

## Abstract

**Taqi, Faqih Anas.** 2022. *Analysis of Translation Techniques and Acceptability of Cultural Terms in Pamali Video Game Localization*. Thesis. English Literature Study Program. English Department. Faculty of Humanities Jenderal Soedirman University. Purwokerto. Supervisor 1: Dyah Raina Purwaningsih, S.S., M.Hum. Supervisor 2: Ambhita Dhyaningrum, S.S., M.Hum. External Examiner: Asrofin Nur Kholifah, S.S., M.Hum.

**Keywords:** Translation Studies, Translation Technique, Acceptability, Cultural Term, *Pamali* video game.

This research aims to analyze the translation technique used to translate the cultural term in *Pamali video* game, as well as the acceptability aspect of that particular product of translation. The theories applied in conducting this research are the translation technique theory by Molina and Albir (2002), cultural term categories by Newmark (1988) and the acceptability as one of the Translation Quality Assessment proposed by Nababan (2012). The data of this research are 107 cultural term found in *Pamali* video game, in the form of words and phrase. In order to answer the research questions, researcher used the descriptive qualitative method and total sampling. A questionnaire with inputs from the respondents is also put into consideration in analyzing this research. Conforming to the result of the analysis, 4 categories of cultural terms are found in this research, those are material culture 71(66.4%), ecology 18(16.8%), social culture 14(13.1%) and social organization 4(3.7%). Also, seven translation techniques are used: Borrowing 49(45.8%), Literal Translation 26(24.3%), Generalization 13(12.2%), Description 8(7.5%), Adaptation 6(5.6%), Particularization 4(3.7%), and Reduction 1(0.9%). Furthermore, 91.6% data are acceptable, 7.5% data are less acceptable and 0.9% datum is unacceptable. Based on all of those data, this localization can be considered acceptable. As suggestion, further similar research can implement other theory of assessment or translation methods.

## Abstrak

**Taqi, Faqih Anas.** 2022. *Analysis of Translation Techniques and Acceptability of Cultural Terms in Pamali Video Game Localization*. Skripsi. Program Studi Sastra Inggris. Jurusan Bahasa dan Sastra Inggris. Fakultas Ilmu Budaya. Universitas Jenderal Soedirman. Purwokerto. Pembimbing 1: Dyah Raina Purwaningsih, S.S., M.Hum. Pembimbing 2: Ambhita Dhyaningrum, S.S., M.Hum. Pemeriksa External: Asrofin Nur Kholifah, S.S., M.Hum.

**Kata Kunci:** Kajian Penerjemahan, Teknik Penerjemahan, Keberterimaan, Istilah Budaya, video game *Pamali*.

Penelitian ini bertujuan untuk menganalisis teknik penerjemahan yang digunakan untuk menerjemahkan istilah budaya di video game *Pamali*, serta aspek keberterimaan produk terjemahan tersebut. Teori yang digunakan dalam penelitian ini adalah teori teknik penerjemahan oleh Molina dan Albir (2002), kategori istilah budaya oleh Newmark (1988) dan keberterimaan sebagai salah satu model Penilaian Kualitas Terjemahan yang dikemukakan oleh Nababan (2012). Data penelitian ini adalah 107 istilah budaya yang ditemukan di video game *Pamali*, dalam bentuk kata dan frasa. Untuk menjawab rumusan masalah, peneliti menggunakan metode deskriptif kualitatif dan *total sampling*. Kuesioner yang berisi masukan dari responden juga menjadi pertimbangan dalam menganalisis penelitian ini. Menurut hasil analisis, 4 kategori istilah budaya ditemukan dalam penelitian ini, yaitu *material culture* 71(66.4%), *ecology* 18(16.8%), *social culture* 14(13.1%) dan *social organization* 4(3.7%). Tujuh teknik penerjemahan juga digunakan: *Borrowing* 49(45.8%), *Literal Translation* 26(24.3%), *Generalization* 13(12.2%), *Description* 8(7.5%), *Adaptation* 6(5.6%), *Particularization* 4(3.7%), dan *Reduction* 1(0.9%). Terlebih lagi, 91.6% data dianggap berterima, 7.5% data dianggap kurang berterima dan 0.9% data dianggap tidak berterima. Berdasarkan data tersebut, *localization* ini dianggap berterima. Sebagai

saran, penelitian serupa selanjutnya dapat menerapkan teori penilaian atau metode penerjemahan lain.

