

ABSTRACT

Nugraheni, Ratnasari. 2013. *A Study on the translation of cultural words in "Jogja Destination" news at TVRI Daerah Istimewa Yogyakarta (DIY) station*. Yogyakarta: English Language Education Study Program. Department of Language and Arts Education. Faculty of Teachers Training and Education. Sanata Dharma University.

"Jogja Destination" at TVRI *Daerah Istimewa Yogyakarta (DIY)* was a news program aimed to accommodate the need to promote Yogyakarta and its local values in the English language. The news in "Jogja Destination", before broadcasted, went through translation process from Indonesian into English. Some news contains inaccurate translation of local terms or cultural words of Yogyakarta. For instance, the word *nasi liwet* was translated as 'hot rice'. Thus, it encouraged the researcher to conduct a study on the translation of cultural words employed in the program.

There were three problems in this study: (1) What are the common translations of cultural words employed in "Jogja Destination" news at TVRI *DIY* station? (2) What are the translation procedures applied in translating the cultural words employed in "Jogja Destination" news in TVRI *DIY* station? (3) What are the problems encountered in the process of translating the cultural words employed in "Jogja Destination" news at TVRI *DIY* station? To solve the problems, the researcher employed Newmark's (1988) theory about cultural words and translation procedures; and also Catford's (1974) and Duff's (1981) theories about translation problems.

This study was qualitative research in the form of content analysis and qualitative survey. The data analyzed were news scripts of "Jogja Destination" program in the period of August until November 2012 and also interview record with three editor-in-chief of the program. To collect the data, the researcher used *judgemental* or purposeful sampling.

Finally, the researcher discovered 54 common translations of cultural words encompassing 'material culture,' 'social culture,' and 'social organisation' categories. Those cultural words were translated using 'transference,' 'functional equivalent,' 'synonymy,' 'through-translation,' 'componential analysis,' 'expansion,' and 'addition.' The researcher also discovered four translation problems from the data analysis. From the analysis, the researcher concluded the problem was the editors or translators could not find resemblance between SL and TL. From the interview, the researcher discovered that the editors or translators had difficulty to make translation sound natural; the editors or translators did not have guidebooks of translation; and the SL and TL had different cultures.

Keywords: "Jogja Destination," cultural words, translation procedures, translation problems

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"Jogja Destination" di stasiun TVRI Daerah Istimewa Yogyakarta (DIY) merupakan program berita yang bertujuan untuk mempromosikan Yogyakarta dan budayanya melalui bahasa Inggris. Berita dalam program tersebut, sebelum disiarkan, merupakan hasil terjemahan dari bahasa Indonesia ke dalam bahasa Inggris. Beberapa berita mengandung cultural words budaya Yogyakarta yang kurang tepat. Sebagai contoh, kata nasi liwet diterjemahkan sebagai 'hot rice'. Hal ini yang mendasari peneliti untuk mengadakan sebuah studi mengenai cultural words di dalam program tersebut.

Ada 3 pokok permasalahan dalam studi ini: (1) Apa saja terjemahan umum cultural words yang ada di dalam program berita "Jogja Destination" di TVRI stasiun DIY? (2) Apa saja prosedur terjemahan yang digunakan dalam menerjemahkan cultural words di program berita "Jogja Destination" di TVRI stasiun DIY? (3) Apa saja permasalahan yang dihadapi dalam menerjemahkan cultural words di program berita "Jogja Destination" di TVRI stasiun DIY? Untuk menjawab 3 pokok permasalahan tersebut, peneliti menggunakan teori Newmark (1988) tentang cultural words dan prosedur terjemahannya; dan juga Catford (1974) dan Duff (1981) teori tentang permasalahan dalam menerjemahkan.

Studi ini merupakan sebuah penelitian kualitatif berbentuk content analysis dan qualitative survey. Data analisis adalah naskah berita dari program "Jogja Destination" dalam periode Agustus sampai November 2012 dan juga rekaman wawancara dari ketiga editor di program tersebut. Dalam mengumpulkan data, peneliti menggunakan judgemental atau purposeful sampling.

Pada akhirnya, peneliti menemukan 54 terjemahan umum cultural words, yang meliputi kategori dari material culture, 'social culture,' dan 'social organisation'. Prosedur terjemahan yang digunakan adalah 'transference,' 'functional equivalent,' 'synonymy,' 'through-translation,' 'componential analysis,' 'expansion,' dan 'addition.' Peneliti juga menemukan empat permasalahan dalam menerjemahkan cultural words tersebut berdasarkan data analisis. Berdasarkan analisis, peneliti menyimpulkan bahwa permasalahan dalam menerjemahkan cultural words adalah editor memiliki kesulitan untuk menemukan kemiripan antara sumber bahasa dan target bahasa. Berdasarkan wawancara, peneliti menemukan bahwa editor memiliki kesulitan untuk membuat hasil terjemahan terdengar natural; editor tidak memiliki guidebook terjemahan; dan sumber bahasa dan target bahasa memiliki budaya yang berbeda.

Kata kunci: "Jogja Destination", cultural words, translation procedures, translation problems