

ABSTRACT

Farah Frayenisari Sutara, Registration Number: 8156112079. The Translation of Cultural Words in “The Associate” a Novel by John Grisham. A thesis. Postgraduate School, English Applied Linguistics Study Program. The state University of Medan. 2020.

This study is translation product oriented, aimed at: 1) investigating the most frequently used category of cultural words in novel “The Associate”; 2) synthesizing how the cultural words in novel “The Associate” are translated into Bahasa Indonesia; and 3) explaining why the cultural words in novel “The Associate” are translated as the way they are. This research was conducted by using the qualitative content analysis method. The data used in this research are the cultural words and its translation. In the implementation of the data analysis; Newmark's theory of cultural category (1988:94-103) and translation procedure (1988:81-113) are applied as the basis and points of departure. The finding shows that: first, 50 cultural words had been found in SL (English version of The Associate) and the most dominant cultural words category by John Grisham, as the author of the novel is material culture (40%); second, there were 8 translation procedures used by Siska Yuanita as the translator of novel “The Associate” in translating cultural words, they are transference, recognized translation, synonymy, descriptive equivalent, naturalization, reduction and expansion, cultural equivalent, and shifts or transpositions; third, the reason of applying translation procedures in “The Associate” is desire to conform to accountability norm as the translator’s responsibility of being loyal to relevant parties of translation, including the original author and the potential readers.

Keywords: *Translation, Cultural Words, Translation Procedure, The Associate.*



ABSTRAK

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Penelitian ini berorientasi pada produk terjemahan yang bertujuan untuk: meneliti kategori dari kata-kata sarat budaya yang paling sering digunakan dalam novel “The Associate”; mensintesis bagaimana kata-kata sarat budaya dalam novel "The Associate" diterjemahkan ke dalam Bahasa Indonesia; dan menjelaskan alasan penggunaan prosedur penerjemahan dalam terjemahan novel “The Associate”. Penelitian ini menggunakan metode penelitian kualitatif analisis isi. Data yang digunakan dalam penelitian ini adalah kata-kata sarat budaya dan terjemahannya. Dalam menganalisis data, Teori Newmark tentang kategori budaya (1988: 94-103) dan prosedur penerjemahan (1988: 81-113) diterapkan sebagai dasar dan titik tolak. Hasil analisis menunjukkan bahwa: pertama, 50 kata-kata budaya telah ditemukan di BS (versi bahasa Inggris novel “The Associate”) dan kategori kata-kata sarat budaya yang paling dominan digunakan oleh John Grisham, sebagai penulis novel ini adalah *material culture* (40%); kedua, terdapat 8 prosedur digunakan oleh Siska Yuanita sebagai penerjemah novel “The Associate” dalam menerjemahkan kata-kata sarat budaya, yaitu *transference, recognized translation, synonymy, descriptive equivalent, naturalization, reduction and expansion, cultural equivalent, dan shifts or transpositions*; ketiga, alasan dari penerapan prosedur penerjemahan di novel “The Associate” adalah keinginan penerjemah untuk menyesuaikan diri dengan norma akuntabilitas sebagai tanggung jawab penerjemah untuk setia kepada pihak-pihak terkait terjemahan, termasuk penulis asli dan pembaca potensial.

Kata Kunci: Penerjemahan, Kata-kata Sarat Budaya, Prosedur Penerjemahan, *The Associate*.