

# Translation Strategies of Culture-Specific Items in The Indonesian Subtitle of Korean Movie Parasite (기생충)

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# INTRODUCTION

Hervey and Higgins (Daghoughi & Hashemian, 2016) said the proper translation process is when the translator can handle the culture gap between the source and target languages. Culture-specific item is one of the common challenges usually found in translation. Baker (1992) mentions that culture-specific concept is one of the non-equivalent problems in translation. To solve this problem translation strategies are needed.

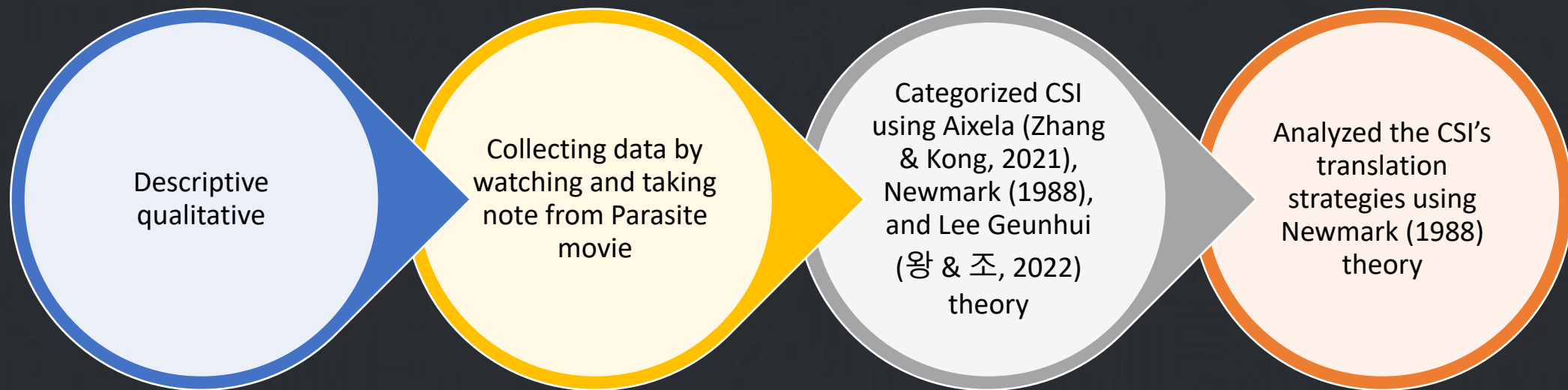
Parasite (기생충) is a thriller comedy Korean movie that represents the social inequality in South Korea. Through this movie, the audience can see some cultures of South Korea.

This research aims to analyze the translation strategies that are implied in culture-specific items in the Indonesian subtitle of Korean movie Parasite (기생충).

# LITERATURE REVIEW

1. Yingmin & Malini (2021) aims to analyze the translation strategies of culture-specific items, especially in culinary terms. The object was a Chinese and English menu of Chinese food. They use Newmark's theory to analyze translation strategies. The result found there are 13 of 17 translation strategies are used. The most frequent translation strategies used are shift and descriptive equivalent.
2. Tumbole & Cholsy (2022) analyzed the translation strategies of addressing terms with the social and cultural context in the English translation novel of Bumi Manusia. They use Baker's theory to analyze translation strategies. The result found there are six translation strategies used. translation with more neutral/ less expressive words becomes the most frequent translation strategy used.

# METHOD



# FINDING AND DISCUSSION

Based on Aixela (Zhang & Kong, 2021), Newmark (1988), and Lee Geunhui (왕 & 조, 2022) theory, there are seven CSI categories found.

Culture Categories	Amount (percentage)	Example
Title/ appellation	12 (35,29%)	민혁이 쌤
Proper noun	7 (20,59%)	혜화 역
Material culture	6 (17,65%)	고추장
Ecology	3 (8,82%)	곶등이
Social culture	3 (8,82%)	낚술
History	2 (5,88%)	한산도 대첩
System	1 (2, 94%)	수능
<b>Total</b>	<b>34 (100%)</b>	



# FINDING AND DISCUSSION

Based on Newmark's (1988) theory, there are 11 of 17 translation strategies that are found in the Indonesian subtitle of Parasite Movie.

Translation Strategies	Amount (percentage)	SL	TL
Functional equivalent	11 (32,35%)	꼴등이	Serangga busuk
Cultural equivalent	5 (14,71%)	카톡	Whatsapp
Through-translation	4 (11,76%)	갈비찜	Iga rebus
Reduction	3 (8,82%)	민허이 쌤	Min
Modulation	3 (8,82%)	사돈	Menantu
Transference	2 (5,88%)	고추장	Gochujang
Shifts or transposition	2 (5,88%)	집 사모님	Ibunya
Descriptive equivalent	1 (2, 94%)	낮술	Mabuk di siang hari
Couplet	1 (2, 94%)	이순신 장군	Laksamana Yi
Synonymy	1 (2, 94%)	전철	Kereta bawah tanah
Paraphrase	1 (2, 94%)	대만 카스텔라	Toko kue Taiwan
<b>Total</b>	<b>34 (100%)</b>		

# FINDING AND DISCUSSION

## 1. Functional Equivalent

SL: 아우씨, 곶등이

TL: Dasar, serangga busuk!

The word “곶등이” in the Korean dictionary means “*camel (cave) cricket*”. This insect is unfamiliar in Indonesia, so the translator translates it into more general words “**Serangga Busuk**” which means “*stink insect*”.

## 2. Cultural Equivalent

SL: 뭐야 그럼, 그 문자고 카톡이고 다 안 되는 거야?

TL: Kalau begitu, kita tidak bisa menggunakan WhatsApp?

The word “카톡” is an abbreviation of “*Kakao Talk*” which is a commonly used messenger app in South Korea. That messenger app is unfamiliar or rarely used in Indonesia, so the translator substitutes that with **WhatsApp** which is more familiar to Indonesian people.

# FINDING AND DISCUSSION

## 3. Through Translation

SL: 아 오늘따라 왜 갈비찜을 먹고 싶냐?

TL: Kenapa aku sangat ingin makan **iga rebus** hari ini?

The word “갈비찜” just translated into the literal meaning by the translator. 갈비 means “*rib*” which means “*iga*” in Indonesian language, and “찜” means “*steam*” or “*rebusan*” in Indonesian language.

## 4. Transference

SL: 고추장 is red

TL: **Gochujang** berwarna merah

The word “고추장” means “*red pepper paste*”. The translator transfers the SL to the TL by translating this word into “**Gochujang**” because gochujang is the representative food from South Korea.



# CONCLUSION

The result found there are 34 data of culture-specific items and seven categories of them. Title/appellation was the most frequent CSI category found in this movie (35,29%). For the translation strategies, there are 11 of 17 strategies are found. Functional equivalent become the most used translation strategy (32,35%).

Functional equivalent which is using more neutral/ general words for translation, can make the culture of the source language more relatable to the target language.

With this translation strategy, it may help the translator to find the best option for culture-specific items translation, so the meaning of the culture from the source language can be delivered well to the target language.

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