

CHAPTER I

INTRODUCTION

1.1 Background of Research

Translation is not only shifting a culture to another culture but also between two languages. Translation, which moves thoughts from one language to another, is a process of cultural de-coding, re-coding, and en-coding that takes place over time. Newmark defined translation as “rendering the meaning of a text into another language in the way that the author intended the text” (1988, p.5). From Nida's definition, translation is to make the source language information in the target language sound as natural as possible, and then comes the stylistic features. It is needed to know both the source language and the target language to be able to do this. During translation, Mildred Larson said that the source language's meaning must be passed on to the target language without any distortion. This means that even though the source language's form changes as it is changed into the target language's, the source language's meaning must not be changed, even if the target language's form changes.

Matkivska (2014) said that audiovisual translation is usually a translation of the video's verbal parts, which is what most people do. Its main feature is that the verbal and nonverbal parts work together. Translators do not only work with text when they work with an audiovisual product. They also work with other parts of media art that are multiphonic. Thus, they work with the dialogues/comments, sound effects, image, and atmosphere of the video to make it more interesting. Gottlieb (1998) said that there are four main ways of getting information when translating: verbal audio channel (dialogues, off-screen voices, and songs), non-verbal audio channel (music, sound effects, and off-screen sounds), verbal and visual channel (subtitles, signs, notes, inscriptions that appear on the screen) and nonverbal visual channel (picture on the screen).

During the process of translating, many different types of semantic signs, which are used to make up a meaning, can be found together in the audiovisual translation. This allows for the transfer of a meaning from one semiologic complex to another in the audiovisual translation. In 2010, Remael (2010, p.13) said that "the different sign systems work together to make up the audiovisual text, which is more complex than the sum of its parts."

The term "subtitling" comes from Cintas and Remael (2020), who described it as "a translation practice in which a written text, usually on the lower part of the screen, is shown that aims to recapitulate the original dialogue and other verbal information that is shown both visually and aurally" (p.9).

Pedersen (2011, p. 43) as cited in Cintas and Remael (2020) used the term extralinguistic cultural reference (ECR) to describe a reference that is made through any cultural linguistic expression that refers to an extralinguistic entity or process.

The person who is reading such expression is expected to have encyclopedic knowledge to comprehend. In addition to what Pedersen said, Cintas and Remael also put cultural references into four categories: geographical, ethnographic, socio-political, and intertextual.

Sometimes, when translating cultural references, semantics is not the most important thing to look at. It is important for subtitlers to think about how the source language, editorial decisions and content-related judgments affect them when they translate cultural references that are linked to cultural customs and traditions. This is because there has been a lot of growth and a lot of digital technology and the internet. A big part of globalization is making it easy for everyone to start new businesses in the virtual world, spread ideas about new ways to live, and sell products and ideas.

Another cause is that the society can cross borders and break down cultural barriers. It means that cultural identity is being changed by the coming together of all the different countries and ethnic groups. The world is progressively blending into a group of well-known brands, merchandise, TV shows, fashion icons, pop stars, and more. Such phenomenon influences the way the society lives, even in the technical aspects, in this case particularly, subtitles. Subtitlers can leave cultural references out of their work because they have become their own cultural items that are not easy to translate, preserving their own identity.

The translator's approach is always important when cultural references are transferred from the source language to the target language. The process of translating is also subjective, which makes it hard to know what cultural references to use. The cultural references are what make the translation subjective because of

the different viewpoints. The goal is to figure out what is meant by the cultural reference and then find the best way to translate it. As Wierzbicka (2013) had said “precise investigation of meanings, changes in meaning, and differences in meaning”.

Díaz Cintas and Remael (2020) provided the strategies as the following namely loan, literal translation, calque, explicitation, substitution, transposition, lexical recreation, compensation and omission. On the other hand, Pedersen (2011) proposed six strategies that are classified into source language oriented strategies and target language-oriented strategies. The source language oriented strategies are: retention, specification and direct translation. As for target language-oriented strategies, they are: generalization, substitution and omission.

There are two previous studies analyzing cultural references. The first research was conducted by Abdelaal with the title of *Subtitling Of Culture-Bound Terms: Strategies and Quality Assessment*. He analyzed the source of data from the *American Pie 2* (2001). He analyzed at the strategies used to translate cultural references in the movie, as well as the quality of the translation. The theories used are Pedersen’s (2005) typology of subtitling strategies and Pedersen’s (2017) quality assessment model. The translation strategies used in translating the cultural references in the movie were retention, translation using an euphemistic expression, omission, specification, rendering informal language formal, generalization and direct translation.

The second previous study was conducted by Murauskaitė, Jolita with the title of *Translation of Extralinguistic Cultural References in Subtitles of The Film “12 Years a Slave”*. Their research focused on analyzing the translation of ECRs in the

film “12 Years a Slave”. They analyzed the type of ECR and the strategy of translation. Newmark's (1988) classification and Pedersen's (2011) translation strategies are two of the theories that are used in this research. The classifications used are ecology, material culture social culture, organizations, customs, activities, procedures, concepts, and gestures and habits. The translation strategies used are retention, specification, direct translation, generalization, substitution, omission, official equivalent.

The theories that were used in the previous and the theories that were used in the current research are different. The first study analyzed at more than just cultural references. It also analyzed at the types of subtitling and how well they were done. The theories used were both from Pedersen. In this current research the cultural references are analyzed by using Pedersen as well. However, translation quality assessment is excluded from this research. The second previous research used Newmark's cultural classification to identify the types of cultural reference. In addition, it used Pedersen's subtitling strategies. The current research also analyses subtitling strategies used when translating cultural references. However, the theory used is from Cintas and Remael. Both previous and current studies have cultural references as the main point of the study. The data comes from Downton Abbey because this TV show has a lot of British CSIs. Cintas' and Remael's theory is used to analyze at the subtitling strategy.

1.2 Statements of Problems

The statements of problems of this research are the followings:

1. What are the types of cultural reference found in *Downton Abbey Season 1*?
2. What are the subtitling strategies applied in translating the cultural references found in *Downton Abbey Season 1*?

1.3 Research Objectives

This research is aimed to:

1. To analyze the types of cultural reference in *Downton Abbey Season 1*.
2. To analyze the subtitling strategies applied in translating the cultural references found in *Downton Abbey Season 1*.

1.4 Scope and limitation

The data found is analyzed based on Pedersen's cultural references (2011). The subtitling strategies are analyzed based on Cintas' and Ramael's theory. The data source are taken from the English and Indonesian subtitles from the TV serial entitled *Downton Abbey Season 1* aired on Netflix. The data to be analyzed are in the dialogues that have cultural specific items.

1.5 Research Methodology

1.5.1 Research Design

The method used in this study is called qualitative method. According to Cresswell (2018), a qualitative study is a way to learn about a social or human problem by making a complex, holistic picture with words, reporting the detailed views of the society, and doing it in a real-

world setting. It is the main goal of qualitative research to understand and explain things like people's feelings, beliefs and experiences. Deductive rather than inductive logic is used in most study designs, and they are flexible and emergent in nature. They are often non-linear and non-sequential in how they are used. The main part of the study designs is choosing people from whom the information, through an open frame of inquiry, is learned and gathered. The scope of a study, as well as the methods and processes used to get information, are often flexible and changing. Qualitative designs, on the other hand, are not as structured and sequential as quantitative ones (Kumar, 2019). The researcher used this approach to describe cultural references that were found in SL and how they were written in Indonesian subtitles (TL) by using descriptive qualitative approach where the characteristics or traits of the data is being described. This method is also used to analyze the subtitling strategies that were used to translate cultural references in Downton Abbey Season 1.

1.5.2 Source of Data

The researcher takes all of the data from the TV show Downton Abbey in Season. On 26 September 2010, this show was on ITV in the United Kingdom for the first time. It has six seasons and 52 episodes. The series is about an Earl finding an heir for her daughter. The series starts with real-life events, like the sinking of the Titanic and the murder of Archduke Ferdinand. Then, it shows how the characters react to these events. The drama comes from the characters trying to figure out how to

live in a rapidly changing, post-Edwardian world. From June 1st, 2021, the show was ready to be streamed on Netflix.

1.5.3 Method of Data Collection

The researcher conducts the following steps to collect data:

1. Watching all the episodes of season 1 of Downton Abbey;
2. Comparing the English version and its Indonesian subtitles;
3. Identifying cultural reference in both English and Indonesian versions;
4. Writing down the sentences that meets the requirements that is consisting of cultural references;
5. Consulting online dictionaries and encyclopedia.

1.5.4 Method of Data Analysis

In order to analyze the collected data, the researcher conducts the following steps:

1. Analyzing the types of cultural references by using Pedersen's theory;
2. Analyzing the translation strategies based on the Cintas' and Remael's theory;
3. Drawing the conclusion after analyzing the data.

1.6 The Organization Of Writings

This research is divided into found chapters. The first chapter is the introduction, including the background of research, statement of problems, research objectives, scope and limitations, research methodology, and the organ-

ization of writings. The second chapter is the theoretical framework which presents some theories supporting the analysis. The third chapter is the analysis and discussion of the data. The last chapter is the conclusion of the research.