

TRANSLATION ANALYSIS OF SOCIAL CULTURAL WORDS IN *BUMI MANUSIA* MOVIE

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Abstract

Translation problems may arise because of cultural differences in movie subtitles. Thus, subtitling strategies have become crucial for translating social and cultural information. This study aims to identify the social-cultural words using Newmark's (1988) theory and investigate the translators' subtitling strategies using Pedersen's (2011) theory. The data used in this research are cultural words in Indonesian subtitles and English subtitles in the movie *Bumi Manusia*. Moreover, the researcher used the descriptive qualitative method. As a result, the researcher found that there were 166 social culture words found in the movie, which were work, name, terms of address, kinship, and leisure terms. The result revealed that the most frequent cultural-related terms of social-cultural words are names of a person with 34% of data. Furthermore, this study found that the translator employed seven subtitling strategies when translating cultural words, which were official equivalent (39%), retention (37%), substitution (14%), direct translation (4%), generalization (4%), omission (2%), and specification (1%). It can be concluded that the official equivalent is the dominant strategy applied by the translator, followed by retention.

Keywords— *Bumi Manusia*, cultural words, social-cultural, subtitle, subtitling strategy

Introduction

Language cannot be separated from culture. As social beings, both play a crucial role in human existence. As such, comprehending the complex nature of human communication requires understanding the link between language and culture. Kramsch states, "Culture is represented by language since culture is interpreted, mediated, and recorded by means of a language" (Kavakli, 2021, p. 89). It means that language and culture have an impact on one another. As a result of language, cultural values, and customs can be detected in a literary text. In order to understand the community's language, culture, and customs reflected in the cultural works, the community needs to grasp the fundamental meaning and definition of target cultural terms.

Translation serves as a bridge to fill the gap in people's cultural and linguistic backgrounds. Torop (2002, p. 593) describes translation as "an activity and translation as the result of this activity are inseparable from the concept of culture. The translational capacity of culture is an important criterion of culture's specificity." Currently, translation is no longer only available in textual forms, such as novels, articles, and others, but also in screen forms, such as movies. Movie translation, as a type of translation, allows individuals from any linguistic background to understand the storyline of a movie.

When translating a film, a translator has the option to employ subtitles. Gottlieb (in Baker, 2001, p. 244) describes subtitles as "a transcription of movie or TV dialogue, presented simultaneously on the screen." Subtitling is one of the techniques used in movie translation. Subtitling can be defined as a method of translation that entails presenting written text, usually located at the lower portion of the screen, encompassing both the spoken elements depicted visually and the information conveyed audibly in the soundtrack (Díaz Cintas & Remael, 2014,

p. 8).

Numerous scholars or researchers have examined different strategies employed in subtitling to convey cultural terms effectively. Included in research conducted by Rahmawati (2018), Akalin (2019), Wasisto and Simatupang (2020), Kurnia and Bram (2021), and Firdaus and Naully (2022). Newmark's translation procedures were used by earlier researchers to study the translation of cultural terms. As Rahmawati (2018) did in her studies of the movies *Godfather 1* and *Godfather 2*, so did Kurnia and Bram (2021) in their analysis of the Indonesian poetry *On Foreign Shores*. Meanwhile, Akalin (2019) examined cultural terms in the novel *72. Koğuş*, Wasisto, and Simatupang (2020) looked up cultural terms in the novel *Seperti Dendam, Rindu Harus Dibayar Tuntas*.

Rahmawati (2018), Kurnia and Bram (2021), and Wasisto and Simatupang (2020) concentrated on Indonesian cultural terms and their English translation. Turkish cultural terms and their English translations are the subjects of Akalin's (2019) work. In addition, Firdaus and Naully (2022) investigated the English subtitles in the *Chef* movie into Indonesian, employing Molina and Albir's translation techniques theory.

This present study specifically covered a translation of a movie entitled *Bumi Manusia* (2019). This research focused on the translation of cultural terms, primarily social culture terms only. The objective of this study was to identify the categories of cultural words found in the *Bumi Manusia* movie and the translation strategies applied to translating cultural words in the *Bumi Manusia* movie. Since the novel contains many cultural words, especially social cultural words, it was determined that the movie *Bumi Manusia* would be a good representation of the data source for this study.

Newmark (1998) proposed five cultural categories, which are ecology, material culture, social culture, organization and customs, and, gesture and habits. However, the scope of this study was restricted to social-cultural words that fell within the cultural categories suggested by Newmark. Thus, in this study, the researcher employed Newmark's (1988) cultural categories theory as a framework to classify social cultural words and the subtitling strategy theory by Pedersen (2011) to analyze the subtitling strategy. Pedersen's theory was chosen to analyze subtitling strategies since it was designed to render cultural words in subtitling. Moreover, this study can function as a point of reference for future studies on subtitling and provide assistance to translators when confronted with the task of subtitling cultural words.

Literature Review

Cultural Categories

Newmark defines culture as the specific manner of living and the visible manifestations exclusive to a particular community utilizing a specific language for communication. In particular, he distinguishes "cultural" language from both "universal" and "personal" language (1988, p. 94). Barkan defines culture as "symbols, language, values, and artefacts. Each of these is a distinct element every culture has" (Firdaus & Naully, 2022). As cited in Valencia, Baker describes culture-specific as a conceptual notion, whether abstract or concrete, connected to matters of religion, belief systems, social customs, and distinct culinary traditions (2016). Meanwhile, Aixela puts forth the notion that culture-specific can be described as textual components that are related to specific concepts in the foreign culture, such as history, art, and literature, which may be unfamiliar to the readers of the translated text (in Shokri & Ketabi, 2015). Moreover, Newmark created a term called cultural words. According to him (1988, p. 793), it "denotes a specific material cultural object."

Newmark (1988), in his book, categorized cultural categories into five distinct groups, which include 1) ecology, which deals with the interconnection between living beings and their surroundings, such as flora, fauna, hills, winds, and plains. 2) material culture is intimately connected to the physical objects produced by human beings across different cultural settings. For example, food, houses, clothes, activities, transport, and town. 3) social culture pertains to the activities and behaviours specific to a particular group of people in different locations, such as work and leisure. 4) organization, customs, activities, procedures, and concepts encompass the study of relationships between various aspects within a culture, such as political,

administrative, religious, and artistic. 5) gestures and habits refer to the typical gestures and behaviours exhibited by a group of people, which can vary between groups (Newmark, 1988, p. 95).

Subtitling Strategies

Due to the uniqueness and exclusivity of each region's culture, cultural terminology presents an incredible challenge in the field of translation. Therefore, these terms cannot be translated without careful consideration. Some essential factors that aid in message decoding allow a translator to precisely and successfully translate most cultural terminology (Chahrour in Wikandayani, 2022). When dealing with the translation of cultural phrases, an increased level of caution and awareness is required to preserve the content's integrity and significance.

Pedersen (2011) provides an overview of translation strategies in audiovisual translation literature. Based on this overview, he argues that in order to make a valid classification of subtitling strategies that meet the goals of any particular translation study, there must be a baseline of strategies that can then be generalized or specified depending on the goals of each study. This baseline comprises six strategies: Retention, Omission, Direct Translation, Generalization, Substitution, and Specification. Additionally, when discussing subtitling strategies specifically related to cultural terms, Pedersen introduces a seventh strategy known as the Official Equivalent (Pedersen, 2011, p. 74).

Retention Strategy

From one perspective, retention can be seen as the strategy that exhibits the highest level of faithfulness to the source text (ST), as the translator remains true not only to the overall meaning but also to every single word of the ST (Pedersen, 2005). Moreover, Pedersen adds that, in this strategy, the source text (ST) equivalent in the Extralinguistic Culture-bound Reference (ECR) is preserved in the subtitle without any modifications or with slight adjustments to meet the requirements of the target language (TL). This particular text segment could be visually distinguished, for example, by utilizing italics (2011). The utilization of this strategy is predominantly observed when translating proper nouns, such as names of individuals or places. (Abdelaal, 2019).

Specification Strategy

As stated by Pedersen (2005), specification involves maintaining the ECR in its original, untranslated form while incorporating additional information that enhances the specificity of the target text (TT) ECR beyond what is present in the source text (ST) ECR. This can be achieved through either explicitation or addition (2005). Moreover, as described by Pedersen in his book (2011, p. 76), specification is the process of adding more information to the subtitled ECR, resulting in a heightened specificity level compared to the source text (ST) ECR. This augmentation can be accomplished through two methods: completion, which involves providing further details or expanding upon a name or acronym, and addition, which entails incorporating additional semantic content such as someone's occupation or an evaluative adjective (2011, p. 76).

Direct Translation Strategy

In Pedersen's (2005) view, direct translation preserves the semantic content of the source text (ST) Extralinguistic Culture-bound Reference (ECR) without introducing any changes or omissions, unlike the strategies of specification and generalization. There is no intention to convey connotations or provide guidance to the target text (TT) audience. Additionally, Pedersen (2011, p. 76) emphasizes that the only aspect modified under this strategy is the language itself, with no alteration to the semantic meaning. Proper nouns, such as government agencies, are rarely translated but may be utilized as they are (2011, p. 76).

Generalization Strategy

Generalization, as described by Pedersen (2005), involves the substitution of a specific ECR with a more general alternative. This typically entails utilizing hyponymy in a broader

sense while still maintaining the distinctiveness of the referent in the target text (TT) ECR. Pedersen further explains that this strategy results in a reduced level of specificity in the TT compared to the source text (ST) ECR. It can be achieved by employing either a superordinate term or a paraphrase (2011, p. 76).

Omission Strategy

Pedersen (2005) defines omission as a legitimate translation strategy wherein the source text (ST) electronic communication record (ECR) is replaced with nothing (2005). In other words, no reproduction or representation of the ST ECR is included in the target text (TT). Furthermore, Pedersen emphasizes that the ST ECR is entirely excluded from the TT without any form of replication (2011, p. 76).

Substitution Strategy

Pedersen (2005) characterizes substitution as the process of replacing the source text (ST) ECR with an alternative entity, which can either be a different ECR or a paraphrase. In his book (2011, p. 76), he describes substitution as the act of replacing the ST ECR with another ECR from either the source culture or the target culture or even with an entirely unrelated element.

Official Equivalent Strategy

Pedersen (2005) indicates that the utilization of an official equivalent strategy differs from other strategies as it involves a bureaucratic approach rather than a purely linguistic one. Additionally, in his book (2011, p. 76), he mentions that an official equivalent for a source culture ECR may already be available through common usage or administrative decision.

Research Method

In this study, the researcher employed qualitative descriptive methods. As defined by Creswell, qualitative procedures rely on text and image data and involve distinct steps in data analysis, drawing on diverse inquiry strategies (2017, p. 20). As cited in Creswell, Merriam further emphasizes that data emerging from qualitative studies are descriptive and are reported primarily through words (including participants' statements) or visuals rather than numerical values (2017, p. 22). The qualitative descriptive method was utilized to classify and characterize the data, facilitating an understanding of the research findings.

The data were collected from the *Bumi Manusia* (2019) movie. Due to the presence of Indonesian, Javanese, and Dutch cultural words in the dialogues, the movie was used as a data source. The social-cultural terms include every word and phrase that can be found in *Bumi Manusia* as well as their translations. The researchers applied Newmark's (1988) theory of cultural categories to identify social-cultural words while also employing Pedersen's (2011) seven theories of subtitling strategies to analyze the subtitles in the movie.

The data were analyzed by categorizing the cultural terms, which are only social cultural words based on the cultural category theory by Newmark (1988). Then, classifying the subtitling strategies based on the theory of subtitling strategies by Pedersen (2011) are substitution, generalization, specification, omission, direct translation, official equivalent, and retention. Finally, the implementation of the strategies for subtitling, as well as the results of the cultural categories, were described.

Results and Discussion

Result

Cultural Categories

According to Newmark, cultural terminology can be classified into five categories: ecology, social culture, material culture, gestures and habits, and social organization (1988, p. 95). However, this study is only focused on the subtitling of social-cultural words. As an outcome, the researcher discovered a total of 166 data on social-cultural words in the movie

Bumi Manusia, which include the name of a person, terms of address, work terms, kinship terms, and leisure terms.

Table 1.
The Frequency and Percentage of Social Cultural Words in the Bumi Manusia Movie

Social Cultural Word	Data	Percentage
Work	34	20%
Names	56	34%
Terms of Address	39	23%
Kinship	19	11%
Leisure	18	10,8%
Total	166	100%

As can be seen in Table 1, there were 34 data (20%) that fell into the category of work terms, 56 data (34%) that fell into the category of the names of a person, 39 data (23%) that fall into the category of terms of address, 19 data (11%) are included in the kinship terms category, and 18 data (10.8%) are included in the leisure terms category. The categories of names of a person and terms of address are the most dominant terms. The following is a comprehensive description of each datum in further detail:

Work Terms

Newmark considered work as a term of cultural term, and he also asserts that it falls within the category of cultural terms related to social culture (1988, p. 95). Work terms refer to any action that has to do with one's employment or career. The following datum 1 is an example of the data related to this category:

Datum 1

02:22:09

Source Text : Mengirimkan *pengacara* terkenal dari Semarang.

Target Text : Will send a good *lawyer* from Semarang.

In datum 1 above, the word '*pengacara*' means '*pendamping tergugat (terdakwa); advokat*' or the defendant's companion (Kamus Besar Bahasa Indonesia, n.d.). As a consequence of this, the word '*pengacara*' is considered to be a work term of social culture due to the fact that its primary function is to advocate for the accused party's best interests during the course of the trial.

Names of a Person

In addition to the concepts of work and leisure, there are a few more terms that fall under the social culture category. In addition, Putrawan mentioned that individual names and terms used to address people are considered elements of social culture (Aditya & Basari, 2013). The following datum 2 is an example of the data related to this category:

Datum 2

01:47:53

Source Text : *Annelies Mellema* itu indo!

Target Text : *Annelies Mellema* is mixed-race!

The name *Annelies Mellema* has been given to the primary protagonist in the film *Bumi Manusia*. In the movie, *Annelies Mellema* is described as a girl who is well-known in the city of Surabaya. She is said to be well-known for both her beauty and her purity. Thus, *Annelies Mellema* is classified as social culture.

Terms of Address

In addition to the concepts of work and leisure, there are a few more terms that fall

under the social culture category. Putrawan mentioned that individual names and terms used to address people are considered elements of social culture (Aditya & Basari, 2013). Furthermore, Newmark also states that the terms of address are classified as cultural terms, such as *Sie* in German and *usted* in Spanish (1988, p. 95). The following datum 3 is an example of the data related to this category:

Datum 3

00:18:06

Source Text : Kau bisa memanggilku *Nyai*.

Target Text : You can call me *Nyai*.

The word '*nyai*' is a term of address for women who have not married or are married but are older than the person to whom it is being directed (Kamus Besar Bahasa Indonesia, n.d.). Throughout the film, '*Nyai*' refers to the social status of an older woman, Nyai Ontosoroh. She was known as '*Nyai*' because she was a concubine who lived with a Dutch man and bore him two children despite the fact that she was never legally married. Thus, '*Nyai*' is classified as social culture.

Kinship Terms

In addition to the concepts of work and leisure, there are a few more terms that fall under the social culture category. In addition to this, Putrawan mentioned that individual names and terms used to address people are considered elements of social culture (Aditya & Basari, 2013). Furthermore, Newmark also states that terms used to address people are classified as cultural terms (1988, p. 95). A term of address used in society to identify relationships between individuals within a family or relative group is known as a kinship term. Thus, a kinship term is part of the terms of address. The following datum 4 is an example of the data related to this category:

Datum 4

00:59:23

Source Text : Kenapa surat dari ibu dan *ramamu* tak pernah kamu balas?

Target Text : Why didn't you ever reply to our letters?

In Javanese, the word '*rama*' means a call for a male parent, or '*ayah*' or '*bapak*', or in English means father (Kamus Besar Bahasa Indonesia, n.d.). The term '*rama*' is used to refer to Minke's father throughout the movie. He grew up in a wealthy and reputable family and is also a regent of Bojonegoro. Thus, the word '*rama*' is classified as social culture.

Leisure Terms

Newmark considered leisure as a term of cultural term, and he also asserts that it falls within the category of cultural terms related to social culture (1988, p. 95). Leisure is a kind of activity that is carried out for reasons other than pure amusement. All activities that are not carried out for the purpose of earning a living are included in the category of leisure. The following datum 5 is an example of the data related to this category:

Datum 5

00:43:04

Source Text : Kalau kau tidak bisa *bermalas-malasan* di rumah ini.

Target Text : That you cannot just *laze around* in this house?

In datum 5, '*bermalas-malasan*' means not having any motivation and not knowing what to do. When people have some free time, they frequently engage in activities that are considered to be lazy. Therefore, the word '*bermalas-malasan*' is classified as a work term of social culture.

Subtitling Strategies

Pedersen proposed seven subtitling strategies: the retention strategy, direct translation strategy, specification strategy, official equivalent strategy, generalization strategy, substitution strategy, and omission strategy (2011). In the course of the process of translating social culture words for the movie *Bumi Manusia*, the researcher was able to discover all the seven strategies from Pedersen that the translator utilized.

Table 2.

The Frequency and Percentage of Subtitling Strategies Found in the Bumi Manusia Movie

Subtitling Strategies	Data	Percentage
Official Equivalent	65	39%
Retention	62	37%
Specification	1	1%
Direct Translation	6	4%
Generalization	6	4%
Omission	3	2%
Substitution	23	14%
Total	166	100%

The result in Table 2 shows that the use of official equivalent strategy appeared in 65 data (39%), the use of retention strategy appeared in 62 data (37%), the use of specification strategy appeared in 1 data (1%), the use of direct translation strategy appeared in 6 data (4%), the use of omission strategy appeared in 3 data (2%), the use of generalization strategy appeared in 6 data (4%), and the use of substitution strategy appeared in 23 data (14%). It is possible to draw the conclusion that the official equivalent strategy is the predominant strategy utilized in the process of translating social culture words used in the *Bumi Manusia* movie subtitles., which appeared in 65 data and represented 39%, followed by the retention strategy, which appeared in 62 data and represented 37%. The following is a comprehensive description of each datum in further detail:

Official Equivalent

The concept of an official equivalent pertains to a cultural term from the source text with a firmly established counterpart in the target text (Pedersen, 2011, p. 76). The following datum 6 is an example of the data related to this strategy:

Datum 6

00:19:12

Source Text : Kalau begitu pasti anak *Patih*?

Target Text : You must be a *governor's* son, then?

In the datum 6, '*patih*' is rendered into *governer*. The word '*patih*' is a name given to an influential person, such as a regent (Kamus Besar Bahasa Indonesia, n.d.). In An Indonesian-English Dictionary, the equivalent of the word '*patih*' is *governor* or *vice-regent* (2007, p. 413). Due to bureaucratic procedures, the term '*patih*' has an official equivalent in the target text, which is *governor*. Since there is an official equivalent in the target language, there are no issues with the subtitling process. Thus, the translation strategy is called official equivalent strategy.

Retention

The strategy that maintains cultural terminology in its original or slightly modified target text form is referred to as retention (Pedersen, 2011, p. 76). The following datum 7 is an example of the data related to this strategy:

Datum 7

00:41:22



Source Text : Kamu tamu di sini, *mas*.
Target Text : Do not. You're our guest, *mas*.

The implementation of the retention strategy is shown in datum 7. In Kamus Besar Bahasa Indonesia (n.d.), the word '*mas*' means a form of address to elder male relatives or men who are considered older; a polite form of address for males of any age, husband-wife close call. The term '*mas*' in the source text is translated as is, without any modifications. Thus, the translation strategy is called the retention strategy.

Specification

The specification technique is employed when additional information is provided in the target text subtitled to enhance its explicitness. This implementation involves supplementing the content with extra details, clarifications, or elaborations to ensure a more precise and more specific rendering (Pedersen, 2011, p. 76). The following datum 8 is an example of the data related to this strategy:

Datum 8

00:19:09

Source Text : Kau, *Sinyo* anak Bupati?
Target Text : *Sinyo (young man)*, are you a regent's son?

In datum 8, the word '*sinyo*' is translated into *sinyo (young man)*. According to Kamus Besar Bahasa Indonesia (n.d.), the word '*sinyo*' means unmarried son (European descent). The translator included the phrase (*young man*) in order to offer more information that would make the word more particular and understandable to the target audience.

Direct Translation

Direct translation refers to a method of translation where the words are rendered in a one-to-one correspondence without altering the meaning. This approach aims to maintain the literal representation of the source text in the target language, adhering closely to the original wording and structure (Pedersen, 2011, p. 76). The following datum 9 is an example of the data related to this strategy:

Datum 9

01:45:04

Source Text : Koranku, *Harian Surabaya*.
Target Text : My newspaper, *Surabaya Daily News*.

In datum 9, '*Harian Surabaya*' is translated into '*Surabaya Daily News*'. The translator translated it using word-for-word translation. Thus, the translation strategy is called direct translation strategy.

Generalization

Generalization is the method that reduces the specificity of the subtitle of the target text compared to the source text by using generic terms in the target text (Pedersen, 2011, p. 76). The following datum 10 is an example of the data related to this strategy:

Datum 10

00:11:11

Source Text : Aku *pria Jawa* yang tak akan punya Istri simpanan, Suurhof.
Target Text : I am a *Javanese* who'll never have a harem, Suurhof.

In datum 10, the generalization strategy was used to translate the phrase '*pria jawa*' into *Javanese*. The translator chose to translate '*pria jawa*' using a general term, which is '*Javanese*', not '*Javanese man*'. Thus, the translation strategy is called the generalization

strategy.

Omission

Omission occurs when a cultural term in the source text is intentionally not translated or included in the target text, resulting in its omission (Pedersen, 2011, p. 76). This means that the specific cultural term is not rendered or represented in the translated version and is deliberately left out. The following datum 11 is an example of the data related to this strategy:

Datum 11

01:13:37

Source Text : *Cak*, andong, *Cak*!

Target Text : Carriage, please!

In datum 11, the word '*cak*' is used to call men of East Java who are considered elders (Kamus Besar Bahasa Indonesia, n.d.). The word '*cak*' is not translated into the target text. Thus, the translation strategy is called omission strategy.

Substitution

A cultural word from the source text is changed through the substitution process to another cultural term found in the target text with the same meaning (Pedersen, 2011, p. 76). The following datum 12 is an example of the data related to this strategy:

Datum 12

00:06:50

Source Text : Kau ini *Indo*, bukan Eropa asli.

Target Text : You're *mixed blood*, not a pure blood.

In datum 12, the word '*indo*' is translated into '*mixed blood.*' According to Kamus Besar Bahasa Indonesia (n.d.), '*indo*' means '*peranakan Eropa dengan Indonesia*' or a mixture of European and Indonesian breeds. In the movie context, the word '*indo*' means someone who is biracial, namely the descendants of foreigners, especially Europeans and Indonesians. Meanwhile, the word *mixed-blood* means a person whose ancestors come from a combination of two or more races (Merriam-Webster Dictionary, n.d.). Thus, the translation strategy is called the substitution strategy.

Discussion

In the study, the researcher used the social categories theory by Newmark (1988) to identify the cultural words. The theory of cultural categories refers to the social culture words in the source language. As a result, the researcher found 166 data on social culture words in the movie *Bumi Manusia*, including work terms (20%), names of a person (34%), terms of address (23%), kinship terms (11%), and leisure terms (10.8%). Thus, the most dominant cultural words were names of a person with 20% data.

Additionally, to examine the subtitling strategies, the researchers employed Pedersen's (2011) theory on subtitling strategies, which pertains to the translation of social-cultural words between the source and target languages. Consequently, the researcher identified seven strategies employed by the translator for translating social-cultural words in the *Bumi Manusia* movie. Among the identified strategies, the official equivalent strategy accounted for 39% of the data, 37% of the data belonging to retention strategy, 1% of the data belonging to the specification strategy, 4% of the data belonging to the direct translation strategy, 4% of data belonging to generalization strategy, 2% data belonging to omission strategy, and 14% data belonging to substitution strategy. The most frequently employed subtitling strategy was the official equivalent strategy, with 39% of data, followed by the retention strategy, with 37% of data.

In translating the social-cultural words, the translator applied an official equivalent strategy mainly for the work terms, leisure terms, kinship terms, and terms of address. The

official equivalent strategy was applied by replacing the source text with cultural words using the standard words found in dictionaries or a preformed target text version. Meanwhile, the translator applied a retention strategy mainly for the name and term of address. The retention strategy was applied by borrowing the words or terms from the source text to overcome a strange idea in the target text's culture. In addition, a retention strategy is used to impart the culture of the source text.

Whereas the study done by Rahmawati (2018) showed that there were five procedures in translating cultural terms using Newmark's translation procedure: naturalization, transference, functional equivalence, cultural equivalence, and modulation. The most common method used by the translator is transference. Akalin (2019), in his study result using Newmark's translation procedure, found that 500 culture-specific terms used by the author of the novel were identified, and a total of 33 culture-specific items randomly selected from the source text were identified in both translations. The most common method used by translators is literal translation. Then, Kurnia and Bram (2021) utilized Newmark's translation procedure. The study findings demonstrated that five of the 15 translation procedures were employed to translate the 23 culture-specific terms identified in the book *On Foreign Shores*. These five procedures encompass functional equivalence (equivalence), cultural equivalence (adaptation), descriptive equivalence, transference, and reduction. Wasisto and Simatupang (2020) conducted a different study in which they applied Newmark's translation procedure. The results of their research indicated that the most frequently used translation techniques were the Established Equivalent and the Literal Translation, which constituted 51.2% of the analyzed data.

Finally, in Firdaus' (2022) study, Molina and Albir's translation techniques were employed. The findings revealed that out of the 18 translation techniques, only four were utilized to translate the data. The most frequently applied technique was pure borrowing, accounting for 14 instances or 50% of the data. The second most employed technique was the literal translation, with six instances or 39.28%. Established equivalence was utilized in translating twenty-six instances, accounting for 7.14% of the data. The least utilized technique was an adaptation, with only one instance representing 3.57% of the entire data.

Conclusion

Based on the analysis, the researcher comes to the conclusion that there were 166 social culture words found in the movie *Bumi Manusia*, including work, names of a person, terms of address, kinship, and leisure terms. The cultural words that occur most often in the social culture are a person's names, representing 34% of the data. Moreover, seven strategies were applied in subtitling the social culture words in the movie *Bumi Manusia*. This included retention, official equivalent, substitution, direct translation, generalization, omission, and specification strategies. It is possible to conclude that the official equivalent (39%) is the most common strategy used by the translator, with retention (37%) coming in second place. This study is concerned primarily with translating terms relating to social culture. It is recommended that further studies be conducted regarding the subtitling of other cultural terms.

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