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Translator's Strategies in Transferring Cultural Values in Ratatouille Film

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Abstract— Translation of cultural expressions is problematic, for the fact that the formation of such expressions is highly influenced by culture. There are culture-bound expressions that are exclusive to certain communities and environments and non-existent in others. This complicates translating those expressions as the receptive language lacks equivalents. Therefore, translators should adopt certain translation strategies that can reflect an approximation of those expressions, or provide an acceptable compensation for an inescapable cultural loss. Translator has to face a challenge in translating cultural aspects from a source language to a target language. This study analyzed the strategies used by translator in transferring the cultural values in Ratatouille film, in which there were so many cultural terms. The research conducted was descriptive-qualitative by using content analysis as the technique of collecting data. This study used theory triangulation. Based on the study, it was got that there were eight strategies applied by the translator in transferring the cultural terms in Ratatouille film; those were: translation by a more general word, translation by a more neutral/less expressive word, translation by cultural substitution, translation using a loan word or loan word plus explanation, translation by a related word, translation by unrelated words, translation by omission, and translation by illustration.

Keywords— culture, translation, translator's strategies

I. INTRODUCTION

Translation is very crucial in human life. By translation, foreign language is not a challenge for them to get any information. Newmark (2001) says that translation, as a process, is a complicated operation with various forces operating in various directions [1]. Often operating in opposite directions also; an example of this fact may be the divergent cultural traits of the source language and the receptor language. However, he feels that translation can act like a bridge between the divergent cultures and can help in transmitting cultural value, truths etc. He explains that in translating text, people do not only transfer message but also culture from a source language into a target language. The problems occur when the culture of the source language is not the same as those forms in the target language. The translator has to find a way to convey the culture, so that the readers of the target language can catch the cultural message. The same

opinion is also stated by Nida and Taber (1982) who claim that the translator should take note of cultural aspect of the source text [2]. In this study, the researcher focuses on cultural aspects in Ratatouille film, a computer animated film which was produced in 2007 by Pixar, and then distributed by Walt Disney Pictures. The researcher focuses on this film because it has so many cultural terms which need to be analyzed. In Ratatouille film, there are many phrases containing cultural terms which need to be translated by the translator by transferring the meaning of the source language to the target language. The phrase *corn dogs* is an example of cultural term. It is only familiar to certain community where it is made. When we translate the phrase *corn dogs* literally, the translation into Bahasa Indonesia is *sosis jagung*. In fact, in the subtitle, it was got that *corn dogs* is *sosis tepung*. In this case, the translator uses the phrase *sosis tepung* because in France, the phrase *corn dogs* is meant by a food made of sausage which is dipped into corn flour. Because of the sausage covered by the flour, the translator decides that the most appropriate translation of *corn dogs* is *sosis tepung*. By the translation, viewers can get the real meaning of *corn dogs*. The datum shows that there is a cultural overlap between the source and the target language. This happens because of the gap between the culture of the source language and the target language. When the translator fails in transferring the meaning of the source text to the target text, readers or listeners of the target text will not get the real meaning of the message of the source text. By the existence of cultural terms in the film, it becomes a problem; whether the translation can bring the real meaning from the source language to the target language or not, because there is a gap between the culture of the source text and the target text. Besides, in translating the cultural terms, there should be consideration and appropriate strategies that the translator applies so that viewers of the film can get the real meaning of the text. Finally, through this research, it is expected that translation does not just change a text from the source language to the target language; further, translation should transfer the real meaning from the source language to the target language.

II. REVIEW OF RELATED LITERATURE

A. Culture

Culture is an extremely complex and enormous subject. In the field of translation studies, due to the cultural turn, the culture heat is escalating; therefore culture appears more frequently in the literatures of translation theories. Some translation theorists even claim that translation equals culture; that is, translation is transference of culture. Quite a lot translation theorists have given their own definitions on culture. Newmark (2001) defines culture as the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression [1], while Nida and Taber (1982) define culture as the totality of beliefs and practices of a society [2]. British anthropologist, Tylor (1990), states that culture is complex whole which includes knowledge, belief, arts, morals, customs and any other capacities and habits acquired by man as a member of society [3].

Anthropologists propose that the culture can be divided into four categories: material, social, ideological, and artistic. Material culture includes products of human manufacture, such as technology. Social culture pertains to people's forms of social organization and how people interact and organize themselves in groups. Ideological culture relates to what people think, value, believe, and hold as ideals. The artistic culture includes such activities and areas of interest as music, sculpture, painting, theater, cooking, writing, and fashion. Anthropologists often study how these categories of culture differ across different types of societies that vary in scale (size and complexity).

B. Translation

Generally, translation is a set of actions performed by the translator while rendering the source text into another language or target text. There are some considerations which follow this process, which mainly related to the accuracy, clarity and naturalness of the meaning, ideas, or messages of the translation. It means that it is an important thing to consider whether the readers of the target text accept equivalent information as the readers of the source text do. The considerations are clarified by some experts in some definitions of translation.

One of the most prominent definitions of translation is stated by Newmark (1988: 5), who defines translation as rendering the meaning of a text into another language in the way that the author intended the text [1]. This definition stresses on rendering meaning of the source language text into the target language text as what is intended by the author.

Nida and Taber (1982: 12) state that translating is reproducing the closest natural equivalence in the receptor language from the source language message [2]. This definition is more comprehensive than the previous ones. Nida and Taber explicitly state that translation is closely related to the problems of languages, meaning, and equivalence.

Hatim and Munday (2004: 6) define translation as the process of transferring a written text from source language to

target language [4]. In this definition, they do not explicitly express that the object being transferred is meaning or message. They emphasized on translation as a process.

Furthermore, Brislin (1990: 1) states that translation is the general term referring on the transfer of thoughts and ideas from one language (source) to another (target), whether the languages are in written or oral form [5]. According to Brislin (1990: 28), a translator should know both the source and the receptor language, should be familiar with the subject matter, and should have some facility of expression in the receptor language. Thus, in translating; a translator should have knowledge about the text he/she translates.

Based on the definitions mentioned above, it is found that translation is a process which is intended to find meaning equivalence in the target text.

According to Baker (1992), the target text, that is the translation, is not fully identical with source text as to its form or content due to the limitations imposed by the formal and semantic differences between the source text and target text. [6]. In further explanation, he states that the presumption of semantic identity between source text and target text is based on the various degrees of equivalence of their meanings.

Correlation between Culture and Translation

Newmark (1988) states that translation is correlated with culture because every culture has its own language. In his opinion, the process of translation does not only refer to the process of translating language but it also involves the process of transferring culture [1]. He explains that transferring or translating cultural message can be problematic. He says that it happens due to the differences of culture from both languages; this problem depends on how big the cultural gap between source language and target language. The problems occur when the term in source language does not have the equivalence in the target language.

Other expert, Brislin (1990:1), explains that translation is the general term referring to the transfer of thoughts and ideas from one language (source) to another (target), whether the languages are in written or oral form [5]. In his opinion, thoughts and ideas reflected through culture must be transferred into target language properly; therefore in translating, it is necessary to consider cultural aspects in order to make decision wisely.

C. Translation Strategies

According to Molina & Albir (2002), strategies are the procedures (conscious or unconscious, verbal nonverbal) used by the translator to solve problems that emerge when carrying out the translation process with a particular objective in mind [7]. Strategies open the way to find a suitable solution for a translation unit. The solution will be materialized by using particular strategies. These are the strategies used in translating cultural terms adopted from Baker (1992).

a. Translation by a more general word (superordinate)
This strategy is used when the target language does not have the equal equivalence of the source language. It happens since the semantic field of every language may differ.

b. Translation by a more neutral/less expressive word

This strategy is used when the concept of culture from source language does not have the exact equivalence in target language; thus, the translator translates the term by using the more general word which has less expressive meaning. It also happens since the translator feels that the translation of expressive word will sound impolite or does not suit to the target reader.

c. Translation by cultural substitution

In this strategy, the term is replaced with another term in the target language that gives the same effect with the word in the source language. It happens since the translator cannot find the equivalence in the target language or since the target reader is not familiar with the term; thus, cultural substitution is done to make the reader become easier to understand the translation.

d. Translation using a loan word or loan word plus explanation

In this strategy, the cultural terms are not translated or the translation still uses the source language's term. It happens since the translator finds difficulty to translate the cultural terms or the translator cannot find the equivalence in the target language. The loan word sometimes comes with an explanation to make the readers fully understand the term.

e. Translation by paraphrase using a related word

In this strategy, the term is paraphrased in the target language in the different form.

f. Translation by paraphrase using unrelated words

In this strategy, the term is paraphrased but without using its related word. The term is unpacked in the target language so the audience will get the message.

g. Translation by omission

The strategy is applied when the word translated does not change the message transferred. It happens since the word may distract the reader with long and repeated explanation.

h. Translation by illustration

The strategy is applied when the target language may lack of understanding of certain objects coming from source language. An illustration can give better understanding to the target language better than paraphrasing it.

III. RESEARCH METHODOLOGY

The research was descriptive-qualitative. The method applied in this research was descriptive method. The research analyzed the strategy applied by the translator in transferring cultural values in *Ratatouille* film. The data of study were the phrases which contained cultural terms found in dialogue script of *Ratatouille* film having duration 1.51 minutes produced in 2007 by Walt Disney and the translation in Indonesian language held by PT. Vision Interprima Pictures. Source of data was the internet, by which *Ratatouille* film was downloaded. The technique of collecting data was content analysis. The procedures used were downloading the film, watching the film, reading the script and subtitle, underlining every dialogue which contained the cultural terms, and giving number to each datum. After being collected, the data were analyzed and categorized into the types of translation strategy based on Baker's (1992) theory. This study used theory

triangulation. It involved more than one theoretical scheme in the interpretation of the phenomena.

IV. FINDINGS

There were some strategies applied by the translator in transferring the cultural values in *Ratatouille* film in order viewers of the film can get the real message of the film. These are the strategies applied by the translator.

Translation by more general word

The strategy is used as the target language does not have the equal equivalence of the term in source language.

Datum:

"It'll toughen the *pheasant*".

"Kaldunya jangan mendidih, *daging ayamnya* bisa keras."

In the sentence above, the term *pheasant* is translated into *daging ayam*. Actually, *pheasant* is more specific than *daging ayam*. *Daging ayam* is still more general because *pheasant* is a specific kind of chicken. In this case, the translator uses general word; that is *daging ayam*.

Translation by a related word

In this strategy, the term is paraphrased in the target language in the different form.

Datum:

"After you put his head in the *duck press* to squeeze the fat out..."

"Setelah kau masukkan dia ke *mesin peras bebek* untuk mengeluarkan lemak dari kepalanya..."

Duck press refers to a tool used to press duck sprinkled with wine so that the juices can be collected and serve as a sauce the breast meat and legs. The term is then paraphrased in the target language because the target language is not familiar with the term. However, the paraphrase still uses the related word which is duck. The paraphrase quite explains the function of the *duck press*.

Translation by unrelated word

In this strategy, the term is paraphrased without using its related word because there is no equivalence of the term in the target language. Thus, the term is unpacked in the target language so the audience will get the message.

Datum:

"We have some *veal* stomach soaking, yes?"

"Kita punya rendaman perut *anak sapi*, kan?"

Veal is the meat from a young cow. The term *veal* does not have the equivalence in the target language. Thus, the meaning is unpacked to clarify the message. The translator then translates it into *anak sapi*. By using the term *anak sapi*, the propositional meaning of the term is maintained.

Translation by omission

The strategy is applied when the word which is omitted does not change the message transferred. It also happens since the word may distract the reader with long and also repeated explanation.

Datum:

"One filet *mignon*, three lamb, two duck."

The sentence is omitted. The translator may assume that this sentence can be omitted because the sentence is not vital enough in changing the plot of the story, meanwhile the

context situation in this sentence is that it is uttered during the meal rush to express the stir in the kitchen.

Translation by a loan word or loan word plus explanation
In this strategy, the cultural terms are not translated; the translation still uses the term in the source language. It happens since the translator finds difficulty to find the equivalence in the target language or the concept of the term in the source language is unfamiliar to the target language.

Datum:

“You didn’t put *rosemary* in there?”

“Kau tak masukkan *rosemary* ke supnya?”

Rosemary is not translated because the translator cannot find the equivalence in the target language. *Rosemary* is an aromatic evergreen Mediterranean shrub (*Rosmarinus officinalis*) having light blue or pink flowers and grayish-green leaves that is used in cooking and perfumery. The leaf does not originally come from the target language, Indonesia, so Indonesian language does not have the equivalence. By using the loan word the propositional meaning are maintained.

Translation by cultural substitution

In this strategy, the term is replaced with another term in the target language that gives the same effect with the word in the source language. Thus, cultural substitution is done to make the reader become easier to understand the translation.

Datum:

“I want you to work up something for my latest frozen food concept: Gusteau’s *Corn Puppies*.”

“Buatlah iklan untuk konsep makanan bekuku, *Sosis Mini* ala Gusteau!”

The cultural term in the sentence above is translated by cultural substitution. It happens since the concept of *corn puppy* is not occurred in the target language culture. A *corn puppy* actually is a sausage made from corn flour and dog. This food is not common in Indonesia. Due to this differentiation, the translator decides to substitute the product with another product existed in the target culture that expresses the closest idea.

Translation by more neutral or less expressive

In this strategy, the concept of culture from source language does not have the exact equivalence in target language. Thus, the translator translates the term by using the more general word which has less expressive meaning.

Datum:

“It’s a *peasant* dish.”

“Itu makanan *petani*.”

The cultural term above is translated be a more neutral/less expressive word. It happens since both terms express different expressive meaning. The expressive meaning of *peasant* is uneducated people. The expressive meaning of *peasant* is less positive than *petani*. Thus, the expressive meaning of term is not best conveyed to the target language since the translation uses less expressive word.

Translation by illustration

This strategy can be useful when the target equivalent item does not cover some aspects of the source item and the equivalent item refers to a physical entity which can be

illustrated, particularly in order to avoid over-explanation and to be concise and to the point.

Datum:

“There’s a dish called that, it’s like a *stew*, right?”

“Seperi *kuah* ya? Kenapa mereka sebut itu?”

In this sentence, the translator translates the term *stew* into *kuah*. Actually, both terms express different propositional meaning. *Stew* refers to a dish of stewed meat while *kuah* refers to the liquid came from stewed dish. The term *stew* can be best translated into *rebusan*, since both terms conveys the same meaning.

V. CONCLUSION

Based on the research conducted, it was got that there were eight strategies applied by the translator in transferring the cultural terms in Ratatouille film; those were translation by a more general word, translation by a more neutral/less expressive word, translation by cultural substitution, translation using a loan word or loan word plus explanation, translation by a related word, translation by unrelated words, translation by omission, and translation by illustration.

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