

# CHAPTER I

## INTRODUCTION

This chapter presents an introduction to the research paper, describing the background of the study, reasons for choosing the topic, research questions, aims of the study, scope of the research, significance of the study, and organization of the paper. It also presents clarification of key terms used in the study.

### 1.1 Background of the Study

Nowadays, people can explore foreign culture through many ways. One of the ways people can learn about culture from different countries is through film. According to Taylor (cited in Aini, 2001), a film represents a portrayal life in a particular country, so that country's language is the essential part and should be preserved. However, the different language seems to be an obstacle in getting the information. Therefore, translation plays an important role as a bridge to help people get the information about certain culture. According to Brisset (cited in Venuti, 2000), translation is dual-act of communication which involves a source and target text. Thus, translation deals with the study of lexicon, grammatical structure, communication studies, and cultural context of source language and target language (Larson, 1984). In translating a text, there are two basic strategies which Venuti termed as foreignization and domestication. According to Venuti (cited in Aini, 2011):

Domestication is an ethnocentric reduction of the foreign text to target language cultural values; bring the author back home while foreignization is an ethno deviant pressure on those (cultural) values to register the linguistic and cultural difference of the foreign text, sending the reader abroad.

In other words, domestication strategy is the type of translation which adopts transparent and fluent style to minimize the strangeness of foreign text for the readers, while foreignization is a production of target language text which breaks target conventions by retaining something original of the foreignness (Shuttleworth & Cowie, 1997).

In regard to films which represent foreign culture of particular country, Venuti's theory of foreignization and domestication can be used to analyze all translation form of those films (Aini, 2011). The readers will find various kinds of terms which they may not be familiar

with, such as characters' names, names of national dishes, cultural terms of address, etc. The readers may also find idioms and slang words that are unfamiliar and do not exist in their languages. According to Newmark (1988), cultural terms are words, phrases, or expressions used by certain cultures to express something related to their cultures. There are five categories that have been classified by Newmark: ecology, material culture, social culture, social organization, gestures and habits.

There are several studies that have been conducted in this field, such as a study that was conducted by Aini (2011). The research analyzed culture-specific terms in the Indonesian subtitle of *Ratatouille* movie and specific translation strategies that are used in the subtitle of the film. The study uses descriptive qualitative method by analyzing the Indonesian subtitle of the film to answer the research question. The finding shows that culture specific terms in the movie are mainly foreignized by the translator. Another related study in this field was conducted by Aziz (2014) entitled *Translation Analysis of Cultural Terms in Negeri 5 Menara* and a study which was conducted by Aprilianti (2014) entitled *Foreignization and domestication in the translation of English technical terms -architecture; form, space and order*. Those previous studies only analyzed English to Indonesian translation. To add to the literature of translation studies, the present study will analyze culture-specific terms in the English subtitle of *Tabula Rasa*. Shuttleworth and Cowie (1997), state that subtitling is providing synchronized caption process for film or television dialogue. This study has been conducted in order to know whether the English subtitle of the film contains more domesticated terms or foreignized terms. The data presented whether the subtitles maintain Indonesian culture or no.

Reasons for choosing the topic is because the researcher is interested in translation subject, especially in investigating translator's perspective through the use of translation strategies that the translator uses when translating text. Besides, the researcher has done several studies on the same topic, investigating different subject such as novel and movie subtitle. The studies were done when the researcher was doing the internship program at Balai Bahasa Jawa Barat.

The reason for choosing *Tabula Rasa* movie is because it contains many culture-specific terms related to Minangkabau culture in Indonesia. The findings are expected to be beneficial for other translators who attempt to translate cultural-specific terms. Moreover, another reason for choosing this topic is because to the best of researcher's knowledge, there

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are no previous studies which have attempted to investigate the English subtitle of *Tabula Rasa* in terms of its domestication and foreignization strategies. The researcher prefers subtitling instead of dubbing because the source language and the target language are still in the film, where in dubbing, there is only the target language. To analyze the study, three theoretical frameworks will be used: First, Newmark's (1988) theory of culture specific terms to classify Indonesian culture specific terms identified in the film; Second, Venuti's (1995) theory of foreignization and domestication; the last, Pedersen's (2005) theory of translation strategy.

## **1.2 Research Questions**

1. What are the Indonesian culture-specific terms found in the English subtitles of the movie *Tabula Rasa*?
2. What is the most frequently used specific translation strategy in the process of domestication and foreignization found in the English Subtitles of *Tabula Rasa*?

## **1.3 Aims of the Research**

1. To identify the Indonesian culture-specific terms in the English subtitles of *Tabula Rasa*.
2. To identify the specific translation strategy that is frequently used within the process of domestication and foreignization in the English subtitles of *Tabula Rasa*.

## **1.4 Scope of the Research**

In the field of translation, there are many aspects that can be investigated such as translator's ideology, translator's invisibility, and translator's voice. However, in this research the researcher only focuses on investigating the translation strategy used in translating culture-specific terms found in English subtitle of *Tabula Rasa*. This includes whether the Indonesian culture-specific terms are foreignized or domesticated in the English subtitle. This study also focuses on the specific strategy used in the subtitle, as proposed by Pedersen (2005), in order to find out what translation strategy is mostly used by the translator in translating those culture-specific terms.

## **1.5 Significance of the Study**

After conducting this research, the writer hopes that this research could give practical and theoretical contribution as follows:

1. Practically, the recent study is expected to contribute to knowledge and skills of translators, especially in terms of foreignization and domestication techniques in translating culture specific terms.
2. Theoretically, this study may enrich the understanding of foreignization and domestication techniques in translating culture specific terms found in the English subtitle of the Indonesian movie *Tabula Rasa*.

## **1.9 Clarification of Key Terms**

1. Translation: Venuti (1995:17) states that translation is a process when the chain of signifiers in the source language text is replaced by a chain of signifiers in the target language which the translator provides.
2. Translation strategies: Includes strategies differences in rendering a source language into the target language . (Pedersen, cited in Aini, 2011:7)
3. Culture-specific terms: According to Newmark (1988:94-95), cultural terms are words, phrases, or expressions used by certain culture to express something related to their culture. There are five categories that have been classified by Newmark, they are: ecology, material culture, social culture, social organization, gestures and habits.
4. Domestication: domestication is “an ethnocentric reduction of foreign text to target-language cultural values, bring the author back home” (Venuti, 1995:20).
5. Foreignization: foreignization signifies “ethnodeviant pressure on those values to register the linguistic and cultural difference of the foreign text, sending the reader abroad.” (Venuti, 1995:20).

## **1.10 Organization of the Paper**

### **Chapter I: Introduction**

This chapter consists of the background of this study, research questions, aims of the study, scope of the study, research methodology, data collection and analysis, as well as the organization of the paper.

### **Chapter II: Theoretical Framework**

This chapter contains the theoretical underpinnings of the research, which include the theory from Newmark (1988), translation strategy theory from Venuti (1995) and specific translation strategies by Pedersen (2005). The theoretical foundation provides a basis for analyzing the research findings.

### **Chapter III: Research Methodology**

This chapter contains methodological aspects of the research, discussing steps and procedures of this research.

### **Chapter IV: Findings and Discussions**

This chapter contains the results of the study. This chapter reports the research findings and discussion.

### **Chapter V: Conclusions and Suggestions**

This chapter consists of the research conclusions and the suggestions for further research