CHAPTER I
INTRODUCTION

A. Research Background

Nowadays, the communication between one nation and another is inevitable. Each nation should maintain their communication between nations to be able to survive in the modern multilateral world. In the interaction between nations there are many aspects that those nations can share, like economy, politics, and even literature. Even though nations are able to share their economic, political, and even literature products, not all of their people are able to understand each other’s languages and cultures. To create a bridge and maintain communications between those nations, the works of translation are needed in this modern world, for example, one product that is commonly shared between nations, movie. Even though movie is commonly shared between nations, there is a problem, which is not all people understand and are accustomed to the language and culture used in a foreign movie. That is why movie translation is needed to make audience understand what they watch.

Movie is a type of visual communication using motion pictures, dialogues and sounds/music. A motion picture is a visualization of the characters and landscape in a movie, dialogue is the conversation between characters in a movie and sound or music gives the atmosphere of the movie. Since foreign movie viewers come from different backgrounds of culture and language, movie translation is needed to enable the viewers to understand the message in the movie.
There are two major types of film translation, dubbing and subtitling. Dubbing is known to be the method that modifies the source text to a large extent and thus makes it familiar to the target audience through domestication. It is the method in which "the foreign dialogue is adjusted to the mouth and movements of the actor in the film" (Dries 1995:9 in Shuttleworth and Cowie 1997:45) and its aim is seen as making the audience feel as if they were listening to actors actually speaking the target language.

Meanwhile, Szarkowska (2005:2) gives definition to subtitling as

“subtitling is supplying a translation of the spoken source language dialogue into the target language in the form of synchronized captions, usually at the bottom of the screen, is the form that alters the source text to the least possible extent and enables the target audience to experience the foreign and be aware of its 'foreignness' at all times.”

In translating movie subtitle, translator faces several challenges like the space for the text and duration. In addition to the time and space, there is another problem which usually challenges subtitler in translating subtitle, that is cultural terms. Because of the distinct culture of each language, problems often occur. The translator should be able to overcome problems dealing with the difference and translate the cultural terms properly in order to produce good translation within the boundaries of time and space.

According to Newmark (1988:95), “culture is way of life and its manifestations peculiar to one speech community”. It means that culture is distinct in each speech community. From Newmark’s statement quoted above, it can be seen that cultural terms are terms that their manifestations are peculiar to one speech community. There are five cultural categories proposed by Newmark
(1988:95), adapting Nida (1975): ecology, material culture, social culture, organization, and gestures. Ecology is related to flora, fauna, and natural environment. Material culture terms are related to food, clothes, housing, transport and communications. Social culture is related to work and leisure. Organisations, customs, and ideas are related to politics, social, legal, religion, and artistic. Gestures and habits are often described as non-cultural language. Cultural terms become interesting topic for researchers to study, and researches about cultural terms had been done by several researchers. From those researches, most of data from their sources of data belong to material culture category. According to the phenomenon above, the researcher decided to focus on the analysis of translation of culinary material culture terms.

Two foreign movies that contain culinary material culture terms in culinary world are Chef by Jon Favreau (2014) and The Hundred-foot Journey by Lasse Halstrom (2014). Both movies are story about the journey of a chef in seeking his path to his cooking passion.

Below are the examples of material culture terms in the movies entitled Chef and The Hundred-foot Journey:

**EXAMPLE 1**

**ST: Beignets.** You ever hear of that?

**TT: Beignet. Pernah dengar?**

The context of situation was when Carl and his son were eating Andouille sausage which originated from New Orleans; they talk about another food that
also comes from New Orleans. The word “beignet” is a cultural term. Beignet is doughnut-like food from New Orleans, USA. It belongs to the culinary material culture terms. The problem occurs because the term “beignet” is only known by several people, not all people in the world and that is why it belongs to cultural term. The translator applied borrowing technique to translate “beignet”. The Indonesian people are likely not to understand what “beignet” is because it is not part of their culture, but there is a scene that shows “beignet” and one character of the movie calls the “beignet” as “doughnut” and thus the viewers understand what it looks like. From the translation, the viewers understand that Beignet is doughnut-like food from New Orleans, USA even though they never try it yet. Therefore, the translation is unacceptable to the target language.

EXAMPLE 2:

ST: Can you picture me driving a food truck? I'm a chef.


The context of situation was when Carl drives his son after school and both of them talk about the food truck offering from Carl’s ex-wife. The translator used established equivalent and naturalized borrowing techniques to translate “food truck” into truk makanan. Food truck belongs to culinary material culture terms. Food truck is a truck that is used for selling food. This truck can be found in the carnivals, sport events or office complexes. This truck has built-in kitchen inside it for the cook to cook. The food truck is something uncommon or rare in the Indonesian culture. Food sellers in Indonesia usually use settled food stalls rather than using vehicle to sell their foods. The technique used by the translator is
appropriate, and the translation is accurate and acceptable. The Indonesian viewers can assume that truk makanan is something related to food and vehicle and their assumption will be enhanced because the following scenes in the movie show how food truck looks like.

EXAMPLE 3 :

**ST**: Boning Knife

**TT**: Pisau Boning

The context of situation was when Hasan and his family prepared for “Mansion Mumbai” restaurant first opening. Hasan asked his sister to pass him a boning knife. The translator used two techniques to translate boning knife into pisau boning, pure borrowing to translate the word “boning” and established equivalent to translate the word “knife”. Boning knife belongs to culinary material culture terms. Boning knife is a knife used in food preparation to separate or remove the bones of poultry, meat, or fish. In Indonesia, people usually only use regular knife to do anything from chopping, filleting or cutting meat, and it makes boning knife something uncommon in Indonesian culture. The techniques used by the translator in translating “boning knife” are less appropriate, especially in the word “boning” which is translated using pure borrowing technique. The audience cannot get enough information about what boning knife is since the scene do not show what boning knife is used for, and there is no clear image of boning knife in that scene that makes the audiences unable to catch the whole message from the subtitle.
Similar studies have already been done by former researchers; one of them is Riska Agusta Nugraha in 2012 which conducted a research on cultural terms in the movie entitled *Eat, Pray, Love*. Riska analyzed a single movie in her research. She analyzes all categories of cultural terms in the movie. The other researcher, Uswatun Khasanah in 2009 conducted a research on cultural terms in the animation movie entitled *Ratatouille*. Similar to Riska, she analyzed a single movie and analyzed all categories of cultural terms in her data source. Former researchers about cultural terms mostly use all categories proposed by Newmark. They did not focus on one category. Material culture category is chosen as research object of research because this is the most frequent cultural term category that is identified in the data of former researches. To fulfill adequate number of data in conducting research on material culture, the researcher uses two sources of data in this research, which are movies entitled *Chef* and *The Hundred-foot Journey*.

*Chef* is a movie about the journey of American chef with his son and his Spanish friend. Meanwhile, *The Hundred-foot Journey* is a movie about an Indian family looking for a new place to build their restaurant, who finally found a place in France. Both movies contain material culture terms, especially in the culinary world. Based on the phenomenon from the example above, the researcher conduct a research about the analysis of translation techniques and quality of culinary material culture terms in the movies entitled *Chef* and *The Hundred-foot Journey*.

**B. Research Limitation**
This research focuses only on the analysis of translation techniques and their impact on the translation quality in terms of accuracy and acceptability of the translation of culinary material culture terms in the movie Chef by Jon Favreau and The Hundred-foot Journey by Lasse Halström. The researcher focuses on the culinary material culture terms from the theory proposed by Newmark (1988) adapting Nida. The analyzed data are in the form of word and phrase.

C. Problem Statements

Based on the research background stated before, the researcher proposes two problems:

1. What are the techniques applied by the translator in translating culinary material culture terms in the movies entitled Chef and The Hundred-foot Journey?

2. How is the impact of the translation techniques on the quality of the translation of culinary material culture terms in the movies entitled Chef and The Hundred-foot Journey in terms of accuracy and acceptability?

D. Research Objectives

1. To find out the translation technique applied by the translator in translating culinary material culture terms in the movies entitled Chef and The Hundred-foot Journey

2. To find out the impact of the translation technique on the quality of the translation of culinary material culture terms in the movies entitled


Chef and The Hundred-foot Journey in terms of accuracy and acceptability.

E. Research Benefits

This research is hopefully give some benefits for:

1. English Department Students

The results of this research can be used as additional references for the next or further research on cultural terms, especially for students majoring in Translation Studies. This research can help the English department students to be more aware to the characteristics of cultural terms in different context, so the students will be able to identify and analyze the cultural terms.

2. Other Researchers

This research can be used by another researcher to conduct another research about translating culinary material culture terms. The other researchers can conduct another research on other culinary terms like cooking activity and cooking apparatus.

3. Subtitler of Culinary Movies

The result of this research can help the subtitler of culinary movies to know the problems in translating culinary material culture terms and also to know the solution to overcome the problems. The subtitle translator of culinary movies should be able to take benefits of this research and improved their translation skills in the culinary terms.
F. Thesis Organisation

The thesis organization of this research is as follows:

Chapter I: INTRODUCTION which consists of Research Background, Research Limitation, Problem Statement, Research Objective, Research Benefits, and Thesis Organization.

Chapter II: LITERATURE REVIEW which consists of Definition of Translation, Problems in Translation, Translation Techniques, Translation Quality Assessment, Definition of Cultural Terms and Material Culture, Subtitle Translation, Chef Review, The Hundred-foot Journey review, and Review of Related Studies.

Chapter III: RESEARCH METHODOLOGY which consists of Research Type and Design, Data and Source of Data, Sampling Technique, Method of Data Collection, Method of Data Analysis, and Research Procedures.

Chapter IV: RESEARCH FINDINGS AND DISCUSSION which consists of Introduction, Research Findings, and Discussion.

Chapter V: CONCLUSION AND RECOMENDATION