

CHAPTER V

CONCLUSION AND SUGGESTION

Chapter V provides a conclusion to the overall discussion presented in this study as well as answers to the research questions. It summarises the primary findings related to the Extralinguistic Cultural References (ECRs) translation in *Música* (2024), including the translation strategies applied and the ideological tendencies influencing the translation. Furthermore, this chapter offers suggestions that may contribute to further research and translation practice, particularly regarding the translation of Extralinguistic Cultural References (ECRs) in audiovisual media.

5.1 Conclusion

The research findings show that a total of 62 ECRs data were identified, covering eight out of the twelve ECR domains according to Pedersen (2011), which are proper names, technical material, other, food and beverages, entertainment, weights and measures, professional titles, and currency. Among these domains, proper names appeared most frequently with thirty-one data or 50% of all the ECRs identified. In contrast, weights and measures, professional titles, and currency were the rarest domains to appear, each identified only once (2%).

In translating these ECRs, almost all of Pedersen's (2011) strategies were applied, including retention, official equivalent, omission, generalization, direct translation, and substitution. Retention was the most dominant strategy, with forty-two instances (58.3%), representing more than half of the 72 collected data. On the

other hand, the rarest strategy was substitution, applied only twice (3%) in translating ECRs in *Música* (2024).

Based on the translation strategies applied for translating ECRs in *Música* (2024), certain patterns of tendencies were identified. These patterns include strategies preserving the foreignness of SL ECRs, strategies using standard equivalents, as well as strategies adapting the SL ECRs to the TL culture. The distribution of data shows that 62.5% of the foreign SL ECRs are preserved in the TT. This finding suggests that ECRs translation in *Música* (2024) is more oriented towards the foreignization ideology.

In *Música* (2024), the most frequently found ECR domain is proper names, comprising half of all ECR data identified. This domain is often translated using the retention strategy, which preserve the foreign SL ECRs in the TT. The frequent use of retention indicates that ECRs translation in *Música* (2024) tends to be oriented towards foreignization.

5.2 Suggestion

From the results and discussion in this study, here are some suggestions that can be considered for future translation studies and practices.

1. The results and discussion of the research may hopefully contribute to other learners and researchers interested in the analysis of Extralinguistic Cultural References (ECRs) translation, including the strategies and ideology applied in audiovisual media. The findings may be used as reference for further research with different scope of data as well as different theoretical

approaches. Thus, further research may provide a new perspective on the translation strategies of cultural elements and their influence on the SL dan TL cultures.

2. For translators and subtitlers, this study may help in deciding which strategies to use in translating ECRs that contain specific cultural elements. The findings suggest that the choice of translation strategies requires consideration regarding the translation objectives, the context in which the ECRs appear, as well as the nature and significance of the ECRs in the text. A suitable strategy may allow translators to create an accurate translation while maintaining effectiveness and cultural nuances of the text.
3. Translators and subtitlers are also encouraged to follow the appropriate linguistic rules, spellings, and standard forms of the TL, such as those regulated in Ejaan Bahasa Indonesia yang Disempurnakan (EYD). Proper application of language rules is crucial to maintain the accuracy of the translation and minimise potential misunderstanding for the TL audience.