

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This analysis aims to identify cultural terms in the video game, the translation strategies used, and the ideology applied. Based on the result on Chapter 4, the writer identified 52 cultural terms from the achievement menu of the video game. The writer categorized them into five categories to understand the varieties of cultural terms in the video game. The results show that 25 terms (48.1%) to social culture, 13 terms (25%) to political and social organizations, 6 terms (11.5%) are related to ecology, 4 terms (7.7%) to material culture, and 4 terms (7.7%) to gestures and habits (see table 4.1). Therefore, the most frequent cultural terms in the achievements menu of the video game were those related to social culture. These terms were categorized based on Newmark's (1988) five cultural categories.

Following the classification of cultural terms, the writer categorized them based on translation strategy. The results show that 15 terms (28.8%) were translated using borrowing, 11 terms (21.2%) were translated using modulation, 9 terms (17.3%) were translated using adaptation, 7 terms (13.5%) were translated using literal translation, 7 terms (13.5%) were translated using equivalence, 2 terms (3.8%) were translated using calque, and 1 term (1.9%) was translated using transposition. Thus, the translation strategy was used the most in translating the achievements menu of the video game is borrowing. The classification of those cultural translations is based on Vinay and Darbelnet's (1995) theory.

After classifying the translation strategies, the writer identified the ideologies that applied in the video game. The results show that 28 terms (54%) were applied using domestication, while 24 terms (46%) were applied using foreignization. This concludes that the foreignization and domestication ideology were used equally but domestication was applied the most in translating the achievement menu of the video game.

By analyzing the relationship between cultural terms, translation strategies, and translation ideology, the researcher concludes that every cultural term category needs different translation strategy. The analysis reveals domestication is more dominant in social culture, ecology, and gestures and habits because the translator wanted the target player can understand the context and the translation sounds natural. Meanwhile, foreignization is more prominent in political and social organizations and material culture because the translator wanted to retain the original name of source language.

5.2 Suggestion

Translating texts with abundant cultural words can be challenging. Nonetheless, there are specific translation strategies that can be applied to effectively convey such texts into the target language. The translator also can decide the translation ideology while translating the text to ease the process of translation. Venuti's translation ideology and Vinay and Darbelnet's translation strategies theory can be effectively applied to translate cultural terms.

The writer suggests that English department students and future researchers can investigate the reasons of the translator using a specific ideology in translating texts. Other types of data, such as series, novels, comics, or different genres of games, can also be used for similar research topics.