis of the acceptability and readability shows that all of the 28 data are 100% acceptable as well as 100% having a high readability. The strength of this analysis is this analysis gives deep insights of all of the translations starting from their cultural categories, their translation techniques as well as their quality assessments. Analyzing cultural term tends not to become boring because analyzing each cultural term also means learning something new.

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