Research Article

Culture-Specific Items (CSIs) Categories and Translation Procedures of *Wang Sinawang* Short Movie

Firda Safitri El Zahra[a], Tantri Refa Indhiarti[b]

[a,b]English Literature Study Program, Faculty of Cultural Studies, Universitas Brawijaya, Jl. Veteran No.1, Malang, 65145, Indonesia

tantri.refa@ub.ac.id

Abstract

Translating culture-specific items is not easy because it requires knowledge and understanding of a particular culture related to the word. Despite many studies that have been conducted related to translation procedures of culture-specific items (CSIs), there is still a lack in the literature, particularly the procedures in the Javanese to English translations of CSIs in films and short movies. This study used CSIs classification and translation procedures based on Newmark's (1988). The object of this study was *Wang Sinawang*, a Javanese short movie which was produced by Dinas Perpustakaan dan Arsip Daerah D.I Yogyakarta and was released on its YouTube channel. This research attempts to find the types and the dominant used procedure that was used by the subtitler of *Wang Sinawang* short movie to translate the culture-specific items. This study employed a qualitative descriptive methodology. The result revealed that the most CSIs that appeared in the short movie was "Material Culture" which includes foods, clothes, houses and towns, and transportation, while the least CSIs appeared was "Social Culture" which includes work and leisure. The Most used procedure was "Recognized Translation" while the least used procedure was "Naturalization" and "Descriptive Equivalent". The implication of this study is discussed.

Keywords: Javanese; translation procedures; culture-specific items; short movie

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1. Introduction

The development of the media industry and the impact of globalization have resulted in the vast distribution of media. Translation is one of the media to connect between cultures in this globalization. Khan Javanese is one of the indigenous languages of Indonesia becoming the indigenous language that has the most speakers with the number of 68.2 million speakers across the islands in the country (Khan, 2020). Nowadays, people from outside Java can also consume Javanese short movies due to the growth of the media industry. For that reason, it is important to understand the proper procedure of translating the language used in a media to the target language so that the content will be well-delivered. The problem is that not all Javanese terms can be translated into English since not all English words have a similar concept in Javanese. It is challenging to transfer items which has no similar meaning in the target culture (Siukstaite, 2022). Therefore, when translating culture-specific items, it is essential to take into account the cultural context to prevent misinterpretation.

There were several studies about the translation of culture-specific items, which has similarities to the object study which is a movie. The first study used the theory of Newmark (1988) classification and Aixela Strategies to analyze the data and found Absolute Universalization as the most applied

procedure exploring the strategies used in Chinese to English translation of CSIs instead of limiting the focus on the particular procedures (Ai Lin et al., 2022). The second study, used Newmark's (1988) theories to categorize the classification and identify the procedure, and the study found couplets as the most used procedure. This study used tourism promotional videos on YouTube instead of using written materials such as brochures, guidebooks, or blogs (Mamoon & Moindjie, 2023). The third study used Newmark's (1988) classification and Gottlieb (1922) strategies to analyze the collected data revealing paraphrase as the most used strategy. This study analyzed various levels of Javanese which were Javanese Ngoko, Krama, and Krama alus instead of only studying a particular level (Putriani & Basari, 2023). The last previous study used the theory of Newmark's (1988) classification and Pedersen (2011) strategy to analyze the data revealing the official equivalent as the dominant strategy used. This study was restricted to social-cultural words that fell within the cultural categories suggested by Newmark (Mantika & Nurochman, 2023). Most of these previous studies used different theories for classifying and identifying their data. The gap of the previous studies was varied, from limiting the focus only on social culture classification to exploring the strategies instead of focusing on a particular strategy. Meanwhile, the current study proposed uses the same theory which is Newmark's (1988) in classifying and identifying the collected data. In addition, the current study focuses on the indigenous language in Indonesia, Javanese, as the source language of the object being analyzed. The difference between this study and the previous study analyzing Javanese culture is that this study doesn't focus on the level of the Javanese language, even though the object of the study contains more than one level of Javanese. This study used the classification of culture-specific items (CSIs) and the translation procedures based on (Newmark's, 1988). There are five classifications of CSIs and 17 translation procedures which became the tool to analyze the data.

The recent study aims to reveal the translation procedures of the culture-specific items used in *"Wang Sinawang"* short movie. The findings of this study provide valuable insights for translators, particularly subtitlers and screenwriters, in effectively conveying cultural meaning. The object of the study was a Javanese short movie which was produced by Dinas Perpustakaan dan Arsip Daerah Yogyakarta municipality. *Wang Sinawang* was chosen because this movie contains many unfamiliar words in the target language (Film Pendek: Wang Sinawang, 2022). The result of the study is expected to contribute to the readers in increasing their cultural knowledge, especially in comprehending culture-specific item expressions by understanding the theory and meaning as well as the reference for other researchers to do some related research in deeper, further, and better procedures.

This section will provide an overview of the classification of CSIs and translation procedures by Newmark (1988).

1.1 Translation Procedure

Some experts in the field of translation have tried to form the translation procedure. Translation procedure is different from translation method. Translation procedures are used for sentences and smaller linguistics components, whereas translation methods are used to evaluate the entire text (Newmark, 1988).

1.1.1 Transference

Based on Newmark (1988, p. 81), transference refers to the process of rendering a source language text to a target language text as part of the translation process. This process encompasses transliteration, which involves converting different alphabets and results in the use of loan words. It is frequently used to translate various types of names, such as those of individuals, whether they are alive or deceased, geographic and topographic names, titles of publications and newspapers, and so

forth. For instance, the words *'orang utan'* and 'mall' are directly translated as *'orangutan'* and '*mal'* respectively, serving as examples of this translation approach (Newmark, 1988).

1.1.2 Naturalization

This translation process, which comes after transference, involves changing a word from the source language to conform to the target language's standard morphology (word forms) and pronunciation. Words like *"sarung"* and *"bambu,"* which translate to "sarong" and "bamboo," respectively, are examples.

1.1.3 Cultural Equivalent

This process converts cultural terms from the source language to the target language. One such term is *"jaksa agung,"* which is equivalent to *"attorney general"* in English culture (Tabiati et al., 2017).

1.1.4 Descriptive Equivalent

It is the process by which a translator provides a description of a word in the source language in order to clarify its meaning and/or function known as the descriptive equivalent.

1.1.5 Shift or Transposition

When translating from the source language to the target language, the grammatical structure must be changed. One type of modification occurs when singular and plural terms are exchanged. When a grammatical structure in the source language has a meaning that is different in the target language, the second kind of adaptation is required. The third category of adjustments concerns circumstances in which a literal translation is grammatically possible.

1.1.6 Recognized Translation

Using an official or acknowledged translation of organizational words is part of this process. For example, while translating foreign languages into bahasa Indonesia, translators must use the book *"Pedoman Pengindonesiaan Nama dan Kata Asing,"* which is published by the Center of Language Development and Maintenance, Ministry of Education and Culture *(Pusat Pengembangan Pembinaan Bahasa, Depdikbud RI).*

1.1.7 Reduction and Expansion

Reduction refers to eliminating components in the process of translating into the target language. This can be seen when one changes the term "automobile" to *"mobil."* On the other hand, expansion is the opposite of reduction in which the target language uses more words to express a concept from the source language. For example, when translating 'whale' to '*ikan paus'*, '*ikan*' is added to ensure a precise meaning, as *'paus'* also carries an alternative meaning of 'the pope' in bahasa Indonesia.

1.1.8 Couplets

Couplets, triplets, and quadruplets is the procedure that uses two, three, or four of the previously mentioned procedures, to address a single issue. This procedure is used when dealing with

cultural words, especially when transference is paired with a functional or cultural equivalent procedure.

1.2 Culture-Specific Items

According to Aixela (1996), culture-specific items are usually revealed in a text through the use of objects, classification systems, and measurements exclusive to the source culture or by describing opinions habits that are equally unfamiliar to the receiving culture.

The following is the classification of culture-specific items according to Newmark (1988, p.95) (Newmark, 1988).

1.2.1 Ecology

Flora, fauna, winds, plains, hills. This classification contains the names of plants, trees, animals, winds, and natural phenomena.

1.2.2 Material culture

Food, clothing, housing and urban centers, and transportation are examples of this category. This category contains food, beverages, clothes, houses, regions, and transportation.

1.2.3 Social culture

Employment and recreational activities. This classification contains different forms of human work, entertainment, hobbies, and sports.

1.2.4 Organizations, customs, activities, procedures, concepts

Governmental and administrative, spiritual, and creative. This classification contains the names of political organizations, activities, procedures, ideas, religions, and so forth.

1.2.5 Gestures and Habits

Non-linguistic features. This classification contains the name of routine or habitual actions.

2. Methods

The present study employed a descriptive qualitative design, wherein the researcher utilized verbal descriptions rather than numerical data and measurements (Indhiarti et al., 2021). In applied linguistics, qualitative research is defined as "resources primarily associated with the simplification of information to words (codes, labeling systems, categorization, narratives, and so forth) or to interpretation arguments" (Benson, 2013). The data consist of words, phrases, clauses, or sentences that include culture-specific items identified within the English subtitles and Javanese transcription. The data were obtained from YouTube content, selected short film is *Wang Sinawang*, a Javanese short movie produced by Library service and archive unit in Yogyakarta Municipality. In data collecting process, there were some steps that the researcher did. Firstly, watching the movie to comprehend the utterances. Secondly, transcribing the conversation used in the movie. Thirdly,

reading the transcription. Fourthly, finding all culture-specific items based on the CSIs classification that was used. Finally, put the CISs on a table. The film *Wang Sinawang* as the main data shared a moral value to not judge a person by their appearance and to analyze the accuracy of information from social media to avoid fraud (DPAD DIY, 2022). In data analysis, the culture-specific items (CSIs) in Javanese transcription and English subtitles were classified and categorized based on Newmark's (1988) classification and translation procedure. The frequency of item occurrence and proportion were reported.

3. Results

This study scrutinizes the types of CSIs and the translation procedure. The classification of data can be depicted from Table 1.

Table 1. List of CSIs classification found in the short movie

No.	CSIs Classification	Frequency	Percentage
1.	Ecology	6	13.6%
2.	Material Culture	22	50%
3.	Social Culture	2	4.5%
4.	Organizations, customs, activities, procedures, concepts	10	22.7%
5.	Gestures and habits	4	9%
	Total	44	100%

After classifying the CSIs from the collected data, the researcher found 44 total numbers of CSIs out of 218 lines of conversation in *Wang Sinawang* short movie: 6 CSIs related to ecology (13.6%), 22 CSIs related to material culture (50%), 2 CSIs related to social culture (4.5%), 10 CSIs related to organization (customs, activities, procedures, political and administrative terms, religious and artistic terms) which the percentage is (22.7%), and 4 CSIs related to gestures and habits (9%). Material Culture became the most CSIs appeared because the story presented in the short movie contains many terms that are more related to food such as the term *tempe*, eggs, sausages, and so forth. The second most appeared CSIs is related to organization (customs, activities, procedures, political and administrative terms, religious and artistic terms) classification such as commemorates 1000 days, fried foods, cook, and so forth. The third most appeared CSIs is related to ecology classification which contains terms such as flora, fauna, winds, plains, and hills. The examples are spinach, beans, eggplant, and so forth. The fourth most appeared CSIs is related to gestures and habits classification which contains routine and habitual actions. For example, the term includes "give in, go away, and protest". The least appeared CSIs are related to social culture classification which includes work and leisure term. For example, the term soccer and work.

Table2. List of Translation Procedures found in the short movie

No.	Types of Procedure	Total Number	Percentage
1.	Transference	2	2.6%
2.	Naturalization	1	1.3%
3.	Cultural Equivalent	14	18.6%
4.	Descriptive Equivalent	1	1.3%

5.	Shift or Transposition	4	5.3%
6.	Recognized Translation	30	40%
7.	Reduction and Expansion	9	12%
8.	Couplets	14	18.6%
	Total	75	100%

In terms of translation procedures, as can be seen from Table 2, 8 procedures were mainly used by the English subtitler in rendering 44 totals of CSIs and found 75 total procedures occurred in translating the short movie indicating that more than one procedure occurred in translating some CSIs. First, transference was used twice with the percentage being 2.6%. Second, naturalization was used once with the percentage being 1.3%. Third, the cultural equivalent was used 14 times with the percentage being 18.6%. Fourth, the descriptive equivalent was used once with the percentage being 1.3%. Fifth, transposition is used four times with the percentage being 5.3%. Sixth, recognized translation is used 30 times with the percentage being 40%. Seventh, reduction and expansion is used 9 times with the percentage being 12%. Eighth and the last procedure identified was couplets which is used 14 times with the percentage being 18.6%. Based on this finding, the most translation procedure used by the English subtitler was the recognized translation that occurred 30 times with the percentage being 40%. Meanwhile, the least used translation procedure were naturalization and descriptive equivalent which occurred only once with the percentage being 1.3%. Out of 17 procedures by Newmark (1988), there are only 8 that were identified in the collected data in this study.

4. Discussion

The discussion of the main findings can be seen as follows with bringing the definition of the procedures based on Newmark's (1988, p. 81) construct.

4.1 Transference

The process of translating a term from the source language into the target language text is known as transference. This procedure includes transliteration, which is the conversion of one alphabet to another and results in the use of loan words. It is typically used to translate institutional names, topographical and geographical names, and the names of all living or most deceased people.

SL: "**Tempe** wae."

TL: "Do you have **tempe?**" (*Wang Sinawang* =12:12)

The term "*tempe*" was translated exactly by the same spelling and pronunciation because target language doesn't have the similar meaning for the term in the source language. This word is classified in the material culture classification in the subcategory of food.

4.2 Naturalization

This process guarantees that the word from the source language is first rendered in the target language's standard morphology (word forms) and pronunciation.

SL: "Nyebrak ru. Nggone Pak Suyat Juragan **taksi** kidul omah kae lo."

TL: "I owe it to Mr. Suyat, the **taxi** owner." (*Wang Sinawang* =20:30)

The term *"taksi"* was translated into "taxi" by the subtitler using the naturalization procedure because there was an adjustment of the pronunciation from the SL to the TL's morphology. This word is classified in the material culture classification based on Newmark's (1988) idea in the subcategory of transport.

4.3 Cultural Equivalent

This translation is an approximation where a cultural term from the source language is transformed into a corresponding cultural term in the target language.

SL: "Mboten **bude**, monggo."

TL: "No thanks, **auntie**." (*Wang Sinawang* = 00:41)

The word *"bude"* in Javanese means a woman who is older than our parents. She can be your parent's sibling, cousin, relatives, or simply just friends. However, in English whether a woman is older or younger, it doesn't have specific term to differentiate it. Thus, the English translation for the term *"bude"* is "Aunt". This term is categorized in the organizations, customs, activities, procedures, and concepts classification under the customs category based on Newmark's (1988) construct.

4.4 Descriptive Equivalent

It is the process by which a translator provides a description of a word in the source language in order to clarify its meaning and/or function is known as the descriptive equivalent.

SL: "Teh tawar?"

TL: "Tea without sugar?" (*Wang Sinawang* = 18:47)

The term *"teh tawar"* was translated into "tea without sugar" by describing the term in the source language to the target language. Thus, this technique is identified as using descriptive equivalent procedure. This term is categorized in the material culture classification in the subcategory of food.

4.5 Shift or Transposition

This translation procedure encompasses modifying the grammar from the source language to the target language. Switching from singular to plural is one kind of alteration. The second type of modification is necessary when there is no equivalent grammatical structure in the target language for a structure in the source language. The third type of modification pertains to cases where a literal translation is grammatically feasible.

SL: "**Endog** mawon ngge gizi, Bu."

TL: "Buy **eggs** more nutritious." (*Wang Sinawang* = 12:15)

There is a change from singular to plural here. The term *"endog"* in Javanese is singular and was translated into "eggs" which is plural form. Therefore, this procedure is identified as using transposition procedure since there was a modification in grammar in translating the cultural term.

This term is categorized in the material culture classification based on Newmark's (1988) idea in the subcategory of food.

4.6 Recognized Translation

This procedure includes utilizing the officially recognized or widely accepted translation of any institutional term.

SL: "Sayure, Buk. Monggo sayure tasek pepak. Kacang onten, **<u>bayem</u>** onten, kangkong wonten, bumbon-bumbon nggih pepak."

TL: "Please come, mom. Fresh vegetables already here. Beans, **<u>spinach</u>**, kale, all kinds of spices are all available." (*Wang Sinawang* = 11:39)

The term *"bayem"* was translated into "spinach" since it is the official or generally accepted translation. This word is classified in the ecology classification based on Newmark's (1988) in the subcategory of flora.

4.7 Reduction and Expansion

Reduction is the process of eliminating parts of the translation module in the target language. In bahasa Indonesia, for example, the word "automobile" is translated as *"mobil."*

1. SL: "Lha kowe ngunu do sugih cah cah. Lha yen aku mancing lak yo bojoku sing **<u>mencak-mencak</u>**."

   TL: "It's good for you to be well established, if I just fish then my wife will ***<u>protest</u>***." (*Wang Sinawang* = 18:08)

2. SL: "He'em **<u>pitik</u>** kan saiki larang."

   TL: "The **<u>chicken meat</u>** is so expensive right now." (*Wang Sinawang* = 12:13)

There are two examples for this procedure. The first one is the word "*mencak-mencak*" which was translated into "protest" and is categorized using the reduction procedure because the TL uses fewer words to re-express the term in the SL. Meanwhile, the second example is the word "*pitik*" which was translated into "chicken meat" because the term in the SL is re-expressed in the TL using extra words. The first example is classified in the gestures and habits classification under the subcategory of gestures while the second one is classified in the material culture classification under the subcategory of food based on Newmark's (1988).

4.8 Couplets

This procedure combines two individual translation procedures to address a specific issue. In this case, the translator/subtitler has to be creative in combining two different procedures to achieve natural translation. It is commonly used when dealing with cultural terms, especially when a combination of transference and a functional or cultural equivalent is employed.

SL: "**<u>Wedang-wedange</u>** sing siap opo wae?"

TL: "How about **<u>drinks</u>**? What's ready?" (*Wang Sinawang* = 17:34)

It is common to have two or more procedures in translating any culture-specific items. In this case, the subtitler used this procedure which combines cultural equivalent, recognized translation, and reduction and expansion procedure to translate the term *"wedang-wedang"* into "drinks" in the TL. This word is classified in the material culture classification under the subcategory of food based on Newmark's (1988) model.

5. Conclusions

This section is not mandatory, but can be added to the manuscript if the discussion is unusually long or complex. Based on the collected evidence, it can be concluded that the highest number of culture-specific items (CSIs) fell under the category of "material culture" in the subcategory of food. Conversely, the lowest number of CSIs was under the category of "social culture". The majority of term were rendered into the "recognized translation" during the translation process. Fourteen CSIs were translated through combined procedures while others used a single procedure. According to the data, it can be inferred that the subtitler provide recognized translation so that the movie can be more acceptable to the target language's audiences. The second most used translation procedures were "cultural equivalent" and "couplets" while "naturalization" and "descriptive equivalent" were the least used translation procedures. Other procedures such as transference, transposition, recognized translation, and reduction and expansion were only used a few times. Culture-specific items, in general, cannot be translated literally into the target language since their natural translation requires cultural understanding of the source language. The skill and cultural knowledge of a translator in selecting accurate procedures is highly needed. Especially when the source language is an indigeneous language, in this case, Javanese which sometimes has a lot of variation for one Javanese term. Additionally, to contribute to research development, especially in the translation field, the weaknesses of this study must be revealed. Since the object of the study was a short movie, the data that could be collected was not as much as in the film or series. In addition, the use of single theory classification of CSIs reduces the number of CSIs in the collected data that can be identified. Therefore, future research needs to choose the longer duration of video-based entertainment as well as combine two theories of classification of CSIs to obtain more accurate and reliable data.

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