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**ANALYSIS OF CULTURAL TERMS OF SUBTITLING  
STRATEGY AND TRANSLATION QUALITY ON  
ENGLISH SUBTITLES OF *NGERI-NGERI SEDAP*  
MOVIE  
THESIS**

Proposed as a Compulsory Prerequisite  
for Bachelor's Degree in Applied Linguistics (S.Tr.Li)

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**2024**



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## PREFACE

In the name of Allah SWT. for his mercy and grace, this thesis proposal could be accomplished with title Analysis of Translation Techniques and Accuracy on Cultural Terms in the Subtitle of *Ngeri-Ngeri Sedap* Movie. This thesis aimed to prepare one of the requirements for graduation in semester 8. This thesis could be completed with support and guidance from various parties. Therefore, gratitude are expressed to:

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6. My dear friends for their unwavering support and endless laugh during this time.

However, this thesis proposal still needs to be expect criticism and suggestions from all parties to improve this thesis.

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## ABSTRACT

Risti Indriyani, English for Business and Professional Communication, Analysis of Cultural Terms of Subtitling Strategy and Translation Quality on English Subtitles of *Ngeri-Ngeri Sedap* Movie.

This study examines the translation of cultural terms in subtitling translation strategy based on Gottlieb's theory and the quality of translation using Nababan's theory in terms of accuracy and acceptability. The theory of cultural terms used is Newmark's theory. This research is a qualitative research with descriptive approach. In addition, this research uses informants from the Batak tribe to help make the research data more accurate by providing explanations related to terms in the Batak tribe. Focus Group Discussion (FGD) was used to collect data which was then analyzed using Spradley's theory consisting of domain analysis, taxonomic, componential, and cultural theme analysis. The purpose of this study is to determine the cultural terms, subtitling strategies, and translation quality in subtitles of *Ngeri-Ngeri Sedap* movie. The results of this study found 5 categories of cultural terms used, namely, ecology as much as 3 data (3%), material as much as 19 data (19%), social culture as much as 73 data (73%), organization as much as 3 data (3%), and habits and gestures 1 data (1%). In addition, 7 subtitling strategies were used when translating the terms of cultural elements in *Ngeri-Ngeri Sedap* movie, namely expansion as much as 14 data (14%), paraphrase as much as 14 data (14%), transfer as much as 19 data (19%), imitation dominates the translation strategies used with 28 data (28%), transcription as much as 9 data (9%), decimation as much as 28 data (28%), transcription as much as 9 data (9%), decimation as much as 10 data (20%).

Keywords: *Ngeri-Ngeri Sedap*, cultural terms, subtitling strategy, translation quality, translation



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## ABSTRAK

Risti Indriyani, Bahasa Inggris Untuk Komunikasi Bisnis dan Profesional, Analysis of Cultural Terms of Subtitling Strategy and Translation Quality on English Subtitles of *Ngeri-Ngeri Sedap* Movie.

Penelitian ini membahas penerjemahan istilah budaya pada strategi penerjemahan sulih bahasa berdasarkan teori Gottlieb dan kualitas terjemahan menggunakan teori Nababan dalam aspek keakuratan dan keberterimaan. Teori istilah budaya yang digunakan adalah teori Newmark. Penelitian ini merupakan penelitian kualitatif dengan pendekatan deskriptif. Selain itu, penelitian ini menggunakan informan dari suku Batak untuk membantu data penelitian semakin akurat dengan memberikan penjelasan terkait istilah yang ada di suku Batak. *Focus Group Discussion* (FGD) digunakan untuk mengumpulkan data yang kemudian dianalisis menggunakan teori Spradley yang terdiri dari analisis domain, taksonomik, komponensial, dan analisis tema budaya. Tujuan dari penelitian ini adalah untuk mengetahui istilah budaya, strategi sulih bahasa, dan kualitas terjemahan pada subtitle film *Ngeri-Ngeri Sedap*. Hasil penelitian ini menemukan 5 kategori istilah budaya yang digunakan yaitu, ekologi sebanyak 3 data (3%), material sebanyak 19 data (19%), sosial budaya sebanyak 73 data (73%), organisasi sebanyak 3 data (3%), dan kebiasaan dan bahasa tubuh 1 data (1%). Selain itu, 7 strategi sulih suara digunakan ketika menerjemahkan istilah unsur budaya pada film *Ngeri-Ngeri Sedap*, yaitu ekspansi sebanyak 14 data (14%), parafrase sebanyak 14 data (14%), transfer sebanyak 19 data (19%), imitasi mendominasi strategi penerjemahan yang digunakan dengan ditemukan sebanyak 28 data (28%), transkripsi sebanyak 9 data (9%), *decimation* sebanyak 2 data (2%), dan peniadaan sebanyak 13 data (13%). Hasil *Focus Group Discussion* (FGD) menunjukkan bahwa terjemahan istilah budaya dalam subtitle film *Ngeri-Ngeri Sedap* kurang akurat dan kurang berterima dengan skor masing-masing akurasi sebesar 2,58 dan keberterimaan sebesar 2,42. Hal ini karena banyak ditemukan istilah yang hanya terdapat di budaya Batak.

Kata kunci: *Ngeri-Ngeri Sedap*, istilah budaya, strategi sulih bahasa, kualitas penerjemahan, penerjemahan



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**LIST OF ABBREVIATIONS**

AVT	: Audiovisual Translation
SL	: Source Language
SS	: Subtitling Strategy
TL	: Target Language
ST	: Source Text
TT	: Target Text





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## CHAPTER I INTRODUCTION

### 1.1 Background of the Study

A movie that immerses itself in a particular culture can really appeal to audiences, especially if it authentically portrays that culture. "*Ngeri-Ngeri Sedap*" also known as "Missing Home" on Netflix, is a 2022 Indonesian comedy-drama film set against the backdrop of the Batak tribe. It was directed and written by Bene Dion Rajaguguk and features Batak actors such as Tika Pangabean, Arswendi Beningswara Nasution, Boris Bokir Manullang, and Gita Bhebhita Butar-Butar. The story follows a Batak family, where the children's reluctance to return to their hometown for a traditional ceremony leads to conflict. In an attempt to resolve this, the father hatches a plan to fake a divorce to convince his children to come back to the hometown.

The film was a hit with more than 2.8 million viewers during its release on theater (CNN Indonesia, 2022a). Moreover, *Ngeri-Ngeri Sedap* received 6 wins and 22 nominations, such as won for Best Couple by IMA Awards 2022, Best Theme Song "Huta Maratuai" by Maya Awards 2023, Best Original Screenplay by Maya Awards 2023, Best Music Arranger by Jury Prize 2022, Best Director by Maya Awards 2023, Feature-Length by Maya Awards 2023. Furthermore, *Ngeri-Ngeri Sedap* movie won several awards from FFWI 2022 (*Indonesian Journalists Film Festival*) such as, Best Movie for comedy genre, Best Director for comedy genre, Best Supporting Actor, Best Supporting Actress, Camera Director for comedy genre, Screen Editor for the comedy genre (Fikri, 2022). In addition, *Ngeri-Ngeri Sedap* has been selected as Indonesia's representative to the 95th Academy Awards 2023 in the category of Best International Feature Film (CNN Indonesia, 2022b).

The translation must be conducted carefully because the movie will be showcased at the 95th Academy Awards to represent Indonesia and its culture to a global



audience. The movie contains many cultural elements of the Batak tribe, so research on Batak ethnic elements will be conducted to ensure that these cultural elements are equally conveyed through translation. There has not been much research on translating cultural elements in movies with a Batak tribe setting. Translating cultural terms is challenging as it requires a deep understanding of the culture. Despite existing studies on the translation of cultural terms, more literature is needed, especially regarding the procedures for translating cultural terms from Indonesian, with a focus on Batak culture, to English in films and short movies.

The appearance of movie streaming services, such as Netflix, is proof of the media industry's evolution. Movie streaming services provide various audio-visual media, such as movies, series, documentaries, etc. The movie is one of the popular entertainment media. The popularity of movies is sparked around the world. Many foreign movies are presented in Indonesia and vice versa. Since then, there has been a demand for translation into the Indonesian language.

Meanwhile, foreign movies need to be translated into Indonesian, and many Indonesian films need to be translated into foreign languages, such as English. Diaz Cintas & Anderman (2009) revealed that the rapid growth of the media industry in the twenty-first century urges the need for translation of media programs in most countries. Therefore, audiovisual translation (AVT) presents the need to translate media, such as television channels, from all levels, including international, national, regional, and local. Audiovisual material can be accessed through many ways, such as television, DVD, cinema, and the Internet. There are two basic approaches to the translation of AVT; first, to retain it as spoken, in which dialogue is replaced by a new sound known as revoicing, such as lip-sync dubbing, commonly used in translating movies, TV series, and sitcoms.

In contrast, narration and voice-over tend to be used more in documentaries, interviews, and programmes on current affairs. Sometimes, the original soundtrack, which needs to switch from the spoken to the written mode, is added

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text to the screen when the decision has been taken to keep; this technique is known as subtitling. Subtitling has become the preferred translation mode in the media along with globalization, which is quicker and cheaper than dubbing.

Research on cultural Terms on movies has been carried out by several researchers related to cultural terms by Firda Safitri & Sahiruddin (2023) that discussed about culture-specific items in *Tilik* movie, Fransiskus Mario & Rahmanti Asmarani (2022) that studied about cultural words in *The Lion King* movie, Arshila Andista & Nurochman (2023) that examined about cultural words in *Bumi Manusia* movie. Research related to translation technique have been examined by Anita Rahma, Diah Kristina, Sri Marmanto (2018) that discussed about analysis on adaptation and variation translation technique on subtitle of *Batman* movie in Java Mataraman version. Furthermore, previous studies that still have research relevancies on subtitling strategy, such as I Nyoman Aditya Darma (2014) that studied about subtitling strategies used in *Belle Isle* movie, Dwi Pratiwi S. Husba (2018) that examined about translation strategy in *Eat Pray Love* movie, and Chintia Handayani (2022) that discussed translation strategy in *Dune* movie. This research has relevancies and differences from previous studies, the relevancies of this research with previous research have the same research topic about cultural terms and on the same medium, a movie. Meanwhile, the difference between this research and previous research is that this research will focus on *Ngeri-Ngeri Sedap* movie with subtitling strategy and translation quality of Batak cultural terms as the variables.

## 1.2 Research Questions

Based on previous explanation, the researcher identified the research questions for further study, as follows:

1. What are the categories of the Batak cultural terms categories in *Ngeri-Ngeri Sedap* movie?
2. What are the subtitling strategies used in the movie *Ngeri-Ngeri Sedap* based on Gottlieb?





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3. How is the translation quality in terms of accuracy and acceptability of English subtitle of cultural terms in *Ngeri-Ngeri Sedap* movie?

### 1.3 Objectives of the Study

This study has several objectives, as follows:

1. To identify Batak cultural terms contained in english subtitle of *Ngeri-Ngeri Sedap* movie
2. To identify subtitling strategies used in *Ngeri-Ngeri Sedap* movie based on Gottlieb
3. To describe the translation quality of English subtitle of Batak cultural terms of *Ngeri-Ngeri Sedap* movie

### 1.4 Limitations of the Study

Following the limitations of the problem, this study will focus on analysis of Batak cultural terms in English subtitle of *Ngeri-Ngeri Sedap* movie and the translation quality, specifically in aspect of accuracy and acceptability. Data sources were obtained through Netflix. The terms of cultural aspects examined in this thesis are in the form of words, phrases or sentences. They will then be classified based on the categories of cultural terms proposed by Newmark (2017). After collected the cultural terms in the form of words, phrases or sentences in the subtitle of the movie, the subtitling strategy will be investigated through Gottlieb subtitling strategy (1992).

### 1.5 Significances of the Study

The expected benefits of this research are as follows:

- a. Theoretical significances:
  1. to provide cultural terms discovery, especially that found in movies, so it could use the appropriate translation strategies to maintain the translation strategy on movie;
  2. to assist better understanding in the translation strategies used in subtitle.

b. Practical significances:

1. to provide input about cultural terms translation in movie industry, such as subtitler to improve the translation quality;
2. to provide as a reference for relevant parties, such as translators, academics, and other stakeholders in the translation industry to develop better translation strategies and improve translation accuracy and acceptability.



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## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 1.17 Conclusions

Based on the results of the research and discussion, it can be drawn conclusions, five cultural terms were found. The cultural terms category includes ecology, social culture, material culture, organizations, and habits & gestures. The most dominant data is social culture because many of the findings is related to addressing terms. This aligns with research conducted by Bagus Yogi Martendi et al. (2022). Social culture was also appears as the most prominent in the data because there are many variety of the language used in the movie. Moreover, seven out of ten subtitling strategies was found. The most dominant data that appeared was the imitation subtitling strategy. This is because many cultural terms only exist in Batak culture. On the contrary, research conducted by Chintia Handayani (2022) that analyzed subtitling strategy. The findings shown that transfer is the most dominant data because the aspect that analyzed is per sentence, while the current research is mostly resulted from word or phrases that contained only in Batak culture. Furthermore, based on the assessment results carried out by the raters using the FGD method, the mean of translation quality score is 2.51. The score for accuracy aspect is 2.58 and the score for acceptability aspect is 2.42. Therefore, the translation of cultural terms in *Ngeri-Ngeri Sedap* movie is considered as less accurate and less acceptable. This conforms to research analyzed by Fransiska Way Warti et al. (2024) that analyzed about Translation Quality on movie. In their research shows that the overall translation quality is less accurate, acceptable and readable.

### 1.18 Suggestions

From the results of this research, there are several suggestions for relevant parties that can be taken into consideration:

- a. For future research

The research on cultural term translation can be further broadened, particularly in the field of translation that contained culture of Indonesia's tribe. In addition, shifting in translation of cultural-settings movie still rarely examined and need more exploration from this aspect.

- b. For movie streaming services

In translation that contained cultural words or phrases or sentences need to reexamined whether the translation is accurately delivered and acceptable.



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## CURRICULUM VITAE



Risti Indriyani was born and raised in Depok city. She studied at SMAS YAPIDA when she was in senior high school. Then, she pursues her undergraduate at Politeknik Negeri Jakarta, majoring in English for Business and Professional Communication. You can stay connected with me through LinkedIn @ ristiindriyani for my updated career and more opportunities to come.

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APPENDICES

a. English subtitles of Ngeri-Ngeri Sedap movie

No	Type of Cultural Terms	Source Language	Target Language	Subtitling Strategy											Translation Quality						
				Expansion	Paraphrase	Transfer	Imitation	Transcription	Dislocation	Condensation	Decimation	Deletion	Resignation	Accurate	Less Accurate	Not Accurate	Acceptable	Less Acceptable	Not Acceptable		
1.	Material	Ikan <b>tombur</b> pak	It's <b>tombur</b> fish			✓												✓	Acceptable		
2.	ecology	Bagus ya pak pemandangan <b>danau Toba</b> ?	<b>Toba lake</b> is beautiful, right?			✓													✓	Acceptable	
3.	ecology	<b>Danau toba</b> pun ada karena kau	<b>Toba lake</b> is also here thanks to you			✓													✓	Acceptable	
4.	ecology	Oh ini yang namanya <b>danau</b>	So, this is the famous <b>Toba</b>			✓													✓	Acceptable	

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Definition of Batak-cultural terms:

- *Ulos* is a typical woven fabric for the Batak tribe. Ulos is often used in various traditional events of the Batak people. Ulos has a very important function and meaning. Various traditional ceremonies such as birth, marriage, death, and other rituals usually use ulos.
- *Gomak noodles* is a typical noodle dish of the Batak tribe.
- *Lapo* is a special Batak stall where people gather to drink *tuak* (Batak alcohol).
- *Pahompu Pahompu* is any descendant of sons and daughters, or often referred to as grandchildren in Indonesian.
- *Opung* is an addressing term for the parents of the father or mother of the Batak tribe or what is referred to in Indonesian as grandparents.
- *Namboru* is an addressing term for the father's sister, a woman of the same family as the father in the Batak tribe, or in Indonesian, an aunt.
- *Tulang* is an addressing term of an uncle or to the biological brother of the mother (either the brother or the younger brother of the mother) for the Batak tribe.
- *Inang* is an addressing term to the biological mother for the Batak tribe.
- *Boru* is an addressing term for women for the Batak tribe.
- *Sulang sulang pahompu* party is an event in a wedding to pay off all customary debts that have not been paid in full to the family carrying out the traditional ceremony.
- *Saur matua party* is the traditional death ceremony of male or female parents who have married off all their children and have grandchildren, in other words no longer have any burden anymore for the needs of their children.
- *Lae* is an addressing term for men so it is often a call for Toba Batak men.
- *Nantulang* is an addressing term for the wife of an uncle in the Batak tribe.
- *Namboru* is an addressing term for the father's sister or in Indonesian often called aunty.
- *Amangboru* is an addressing term for the husband of an aunt/aunt (father's sister).