

CHAPTER V

CONCLUSION AND SUGGESTION

There are two subsections in this chapter: the research conclusion and suggestions. The conclusion is based on the analysis and discussion of the research findings. Additionally, this chapter offers suggestions for other researchers interested in exploring similar topics and serving as a valuable reference for future studies.

5.1 Conclusion

Following the analysis of the data based on the three research questions outlined in the study, the researcher identified various types of cultural terms that appeared in the movie. These cultural terms were then translated using several translation procedures. Furthermore, the study assessed the acceptability of the translation in the target language, with a particular focus on how cultural terms were translated in the English subtitles of the movie *Aruna dan Lidahnya*.

Out of the five types of cultural terms that Newmark (1988) proposed, the researcher found four types of cultural terms in the *Aruna dan Lidahnya* movie. These categories include material culture, social culture, social organization, and ecology. The most frequently occurring type of cultural term is material culture, with 27 occurrences, accounting for 62.79% of the total. The predominance of this category can be attributed to the abundance of objects such as food and houses which play a significant role in the storyline. The large number of material culture references, particularly those related to food, can positively contribute by effectively introducing Indonesian cultural expressions to a global audience.

In this study, the researcher found that the translator applied six procedures for translating the cultural terms. These procedures include transformation, preservation, addition, globalization, and omission. Transformation is the most frequently applied procedure, occurring in 18 data or 41.86%. The transformation procedure is employed when a term in the source language is modified to align more closely with the target language's cultural and linguistic context. This

adaptation may involve adjusting the meaning, structure, or function of the term to ensure clarity and relevance for the target audience.

The acceptability quality of cultural term translations in *Aruna dan Lidahnya* shows a relatively small gap between the acceptable and less acceptable categories. A total of 25 data points, or 58.14%, were categorized as acceptable, 16 data points or 37.21% as less acceptable, and 2 data points or 4.65% as unacceptable. In this study, nearly half of the total data were rated as less acceptable. As previously explained, this may occur when the equivalents chosen by the translator are not always accurate or fail to resonate effectively with the target audience. For instance, the use of the addition procedure revealed mixed results; while it can help clarify meaning, it may also lead to confusion if the added information is not relevant or appropriately contextualized. Nevertheless, most of the terms were still fairly well received by the target audience.

In conclusion, this research highlights the various types of cultural terms found in the movie, with a particular emphasis on material culture, which can serve as a means to introduce Indonesian material culture to a global audience. It also identifies the transformation procedure as the most commonly used translation strategy, applied to help the target audience more easily understand unfamiliar terms by modifying and adapting them into more suitable expressions in the target language. However, despite the application of procedures such as transformation, addition, and globalization, the results show that a considerable portion of the translations were still rated as less acceptable. Nearly half of the total data points fell into this category, indicating that the choice of terms may not always resonate effectively with the target audience. Therefore, it is crucial for translators to carefully consider the most appropriate equivalents in the target language, explore whether more suitable alternatives exist, and fully understand the context of the terms being translated. Moreover, it is equally important to ensure that any additional information provided is clear and contextually relevant. While the overall acceptability of the cultural term translations in the movie subtitles can be considered satisfactory, the presence of less acceptable and unacceptable

translations points to the need for improvement in achieving greater naturalness and clarity in cultural translation within audiovisual content.

5.2 Suggestion

Based on the research regarding cultural term types, translation procedures, and the quality of acceptability in the movie *Aruna dan Lidahnya*, the researcher put forward the following suggestions for consideration by translator, students, and other researchers:

1. Suggestions for Translators:

Although the research findings indicate that the cultural term translations in *Aruna dan Lidahnya* is generally acceptable, translators should carefully consider word choice and term selection when translating into the target language. It is essential to preserve cultural nuances and ensuring clarity. The translator should carefully assess when to add information to avoid potential confusion for the target audience. This approach will help maintain cultural relevance and enhance the overall quality of the translation.

2. Suggestion for students:

This research provides valuable insights into types of cultural terms, the application of translation procedures, and the assessment of translation quality, particularly in terms of acceptability. It also serves as an important reference for students aiming to enhance their understanding of cultural adaptation in the context of movie subtitle translation.

3. Suggestion for other researchers:

This research may serve as a valuable reference or resource for other researchers interested in cultural terms, translation procedures, and translation quality, especially within the context of subtitle translation. It is recommended that future studies expand the analysis of *Aruna dan Lidahnya* by exploring alternative approach or theoretical frameworks, which may offer more varied findings and a deeper understanding of the topic. Additionally, further research could examine the translation of cultural terms in other films or media, comparing different cultural contexts and translation procedures.