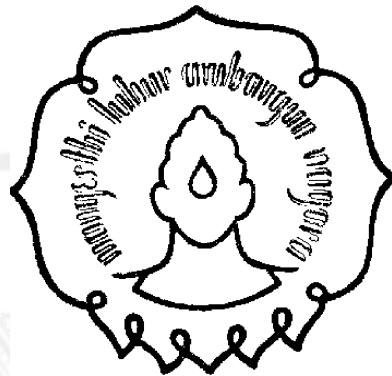# A TRANSLATION ANALYSIS OF CULTURAL TERMS IN THE FILM "RATATOUILLE"

THESIS

**Submitted as a Partial Fulfillment of the Requirement
for the Sarjana Sastra Degree from English Department
Faculty of Letters and Fine Arts
Sebelas Maret University**

By

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**ENGLISH DEPARTMENT
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
SURAKARTA
2009**

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     I hereby declare that the thesis entitled 'A translation Analysis of Cultural Terms in the Film "Ratatouille" is originally made by the researcher. It is neither a plagiarism nor made by other people. The statements made by other people are written in quotation and included within the bibliography.

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<div align="right">

Surakarta, April 2009

The Researcher,

Uswatun Khasanah

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MOTTO

"The world and all things in it are valuable; but the most valuable thing in the world is a virtuous woman"
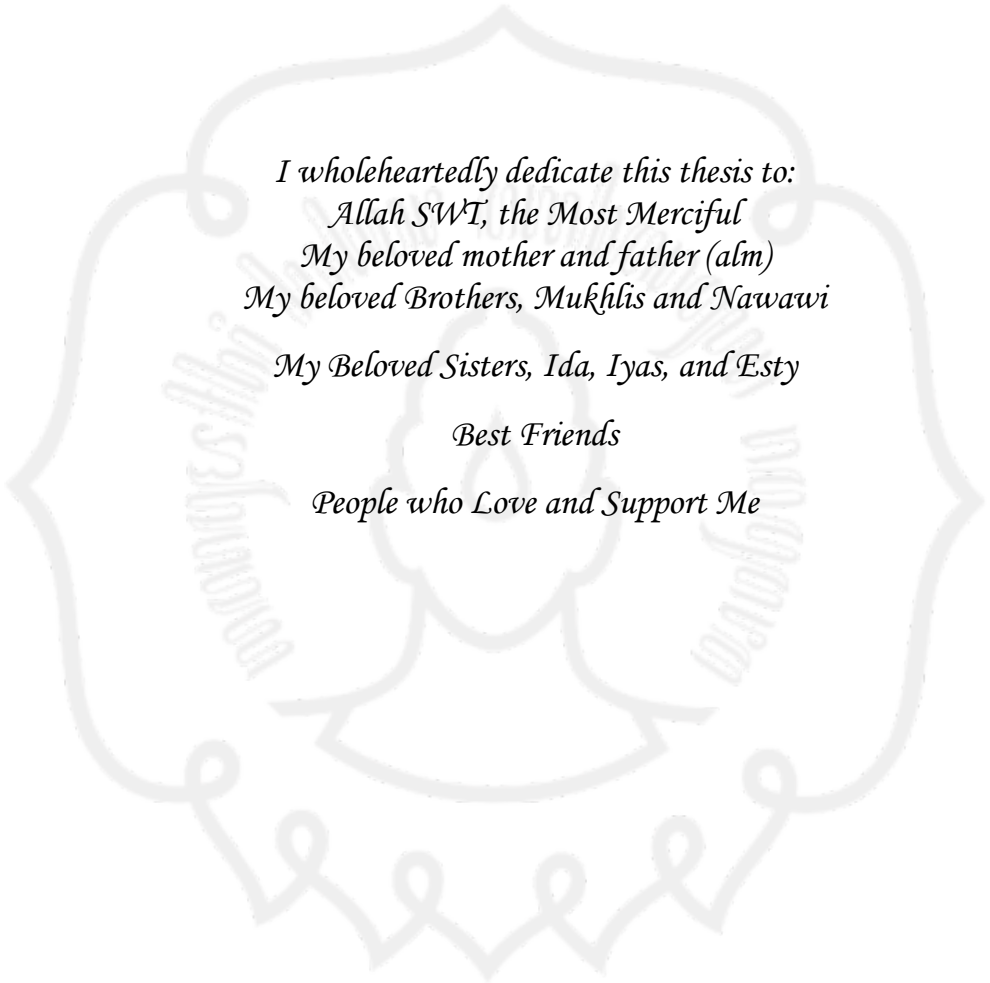*~ Prophet Muhammad ~*

"Strive always to excel in virtue and truth."
~ Prophet Muhammad ~

"Never let the odds keep you from doing what you know in your heart you were meant to do."
~ H. Jackson Brown, Jr. ~

DEDICATION

I wholeheartedly dedicate this thesis to:
Allah SWT, the Most Merciful
My beloved mother and father (alm)
My beloved Brothers, Mukhlis and Nawawi

My Beloved Sisters, Ida, Iyas, and Esty

Best Friends

People who Love and Support Me

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Yani, Ndari, Anjar, Tika, Pita, Erna, Ria, thank you very much for giving me such a positive perspective.

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Lydia, your spirit keeps motivating me. Tatan, thank you for being so kind to me and keep motivating me. Mb Bela, you are so cheerful. Mb Betha, big things really comes in small package. Ayonk, thank you very much for the printer.

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To all English Department students. Each of you is a special person. I learnt many things from you. For the students of translation dwellers: Chubby, Fata, Hilda, Cindy, Nina etc thank you so much for sharing the knowledge and experience.

Finally, I hope this research is beneficial to other researchers who conduct the research related to cultural terms translation.

Surakarta, April 2009

Uswatun Khasanah

ABSTRACT

Uswatun Khasanah. C0304055. 2009. *A Translation Analysis of Cultural Terms in the Film "Ratatouille".* **Undergraduate Thesis, English Department, Faculty of Letters and Fine Arts, Sebelas Maret University, Surakarta.**

This research focuses on the translation analysis of cultural terms in the film "*Ratatouille*". This study aims to find out (1) the categories of cultural terms, (2) the strategies employed by the translator to translate the cultural terms, and (3) the accuracy and acceptability of the translation.

This research is descriptive-qualitative research and applies descriptive method. This research is designed as single embedded-case study. To collect the data, the researcher applied purposive sampling technique. The primary data were obtained by using content analysis and the secondary data were obtained through questionnaire. In content analysis, the researcher collected the data by selecting cultural terms found in the dialogue. The researcher found 70 data in the film. The questionnaires were distributed to three raters in the form of close and open-ended questionnaire.

The research findings show that there are five categories of cultural terms found in the film "*Ratatouille*"; they are:

No	Category	Total	Percentage
1	Ecology	10	14,3%
2	Material culture	39	55,7%
3	Social culture	1	1,4%
4	Organizations, customs, activities, procedures, concepts	18	25,7%
5	Gestures and habits	2	2,9%

Next, the researcher found eleven strategies applied; they are:

No	Translation strategies	Total	Percentage
1	Translation using its equivalence in the target language	18	25,7%
2	Translation using word/phrase with different propositional meaning	4	5,7%
3	Translation by a more neutral/less expressive word	1	1,4%
4	Translation by cultural substitution	2	2,9%
5	Translation using a loan word	17	24,3%
6	Translation using loan word plus explanation	1	1,4%
7	Translation by a more general word (superordinate)	8	11,5%
8	Translation by omission	5	7,1%
9	Translation by paraphrase using unrelated words	5	7,1%
10	Translation by paraphrase using a related word	7	10%
11	Translation by partial substitution	2	2,9%

While the result of accuracy is as follow:

No	Classification	Total	Percentage
1.	Highly accurate translation	63	90%
2.	Accurate translation	2	2,9%
3.	Less accurate translation	1	1,4%
4.	Inaccurate translation	4	5,7%

The total mean for accuracy is 1,26 meaning that the translation is highly accurate.

The result of acceptability is as follow:

No	Classification	Total	Percentage
1	Highly acceptable translation	55	78,5%
2	Acceptable translation	10	14,3%
3	Less acceptable translation	3	4,3%
4	Not acceptable translation	2	2,9%

The total mean for acceptability is 1,45 meaning that the translation is highly acceptable.

       The researcher recommended that the translator be aware of the culture presented in the film and consider about the target reader culture when translating it. It is also recommended that other researchers analyze further various strategies that can be applied to translate cultural terms to meet the good translation quality.

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CHAPTER I

INTRODUCTION

A. Research Background

Language cannot be separated with culture. Newmark (1988: 95) states that he does "not regard language as a component or feature of culture". In translating text, people do not only transfer message but also culture from a source language into a target language. The problems occur when the culture of the source language is not the same as those forms in the target language. The translator has to find a way to convey the culture, so that the readers of the target language can catch the cultural message.

Many texts containing cultural terms have been translated from one language into another such as newspaper and magazine articles, books, manuals, and documents. Recently, translation is not only bided by those written forms. Another form of translation which develops rapidly is film translation. As one form of translations, film translation enables people from any background of language to understand the film. Film becomes essential since many people feel that film can entertain them in every kind of situation. People have right to choose the film genres they like to see. They may prefer drama, comedy, action, or etc.

Film is able to convey message to the audience through three aspects which are picture, dialogue, and music. These aspects are united and form the film. Picture is the visualization of the story on the screen, dialogue is the conversation happening in the film, and music is the sound effects of film which

gives effect to the story. Since the film needs to be translated, the language is different with the viewers. Surely, film involves culture and the culture has to be transferred to the target language.

In translating film, a translator may choose to use subtitle. Subtitle means that the viewers still can hear the source language and there is dialogue put in the bottom of the screen. In making subtitle, the translator should make the subtitle as easy as possible in order not to disturb the viewers' attention. According to Mera in Szarkowska (2005), since subtitles changes film from an audio visual medium to a more literacy medium, it requires a greater level of attention from the viewers rather that a dubbed film. The subtitle should also match with the dialogue spoken by the characters thus the audience will not be confused with the story.

Translating film containing cultural terms becomes challenge as the translator has to find the appropriate strategies to translate it. The challenge is even bigger since the translation will be in the form of subtitle, which has to be simple as it only appears in several seconds. Nida (1964: 130) states that "differences between cultures may cause more severe complications for the translator than do differences in language structure". The translator must be aware of cultural terms occurring in the film. They will become problem when the translator fail to find the right translation.

To give deeper understanding, the researchers will give several examples of cultural terms found in the film Ratatouille.

Example 1:
this *rosemary*!! With, maybe with…

daun *rosemary* ini dicampur dengan…

The cultural term above is interesting. The term becomes problematic as it is not known by everyone in this world. The word *rosemary* belongs to cultural terms in the category of ecology. *Rosemary* is cultural terms since it is only known by particular community that uses particular language. The ecology makes *rosemary* only grows in certain area and is only known by the community where it grows. *Rosemary* is a spices used for cooking. The translator translates rosemary into *daun rosemary*. However, Indonesian people do not aware with this term. People do not have an idea about what rosemary looks like. But in the film, there is a scene that shows rosemary thus the viewer understands the object. From the translation, people know that rosemary is name of a leaf and from the context of the sentence; people know that it is used for cooking. Nevertheless, the viewer still does not know about the taste and the exact function of the leaf. Therefore the translation is not so acceptable to the target language.

Example 2:

Like *corn dogs*, only smaller, bite size!

Seperti "*corn dogs*" *(sosis tepung)*, tapi lebih kecil. Ukuran sekali gigit.

The word 'corn dogs' can bring problem to the viewer as it may lead to different perspective for the viewer. In this example, '*Corn dogs*' belongs to cultural terms in the category of material culture. Corn dogs is cultural terms in the category of material culture as it is a product which is only familiar to certain community where it is made. '*Corn dogs*' is a food made of sausage which is dipped into corn flour. '*Corn dogs*' is translated into corn dogs (sosis tepung). The translation is accurate as it transfers the message accurately by adding the

meaning in parenthesis. The translator also preserves the word '*corn dogs'* so that the viewers can be familiar with the terms. From the context, '*corn dogs'* is sosis tepung.

> Example 3:
>
> in charge of *sauces*, very important.
>
> Penanggung jawab urusan *saus*. Sangat penting.
>
> The word *sauces* might seem simple. But the word can also be a problem

as the word has different meaning in several cultures. The word '*sauces'* in the example above belongs to cultural terms in the category of material culture. It happens since French usually uses *sauces* to add some flavor, while Indonesian culture is not familiar to use *sauces*. According to Oxford Advance Learner's Dictionary (1974), *sauce* is thick liquid that is served with food to give flavor. The translator translates *sauces* into '*saus'* as it brings cultural context. The translator uses the strategy of loan word to translate *sauces*. The word *sauces* is adjusted phonologically and orthographically into *saus*.

Ratatouille is a cartoon movie containing many data of cultural terms. From the examples above, the researcher is interested in conducting a research about cultural terms found in the film ratatouille. Another reason why the researcher decides to conduct research about this movie is that the film is a box office movie proven with many awards received including Academy Awards, Golden Globe, and Grammy Award.

B. Research Limitation

The research contains the data and the analysis. The research only analyzes the cultural terms found in the film Ratatouille. The focus of analysis includes the categories of cultural terms, the translation strategies employed, and the accuracy and the acceptability of the strategies applied. The researcher focuses on the categories of cultural terms based on the classification proposed by Newmark adapting Nida (1988).

C. Problem Statements

From the research background, the researcher formulates the problems of the research as follows:

1. What categories of cultural terms are found in the film Ratatouille?

2. What strategies are used by the translator in translating the cultural terms?

3. How are the accuracy and the acceptability of the Indonesian translation of the cultural terms in the film?

D. Research objectives

Based on the problem statements, the research objectives are:

1. To find out the categories of cultural terms found in the film Ratatouille

2. To describe the strategies used by translator in translating cultural terms contained in the film

3. To know whether the translation of cultural terms in the film is accurate and acceptable or not

E. Research Benefits

1. Student of English Department

    The research hopefully can be essential in increasing the knowledge of the student of English department about how to translate cultural terms. It is expected that the research findings can be used by the students of English department to help them understand not only the film translation but also the cultural terms.

2. Film translator

    The research is expected to give assistant to the film translator in translating the film. Hopefully they will know the obstacles that they will deal with and apply the appropriate strategies to handle the translation. By the research, the researcher expects that the analysis will help the film translator in translating text especially consisting cultural terms.

3. Other researchers

    The research can be used by the other researcher as reference in conducting research relating the cultural terms and the film translation.

F. Thesis Organization

This thesis is arranged as follows:

Chapter I: Introduction covers Research Background, Problem Statements, Research Objectives, Research Limitation, Research Benefits, and Thesis Organization.

Chapter II: Literature Review contains Definition of Translation, Meaning in Translation, Problem in Translating, Translation Strategies, Film Translation, Translation Quality Assessment, Definition of Cultural Term, and Correlation between Culture and Translation.

Chapter III: Research Methodology covers Research Type and Design, Data and Source of Data, Method of Data Collection, Technique of Data Analysis, and Research Procedures.

Chapter IV: Research Findings consist of The Categories of Cultural Terms, The Analysis of the Strategies Used in Cultural Terms Translation, and the Translation Accuracy and Acceptability.

Chapter V: Conclusions and Recommendations.

Bibliography

Appendices

CHAPTER II

LITERATURE REVIEW

A.   Definition of Translation

There are many definitions of translation made by many experts. But there are three definitions that can be fundamental foundation for translating cultural terms.

Nida (1991:33) states that translating consists of reproducing in the receptor language the closest natural equivalence to the message of the source language, first in the term of meaning and secondly in style. The definition made by Nida explains that translator has to be able to preserve the meaning though the source text consists of cultural message.

While Larson (1984) explains that translation consists of transferring the meaning of the source language into the receptor language. The definition highlights on the meaning transferred from source language into target language. The translation does not have to preserve the form but the meaning has to be accurately transferred to the target language. To convey the message accurately, the change of the form and structure has to be done because of the difference of both languages consisting norms and culture.

Furthermore, Brislin (1976: 1) states that translation is the general term referring on the transfer of thoughts and ideas from one language (source) to another (target), whether the languages are in written or oral form. Moreover, a translator needs to know the field translated. According to Brislin (1976: 28), a

translator should know both the source and the receptor language, should be familiar with the subject matter, and should have some facility of expression in the receptor language Thus, in translating; a translator should have knowledge about the text he/she translates. The three definitions show that translation should be able to maintain the message of source language.

B.   Meaning in translation

According to Cruse in Mona Baker (1992), we can distinguish four main types of meaning in words and utterances: propositional meaning, expressive meaning, presupposed meaning, and evoked meaning.

1.   Propositional meaning

The propositional meaning of a word is about it and what it refers to or describes in real or imaginary world, it can be judged that a proportional meaning is true or false (Baker: 1992). Thus, the proportional meaning of a word does not really become a problem in translation. For example the propositional meaning of *sugar* is sweet substance obtained from various plants.

2.   Expressive meaning

In contrast with proportional meaning, the expressive meaning cannot be judged as true or false because it is related to the speaker's feeling or attitude rather than to what words and utterances refer to (Baker: 1992). The term in source language may be able to be translated by several terms in the target language with different degrees of forcefulness and vice versa. For example, in the film, the word *peasant* is translated into *petani*. *Peasant* and *petani* refer to a

person who works on land. Nevertheless, both terms have different degree of expressive meaning. *Peasant* not only refers to person who works on land but also expresses a person with rough uneducated manner.

3. Presupposed meaning

Presupposed meaning arises from co-occurrence restrictions. It depends on what other words we expect to see before or after a certain lexical unit (Baker: 1992). Restriction can be in two forms. They are as follow:

a. Selectional restrictions, related to the propositional meaning of a word. For example next to the adjective *furious,* we expect the human subject except in the case of figurative language.

b. Collocational restrictions do not depend on the propositional meaning of a word but are related to its usage in the various languages. For instance in English the word *commit* collocates with the negative activities such as *commit murder, commit suicide,* and *commit adultery.*

4. Evoked meaning

Evoked meaning derives from dialect and register variation. A dialect is a variety of language used by specific community of speakers. It can be categorized as follow (Baker: 1992):

a. Geographical: It is restricted to a certain area. For example the English say "*soccer*" while the American say "*football*" to refer the same sport.

b. Temporal: It is restricted to a certain period of time or words or structures used by members of different age groups within a community. For example, young people like to use '*cool*' to express wonderful but not older people

c.   Social: It is used by different social classes. For example, black Americans which are considered having lower class than white Americans tend to use *aint* to show negation. While the white Americans use *not* to show negation.

Register is a variety of language used in specific situations according to:

a.   Field of discourse: It depends on what kind of action the speakers participate in. For example linguistic choice can be different if the speakers are discussing politics with their friend or making an official speech (Baker: 1992).

b.   Tenor of discourse: It depends on the kind of relationship between people participating in the conversation. For example, in Indonesian culture, younger people have to respect the older people. The younger people must address the older people by using *mas, mbak, kakak,* and *abang* to show respect.

c.   Mode of discourse: It depends on its role (speech, essay, lecture, instructions) and medium of transmission (spoken, written). For example *re* is appropriate in business letter, but it is rarely used in spoken form. (Baker: 1992).

C.   Problem in translating

In translating, the translator may find difficulties to transfer the source language lexically and semantically. It happens since the target language possibly has no equivalence of the terms. The translator has to know the factor of translation's difficulties in order to make the best decision. Mona Baker: 1992 has stated several common problems in translating. They are as follow:

1.   Culture-specific concept

The problem of translation may occur when the SL involves culture-specific concept in its text. Culture-specific concept may be unfamiliar to the target readers since they have different culture. The concept of culture may be abstract or concrete such as religious belief, a social custom, or even the type of food. For example English has the word *barbeque* which has no equivalence in Indonesian language.

2.   The source-language concept is not lexicalized in the target language

This problem occurs when the source language actually can be simply understood by the target readers but the term in source language cannot be simply lexicalized in to the target language. It may happen since the target language does not have the exact equivalence. For example English has the word *download* which is actually can be easily understood by the target reader but it is not simply lexicalized in Indonesian language since it has no equivalence. *Download* refers to the process of loading some data from the internet.

3.   The source-language word is semantically complex

It means that a word may have more complex meaning. It becomes problem when the word in source language containing semantically complex word does not have the equivalence in the target language and the set of meanings of the source language's word is important to be transferred. For example Javanese language has the term *kunduran* which is semantically complex since the target text does not have the equivalence. *Kunduran* refers to the situation when certain object is hit by another object which is moving backward.

4.   The source and the target languages make different distinction in meaning

It may happen since the source language has fewer distinctions in meaning than the target language. For example, Indonesia has a distinction between going out in the rain without knowledge that is called *kehujanan* and going out in the rain with the knowledge that is called *hujan-hujanan*. English does not have any distinction since both of concepts are called *raining*. It will make a problem to the people in Indonesia if they do not know the context situation of the source text (Baker: 1992).

5. The target language lacks a superordinate

It happens since the target language has lacks of superordinate to head the semantic field but may have specific terms. Russian has no equivalence for facilities, but it has specific words as types of facilities, for example sredstva peredvizheniya (means of transport) and neobkhodimye pomeschcheniya (essential accommodation) (Baker: 1992)

6. The target language lacks a specific term (hyponym)

This problem occurs when the target language may have general words but lack of specific term (hyponym). Indonesia has various hyponyms related to the word rice which have no equivalence in English, for example *padi, beras,* and *nasi.*

7. Differences in physical or interpersonal perspective

Physical perspective has to do with where things or people are in relation to one another or to a place. Physical perspective may be more importance in one language than in another. For example Javanesse language has

several equivalences of *eat* (*makan*) depending who says to whom: *mangan,*

mae'm, and *dahar*

8. Differences in expressive meaning

The problem of translation may also occur when the target language

does not have the exact equivalence to transfer expressive meaning from the

source language. The problem may also happen when the equivalence of the term

in the target language has different expressive meaning or less expressive meaning

with the source language's term. For example English has the words *peasant* and

farmer. Both refer to a person who works on land. But both terms has a different

degree of expressiveness. *Peasant* is more expressive since it also shows a person

with rough uneducated manner.

9. Differences in form

The problem occurs when the target language has different form with

the source language. For example in English suffix *–ness* in *Godliness and*

cleanliness, suffix *–er* in *closer and quicker*, and suffix *–ly* in *easily and highly*

conveying meaning often have no equivalence in the target language.

10. Difference in frequency and purpose of using specific forms

The problem happens when a specific form in the source language

does have equivalent in the target language, there are may be a difference in the

frequency with which it is used or the purpose for which it is used. For example

English uses the continuous *–ing* form for binding clauses more frequently than

other language that has the equivalence for it. It may become problem since

rendering the form frequently will make the translation ambiguous (Baker: 1992).

11.   The use of loan words in the source text

The problem occurs when the target language cannot find the equivalence of the terms in the target language. The source language sometimes has the term whose the concept is unavailable in the target language. Another difficulty may also occur when the loan word exists in the target language but has different meaning. It may happen since the term is the target language develops. For example English has the word *oregano* that has no equivalence in Indonesian language.

D.   Translation Strategies

Strategies are related to the mechanisms used by translators throughout the translation process to find solution of the problems they find. Strategies are the procedures (conscious or unconscious, verbal nonverbal) used by the translator to solve problems that emerge when carrying out the translation process with a particular objective in mind (Molina & Albir: 2002). Strategies open the way to find a suitable solution for a translation unit. The solution will be materialized by using particular strategies. These are the strategies used in translating cultural terms adopted from Baker:

1.   Translation by a more general word (superordinate)

The strategy used as the target language does not have the equal equivalence of the source language. It happens since the semantic field of every language may differ. For example :

SL: Got your *toque*

TL: kudapatkan *topi*mu

Toque is a cap with a full crown and a small rolled brim used by a chef (thefreedictionary.com). The translator cannot find the equivalence in Indonesian language, thus the translator uses the general term *topi* which is the equivalence for *hat*.

2.   Translation by a more neutral/less expressive word

In this strategy, the concept of culture from source language does not have the exact equivalence in target language. Thus, the translator translates the term by using the more general word which has less expressive meaning. It also happens since the translator feels that the translation of expressive word will sound impolite or does not suit to the target reader. For example:

SL: It's *peasant* dish

TL: Itu makanan *petani*

Peasant refers to uneducated people and has more negative meaning than *petani*. The translator chooses to translate the term into *petani* which conveys less expressive meaning to make the expression more polite in target text. Therefore, *petani* is euphemism for peasant.

3.   Translation by cultural substitution

In this strategy, the term is replaced with another term in the target language that gives the same effect with the word in the source language. It happens since the translator cannot find the equivalence in the target language or since the target reader is not familiar with the term. Thus, cultural substitution is

done to make the reader become easier to understand the translation. For example:

> SL: one order of steamed *pike* up
>
> TL: pesanan *ikan* asap siap

4. Translation using a loan word or loan word plus explanation

In this strategy, the cultural terms are not translated or the translation still uses the source language's term. It happens since the translator finds difficulty to translate the cultural terms or the translator cannot find the equivalence in the target language. The loan word sometimes comes with an explanation to make the readers fully understand the term. For Example:

> SL: Compose the *salad* like you were painting a picture
>
> TL: susun *salad*nya seperti kalian sedang melukis gambar

5. Translation by paraphrase using a related word

In this strategy, the term is paraphrased in the target language in the different form. For example:

> SL: after you put his head in the *duck press* to squeeze the fat out
>
> TL: setelah kau masukkan dia ke *mesin peras bebek* untuk keluarkan lemak dari kepalanya.

6. Translation by paraphrase using unrelated words

In this strategy, the term is paraphrased but without using its related word. The term is unpacked in the target language so the audience will get the message. For example:

> SL: can I interest you in a *dessert* this evening?

TL: bisa kubuat anda tertarik *hidangan pencuci mulut* malam ini?

7.   Translation by omission

The strategy may be applied when the word translated does not change the message transferred. It may also happen since the word may distract the reader with long and repeated explanation.

For example:

Brizzled with *snail porridge*, Douglas fir puree, beetroot mousse and pollen, dride white fungus?

Sari mawar, telur kepiting dan jamur putih kering?

In this sentence, the phrase *snail porridge* is omitted. The translator may assume that the phrase is not vital enough to the development of the story. Nevertheless, the researcher assumes that the translation should occur. The researcher also finds that the phrase has the equivalence in the target language. The phrase *snail porridge* can be translated into *bubur siput* in the target language.

8.   Translation by illustration

This strategy is applied when the target language may lack of understanding of certain objects coming from SL. An illustration can give better understanding to the TL better than paraphrasing it.

E.   Film Translation

Two methods of film translation that have been dominant are subtitling and dubbing (Gottlieb, 1998: 244). The decision to choose subtitling as a method of film translation is because subtitling is cheaper than dubbing.

1. Subtitling

    According to Gottlieb (1998: 244), subtitles, sometimes referred as captions are "transcription of film or TV dialogue presented simultaneously on the screen". The written translation is in the sense that subtitling changes the medium, i.e. from spoken to written. Making subtitle can be problematic because the producer of subtitle has to match between the dialogue spoken, the image on the screen and the subtitle itself so that the readers are not confused with the subtitle occurred.

2. The Constraints in Subtitling

    Gottlieb (in Schwarz, 2002) states that there are two major constraints in subtitling. The first major constraint is textual or qualitative constraints, which relates to space and time factors. The subtitler has to consider between the time of dialogue spoken

    The second major constraint is formal or quantitative constraint, relating with the visual context of the film or the physical limitations of space for subtitles. There is an absolute limit to the quantity of text that can be displayed in each one-line or two-line subtitle. The subtitler has to consider it to make the subtitle so that the audience are not disturbed with the subtitle that is too long and use too much space on the screen.

3. Subtitling strategies

    According to Matsumoto (2003), subtitles do not only give information to the viewers but also share cultural differences at the same time. Thus, the subtitler has to be aware of the cultural differences between the two languages.

Gottlieb (in Schwarz, 2002) proposes three strategies which deal with the reduction of the text volume namely condensation, decimation, and deletion.

a).   Condensation manages to preserve both meaning and most of the stylistic features of the original text. The transfer from the spoken to written language eliminates some of the redundancies automatically and thus increases coherence for the viewers.

b).   Decimation is used to face the large speech volume due to fast speech tempo. The strategy is characterized by using shorter expressions and a reduction in content. The cuts in the source language may result in a loss of either semantic or stylistic content. The message is conveyed with the help of other channels (soundtrack and vision).

c).   Deletion is mainly used to deal with non-verbal content. Repetitions words and tag questions can be deleted without losing any information from the source text to the viewers although it may bring effect to the semantic or the stylistic content.

F.   Translation quality Assessment

Wills (1982:220) explains that to assess the quality of translation, the translation critics must first compare the source language text and target language text. Second, he/she must reconstruct the psycholinguistic process leading to the target language text and third he/she must try to work out a formula for measuring intertextual adequacy. According to Nababan (2003:86), translation quality assessment is focused on the three main things: the accuracy of transferring

message, the accuracy of expressing the message into the target language and the language naturalness of the translation. It can be said that what determine the quality of a translation is the degree of accuracy, acceptability and readability.

According to Simatupang (2000), translation includes whether the content of the source language is translated accurately into the target language or not and whether there is an addition or deletion in the translation. Addition or deletion is allowed in the translation as long as it does not delete or add the content of the translation.

The researcher asks three raters to asses the accuracy of translation. The assessments made of the three raters are then calculated based on the formula below.

<center>The Mean Formula for Accuracy</center>

$$\text{Mean} = \frac{R1 + R2 + R3}{3}$$

After the mean of accuracy of each data is obtained, then the calculation is completed to obtain the total mean of accuracy of all data.

<center>The Total Mean Formula of Accuracy</center>

$$\text{Total Mean} = \frac{\sum \text{Mean}}{\text{data}}$$

Translation is acceptable when the target text sounds natural to the target readers and they do not feel like reading a translation but rather reading an original text written in the target language. A translation which is thought as

acceptable should fulfill the requirement of "reading as the original" (Toury In Shuttleworth & Cowie, 1997:2).

The researcher also asks the same three raters to asses the acceptability of translation. The assessments made of the three raters are then calculated based on the formula below.

The Mean Formula for Acceptability

$$\text{Mean} = \frac{R1 + R2 + R3}{3}$$

After the mean of acceptability of each data is obtained, then the calculation is completed to obtain the total mean of accuracy of all data.

The Total Mean Formula of Accuracy

$$Total\ Mean = \frac{\sum Mean}{data}$$

According to Richard et al (in Nababan, 2004), readability depends on average sentence length, number of new words and grammatical complexities of the language used. Nababan describes (2004) that factors of low readability which makes the text difficult to be understood. Thus, the translator should consider the target language, whether they will understand the translation or not.

Based on the explanation above, it can be concluded that a good translation is a translation which has high degree of accuracy, acceptability, and readability. It means that translation should be clear, natural and easily understood by the target reader.

Nevertheless, Nababan considers that the three aspects above are highly subjective and dependent on whom conducting the translation quality assessment

(2008: 23). Moreover, he also considers that the three aspects would only suit best for scientific text (2008: 36). The researcher prioritizes the accuracy and the acceptability the translation since the two assessments measure how accurate the message is transferred and how accepted the cultural element is conveyed into the target language. Thus, the researcher assumes that the acceptability and accuracy are sufficient in analyzing the translation since the translation is tied in the form of subtitle.

G.   Definition of Cultural Terms

Newmark (1988:94) defines culture as the way of life and its manifestations that are peculiar to a community that uses particular language as its means of expression. More specifically Newmark distinguishes cultural from 'universal' language. *Die, live, stars, swim* and even almost virtually ubiquitous artifacts like *mirror* and *table* are universals. And usually there are no translation problems there. On the contrary, in cultural terms there will be translation problems or there is a cultural overlap between the source and the target language. For example foods such as *soufflé, burrito*, and *corn dog* exist in French cuisine but not in Indonesian. On the contrary, foods such as *pecel, rujak,* and *lontong* exist in Indonesian cuisine but not in French. Therefore, the researcher defines cultural terms as word or a group of words that notifies the way of life and its manifestations in certain culture and it also notifies the terms which may be exist in the target language but the target language does not the specific term to mention the same object.

The following are the example of cultural terms in the word, phrase, sentence, and text unit:

a. Cultural terms in word unit

Cultural terms in word unit may correspond to everything related to culture. It may also correspondent to certain food eaten by certain culture. It can be seen from three terms used to mention *rice* in Indonesia. Rice is the staple food of Indonesian people. Indonesian people have the terms *padi, beras, nasi*, which only has one translation term *rice* in English.

b. Cultural terms in phrase unit

Phrase consisting cultural terms usually are idiom. Because of the distinction of the source language culture and the target language culture, the idiom occurred is also different. As the result, the idiom does not have he equivalent in target language. For example is the phrase *a pretty penny*. This term cannot be translated literally into Indonesian language because *penny* is Brittish coin. The phrase *a pretty penny* expresses the situation of having much money or being lucky. Thus, a pretty penny is translated into *banyak uang* or *beruntung*.

c. Cultural terms in sentence unit

Sentence consisting cultural terms are usually proverbs. Because of the difference of the culture between the source and target culture, sometime the equivalence cannot be found in target text. For example is the proverb '*Elvis has left the building*'. This proverb actually means that the show has ended by using the famous character Elvis who was famous in the source culture.

d. Cultural terms in text unit

Sometime there is a text which involved the cultural terms, thus it needs more attention to get the message. For example:

This scene takes place Django sits in prime table with his son, Remy

Django: It's tough out there in the big world all alone, isn't it?

Remy : Sure… but, it's not like I'm a kid anymore. I can take care of myself. I've found a nice spot not far away, so I'll be able to visit often.

Django: Nothing like a cold splash of reality to make you—(sudden realization)— "visit"? You're not staying?

Remy : It's not a big deal Dad.

(Taken from the Film *Ratatouille*)

If it is seen slightly, it is just like common conversation between a father and a son. But actually the text consists of cultural message, because there is cultural gap between the father and the son. The father still maintains traditional culture where the son will stay close with him and accompany him. While the son receives the new value where an adult should make their own life without being dependent to his family.
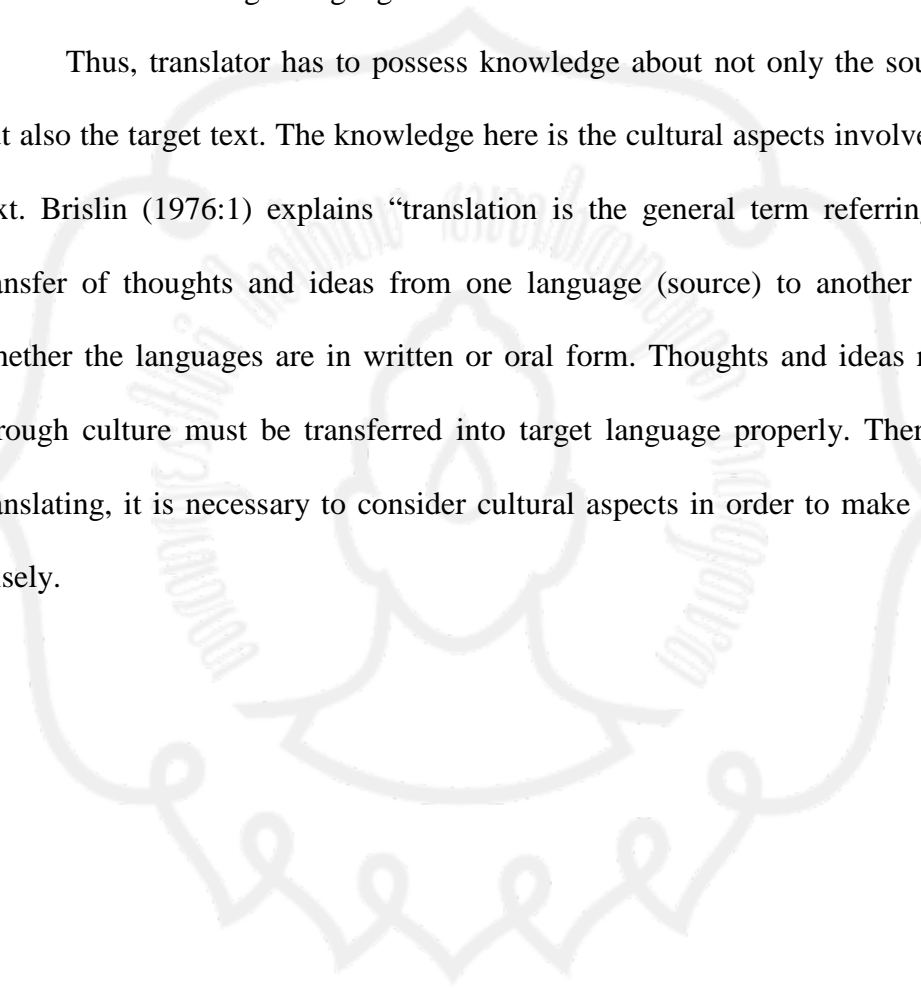
H.   Correlation between Culture and Translation

Translation and culture are highly correlated because every culture has its own language. It can be said that the process of translation does not only refer to the process of translating language but it also involves the process of transferring culture.

Transferring or translating cultural message can be problematic. It happens due to the differences of culture from both languages. This problem depends on

how big the cultural gap between source language and target language. The problems occur when the term in source language does not have the equivalence in the target language. For example is the term *rosemary*. The tem is problematic for the translator, since *rosemary* is a cultural term which does not have the equivalence in the target language.

Thus, translator has to possess knowledge about not only the source text but also the target text. The knowledge here is the cultural aspects involved in the text. Brislin (1976:1) explains "translation is the general term referring to the transfer of thoughts and ideas from one language (source) to another (target), whether the languages are in written or oral form. Thoughts and ideas reflected through culture must be transferred into target language properly. Therefore in translating, it is necessary to consider cultural aspects in order to make decision wisely.

CHAPTER III

RESEARCH METHODOLOGY

A. Research Type and Design

The research is descriptive-qualitative. The method applied in this research

is descriptive method. Creswell defines qualitative research as:

> Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, reports detailed views of information, and conducts the study in a natural setting (1998, p.15)

Bodgan and Bilken (1982: 28) state that one feature of qualitative research is that

it is descriptive. In line with the definition, descriptive method is collecting the

qualitative data, analyzing it, and writing the result.

This research is designed as single embedded-case study. This research is

called single case study because the research is focused on one phenomenon.

Sutopo (2002: 111) states that in embedded research, the researcher has chosen

and determined the variable that becomes the major focus of research before

entering the field of study. While, previously, Merriam and Yin state that in case

studies, the researcher explore a single entity or phenomenon ('the case') which is

bounded by time and activity (a program, even, process, institution, or social

group) and collects detailed information by using a variety of data procedures

during a sustained period of time (in Creswell, 1994: 12).

In this research, the researcher only focuses on the cultural terms in the film Ratatouille. In conducting the research, the researcher collected the data, analyzed it and drew conclusions.

B. Data and Source of Data

Source of data refers to the subject from which the data are obtained. In conducting this research, the researcher used two kinds of data source namely document and informants. First, the document consists of the dialogue script of Ratatouille and its translation. Second, the informants are three persons, who are translation experts that are required to assess the accuracy and acceptability of the translation.

The researcher chose the film of Ratatouille because the film contains many cultural terms and the film is gorgeous proven with many awards won including Academy Awards, Golden Globe Awards, and Grammy Awards. The source of data is sentences consisting of cultural terms in the film Ratatouille.

This study makes use of information provided by three raters. The role of raters is very significant in evaluating the accuracy and the acceptability of the translation. Thus, there are some criteria that the raters must fulfill. The following are some criterias that the raters:

1   Should be able to master English and Indonesian well.

2   Have a good competence in translation theory.

3   Have translating experience.

4   are willing to involve in this research.

Related with qualitative data, Bodgan and Bilken (1982) argue, "The data include interview transcript, field notes, photographs, videotapes, personal documents, memos, and other official records". The data of this research is divided into two parts, namely the primary and secondary data. First, the primary data are the cultural terms found in the film Ratatouille, which is produced in 2007 by Walt Disney and its Indonesian translation by PT. Vision Interprima Pictures. The secondary data are the results of the questionnaire that have been given to the three raters.

C. Sampling Technique

This research uses the purposive sampling technique. This type of sampling is also called criterion-based sampling. In conducting the research, the researcher takes the data which fulfill the objective of the research. The informants used are persons who fulfill the criteria. According to Moleong, in qualitative inquiry, sampling is gathering information as many as possible from various sources and constructions (1998: 224). Sutopo explains that source of data used in qualitative research do not represent population but tend to represent the information. In addition, Creswell states that in qualitative methods (or approaches) the human and social sciences offer several traditions. These traditions may be methods for data collection, analysis, even single cases, selected purposefully (1994: 11).

D. Method of data collection

There were two kinds of method that are used in collecting the data which are content analysis and questionnaire. First method is content analysis. It is used to collect the primary data. Weber states that content analysis is research methodology that uses a number of procedures to draw valid conclusions from a book or document (1984). The procedures used are watching the film, reading the subtitle and script, comparing the script and the subtitle, underlining every dialogue which contents the cultural terms and giving number to each datum.

The second method is questionnaire. According to Sutopo, questionnaire is the list of questions for data collection in research (2002: 70). It is used to collect the secondary data. It is handed out to all the raters. The raters examine and assess each datum attribute to the accuracy and the acceptability. There is a scale used as a base of defining the quality of translation. Scale to evaluate translation quality of accuracy is in the following:

Table 1

Scale for Scoring Accuracy

(Adapted from Nagao, Tsuji and Nakamura in Nababan 2004: 61)

Scale	Definition
1	The content of the source language is accurately conveyed into the target language and no rewriting is needed
2	The content of the source language is accurately conveyed to the target language but some rewritings are needed
3	The content of the source language is not so accurately conveyed to the

	target language. There are some problems with the choice of diction.
4	The source language is not translated at all into the target language, i.e. it is omitted or deleted

There is also scale to evaluate the translation quality of acceptability. The scale is in the following:

Table 2

Scale for Scoring Acceptability

(Adapted from Machali, 2000: 119-120)

Scale	Definition
1	The translation is culturally and grammatically accepted in the target language, the translation sounds natural and no change is needed
2	The translation sounds natural and the translation is culturally and grammatically accepted in the target language, but some changes are needed
3	The translation is not so culturally and grammatically acceptable and There are grammatical problems with the diction and with the relationship between phrase, clause, and sentence elements
4	The translation is not culturally and grammatically accepted at all.

The questionnaire to assess accuracy and acceptability is formatted as close and open-ended questionnaires. Beside giving the multiple choice, the

researcher also provided a space for writing the raters' own comments so that they can give reason why they give the number to the datum.

E. Technique of data analysis

In analyzing the data, the researcher conducts the steps as follows:

1. Analyzing the categories of cultural terms

   The categories of cultural terms as the primary data were classified by the category stated by Newmark adapting Nida (1988).

2. Analyzing the strategies

   The researcher analyzed the data based on the cultural terms' translation strategies.

3. Analyzing the accuracy and acceptability

   By the assistance of the raters, the researcher calculated the total score given and then classified the data.

4. Counting the percentage of each classification

   After making the percentage, the result of the analysis were put in the tables.

5. Drawing conclusion

   The researcher drew conclusion based on the analysis.

F. Research procedures

The research procedure illustrates the steps of conducting the research. The research procedure is as follows:

1. Watching the film

   The researcher watched he film and read the subtitle.

2. Collecting and validating the data

   The researcher collected the data based on the cultural terms found in the dialogues.

3. Numbering the data

   Data were numbered so that it is easier to analyze. The data numbered based on the cultural terms occurred in the film Ratatouille which is in form of VCD.

   Code: 001/R/1/00.57 means that the datum number is 1 taken from the film Ratatouille in the side 1 of the VCD at the minute 00.57.

   Code: 059/R/2/01.41 means that the datum number is 59 taken from the film Ratatouille in the side 2 of the VCD at the minute 01.41.

4. Giving questionnaire to three raters

   The questionnaire was used to assess the accuracy and acceptability.

5. Analyzing the data

   The data were analyzed to find out the categories of cultural terms and the translation strategies applied. Then the researcher analyzed the accuracy and the acceptability of the data.

6. Classifying the data

From the analysis, the data were classified into classifications. The data were calculated to get percentage and the results were put in tables.

7. Drawing conclusion

Based on the analysis, the researcher drew some conclusions and proposed some suggestions.

CHAPTER IV

DATA ANALYSIS

A.   Introduction

Chapter IV presents the data to examine the category of cultural terms in the film Ratatouille and the strategies used to translate them into Indonesian language. The cultural terms are divided into five categories. Newmark adapting Nida (1988) states that there are five categories of cultural items, they are:

1. Ecology

2. Material culture

3. Social culture

4. Organizations, customs, activities, procedures, and concepts

5. Gestures and habits.

The researcher divides the strategies into eleven categories. Most strategies are adopted from Mona Baker. The strategies are:

1. Translation using its equivalence in the target language

2. Translation using word/phrase with different propositional meaning

3. translation by a more neutral/less expressive word

4. Translation by cultural substitution

5. Translation using a loan word

6. Translation using loan word plus explanation

7. Translation by a more general word (superordinate)

8. Translation by omission

9. Translation by paraphrase using unrelated words

10. Translation by paraphrase using related words

11. Translation by partial substitution

Chapter IV also discusses the result of the questionnaire administered to three raters. The purpose is to rate the acceptability and the accuracy of the data in the film Ratatouille.

B. Data Analysis

1. Cultural Terms Categories

In this research, the researcher finds five cultural terms categories. They are as follow:

a.   Ecology

Ecology defines the study of relations of living things to their surroundings. It involves ecological features such as: flora, fauna, winds, plains, hills, forests, etc (Newmark: 1988).

The ecology categorization involves cultural items which naturally come from certain places and have certain characteristics which sometimes cannot be found in other places and the categorization also involves the cultural items which actually may exist in the target language but the target language does not have the specific term to mention the same object. The problem occurs when cultural items in English as the source language could not be exactly translated into Indonesian language as the target language. It happens because the terms have different concept of meaning with the terms in source language or even the terms are

unfamiliar to the target readers. For example is the term *anchovy*. In the film, the term *anchovy* is translated into *ikan/fish*. Actually the term anchovy has a more meaning than *fish*. *Anchovy* refers to small fish with a strong salty flavor (Oxford Advanced Learner's Dictionary). The translator translates it by more general word because the translator cannot find the exact equivalence of the term in the target language.

Table 3

Cultural Terms Data Belonging to Ecology Category

Data Number	Cultural Term	Translation
013/R/1/20.50	Mignon	Omitted
016/R/1/28.34	Oregano	Oregano
017/R/1/28.42	Rosemary	Rosemary
034/R/2/01.41	Sweetbread	Daging anak sapi
039/R/2/01.46	Dried white fungus	Jamur putih kering
040/R/2/01.48	Anchovy	Ikan
041/R/2/01.48	Liquorice	Akar manis
042/R/2/01.55	Veal	Anak sapi
043/R/2/02.47	White truffle oil	Minyak jamur putih
069/R/2/45.56	Pheasant	Daging ayam

b.   Material culture (artifacts)

Material cultures relate to the certain materials own by certain cultures. Every culture has its own characteristics and it is expressed in its materials. The

materials involved in this category are food, clothes, houses and towns, transport, etc (Newmark: 1988).

Material cultures may become problem when materials in the source language cannot be translated precisely into the target language because the target language does not have the same materials. It happens since the target language may not have the same culture with the source language, so the target language does not have equivalence of the words. The example is the word *champagne*. Not every culture has the term *champagne* because *champagne* is a sparkling white French wine. Indonesian language does not have this material culture because culturally we do not have wine especially *champagne*. In the film Ratatouille, the word *champagne* is translated as *sampanye*. It happens since Indonesian has adapted the term into Indonesian language writing system.

Table 4

Cultural Terms Data Belonging to Material Culture Category

Data Number	Cultural Term	Translation
001/R/1/00.57	Chef	Chef
006/R/1/09.03	Top food critic	Kritikus ternama
007/R/1/14.49	Champagne	Sampanye
008/R/1/17.12	Salad compose	Salad
009/R/1/19.01	Gourmet	Juru masak
010/R/1/19.15	Sous chef	Wakil chef
011/R/1/19.21	Saucier	Saucier
012/R/1/19.21	Sauces	Saus

014/R/1/20.55	Soufflés	Omitted
015/R/1/24.29	Duck press	Mesin peras bebek
024/R/1/40.05	Microwave	Microwave
025/R/1/40.12	Frozen food	Makanan beku
026/R/1/40.15	Corn puppies	Sosis mini
027/R/1/40.17	Corn dogs	Corn dogs (sosis tepung)
028/R/1/40.22	Sausages	Sosis
029/R/1/40.22	Batter	Adonan tepung jagung
031/R/1/40.25	Overalls	Berpakaian
033/R/1/44.20	Ringmaster	Kepala sirkus
035/R/2/01.41	Salt crust	Kulit asin rumput laut
036/R/2/01.43	Snail porridge	Omitted
037/R/2/01.43	Douglas fir puree	Sari mawar
038/R/2/01.46	Beetroot	Omitted
044/R/2/04.44	Toque	Topi
045/R/2/04.55	Wine	Anggur
050/R/2/09.11	Ratatouille	Ratatouille
051/R/2/09.11	Stew	Kuah
052/R/2/11.46	Counter-tops	Meja
053/R/2/18.49	Eggroles	Dadar gulung
055/R/2/21.20	Burritos	Burrito
056/R/2/24.05	Barbecue	Barbekyu

057/R/2/24.07	Microwave burritos	Burrito oven
058/R/2/24.09	Tooth-pickin' chicken	Daging ayam lunak
059/R/2/24.15	Haggis	Haggis
060/R/2/35.08	Spit	Tusuk sate
064/R/2/42.28	Steak	Steik
065/R/2/45.35	Butter	Mentega
066/R/2/45.38	Salad	Salad
067/R/2/45.48	Scallops	Kerang
069/R/2/46.16	Peasant	Petani

c.   **Social culture**

Social culture relates to work and leisure. The activities done by some people cannot be the same in one place and another. This happens because every place has its own culture.

Social culture may become a problem for translation when the social culture in the source language cannot be found in the target language. For example the phrase *cooking channel*. It belongs to the social culture category since it serves leisure to the audience. In English, *cooking channel* means a channel that focus its broadcast only on cooking and everything related with it. In fact, in Indonesia we do not have this channel. Therefore the translator translates it into *saluran memasak* which has close meaning with *cooking channel*.

Table 5

Cultural Terms Data Belonging to Social Culture Category

Data Number	Cultural Term	Translation
005/R/1/07.34	Cooking channel	Saluran memasak

d.   Organizations, customs, activities, procedures, concepts

Organizations, customs, activities, procedures, and concepts relate to the things above which exist in certain culture. The concepts may include political and administrative, religious, artistic, etc (Newmark: 1988).

The problem occurs when the target language does not have the appropriate equivalence for the words in the source language because both of them have different organizations, customs, activities, procedures, and concepts. For example is the word *creamy*. *Creamy* is a concept of taste in English country. In English the word *creamy* means it is like cream or it contains cream. In the movie, creamy is translated into *rasa krim*. *Rasa krim* is considered as the equivalence of the term because *rasa krim* is able to transfer the closest message.

Table 6

Cultural Terms Data Belonging to Organizations, Customs, Activities,

Procedures, Concepts Category

Data Number	Cultural Term	Translation
002/R/1/06.24	Smoky taste	Rasa asap
003/R/1/06.50	Burny	Agak gosong
004R/1/06.50	Melty	Meleleh

019/R/1/29.25	For Pete's sake	Omitted
020/R/1/32.53	Spicy	Tajam
021/R/1/32.53	Subtle	Halus
023/R/1/39.33	Haute cuisine	Memasak tingkat tinggi
030/R/1/40.25	Deep fried	Digoreng
032/R/1/40.29	Huckleberry in Tom hat	Bertopi ala Huckleberry Tom
046/R/2/07.56	Creamy	Rasa krim
047/R/2/07.56	Salty sweet	Manis-manis asin
048/R/2/07.56	Oaky nuttiness	Rasa kacang dari pohon ek
049/R/2/08.07	Tang	Tajam
054R/2/19.36	DNA	DNA
061/R/2/44.09	Delta team	Tim delta
062/R/2/44.38	Roasted	Dibakar
063/R/2/44.39	Grill	Dipanggang
070/R/2/52.48	Dessert	Hidangan pencuci mulut

e.   **Gesture and Habit**

Gesture and habit are included as category since gesture and habit from one culture may differ from another. Newmark points out that gestures and habits are often described in 'non-cultural' language (Newmark, 1988:103).

For example is the term *head shake*. *Head shake* is the action of shaking your head right and left. For certain culture this gesture shows disagreement. The term head shake is translated into *gelengan kepala* in Indonesian language.

gelengan kepala and *head shake* refer to the same propositional meaning. Both terms are equivalence since both cultures has the same gesture to show the same action which is disagreement.

Table 7

Cultural Terms Data Belonging to Gestures and Habits Category

Data Number	Cultural Term	Translation
018/R/1/29.00	Nod	Mengangguk
022/R/1/35.43	Head shake	Gelengan kepala

Table 8

The Categories of Cultural Terms

No	Category	Number of Data	Percentage
1	Ecology	10	14,3%
2	Material Culture	39	55,7%
3	Social Culture	1	1,4%
4	Organizations, customs, activities, procedures, concepts	18	25,7%
5	Gestures and Habits	2	2,9%
	Total	**70**	**100%**

2.   The strategies used in Each Category

a.   Ecology

1.   Translation using its equivalence in the target language

This strategy is applied when the translator can find the equivalence of the term in the target language. The message can be transferred accurately. For example:

Beetroot mousse and pollen, dried white fungus

Telur kepiting dan jamur putih kering

White fungus refers to a fungus that attacks living fish and tadpoles and spawn causing white fungus disease which is a coating of white hyphae on especially peripheral parts (as fins) (www.thefreedictionary.com). Dried white fungus is a white fungus which is dried and can be eaten. The term can be accurately translated with *jamur putih kering* because *jamur putih kering* is able to transfer the message of the term though *white fungus* is not an ingredient coming from Indonesian cuisine.

There two data belonging to ecology category that are translated by using its equivalence in the target language. They are as follow:

039/R/1/28.34   Dried white fungus   Jamur putih kering

043/R/1/28.42   White truffle oil   Minyak jamur putih

2.   **Translation using word/phrase with different propositional meaning**

This strategy is applied when the translator fail to find the equivalence of the term in the target language. The translator translates the term using the term that has different propositional meaning.

For example:

And dipped in anchovy *liquorice* sauce

Ditambah saus ikan *akar manis*

In this sentence, the term *liquorice* is translated into *akar manis*. The propositional meaning of *liquorice* is black substance with a strong flavor used as sweet or in medicine (oxford Advanced Learner's Dictionary). Based on their propositional meaning, *Liquorice* and *akar manis* are different. *Liquorice* actually can be best translated into *kayu manis* since *kayu manis* expresses the same meaning.

Liquorice is the only datum in the category of ecology translated using this strategy.

3. **Translation using a loan word**

In this strategy, the cultural terms are not translated or the translation still uses the term in the source language. It happens since the translator finds difficulty to find the equivalence in the target language or the concept of the term in the source language is unfamiliar to the target language. Loan word can also be applied since translating the term will make the translation sounds clumsy.

For example: 035/R/1/28.42

SL: You didn't put *rosemary* in there?

TL: Kau tak masukkan *rosemary* ke supnya?

Rosemary is not translated because the translator cannot find the equivalence in the target language. *Rosemary* is an aromatic evergreen Mediterranean shrub *(Rosmarinus officinalis)* having light blue or pink flowers and grayish-green leaves that is used in cooking and perfumery (www.thefreedictionary.com). The leave does not originally come from the target language, Indonesia, so Indonesian language does not have the equivalence.

By using the loan word the propositional meaning are maintained. The *rosemary* cannot be substituted with another plant in Indonesia because they have different function and will change both its expressive and propositional meaning.

There two data belonging to ecology category that are translated by using loan word. They are as follow:

026/R/1/28.34　　Oregano　　　　Oregano

017/R/1/28.42　　Rosemary　　　Rosemary

4. Translation by a more general word (superordinate)

The strategy is usually used in the area of propositional meaning. It is used as the target language does not have the equal equivalence of the term in source language. A more general word is used in the target language because the language is lack of specific terms or semantic sets of a field. The translator goes up a level to a more general word in order to preserve the core meaning of the term.

For example:

It'll toughen the *pheasant*

Kaldunya jangan mendidih, *daging ayam*nya bisa keras

In the sentence above, the term *pheasant* is translated into *daging ayam*. But actually pheasant is more specific than *daging ayam*. *Daging ayam* is still more general because *pheasant* is a specific kind of chicken. *Pheasant* actually refers to any of various of the family *Phasianidae*, especially the ring-necked pheasant, characteristically having long tails and, in the males of many species, brilliantly colored plumage (*thefreedictionary.com*).it means that the translator makes use of general word which is *daging ayam*. It happens since the translator gets difficulty in finding the specificity of the term Indonesian language.

Though the translation is less propositional, the translator is able to transfer the core meaning of the word.

There are two data involved in the ecology category that are translated by using a more general word (superordinate). They are as follow:

040/R/2/01.48   Anchovy   Ikan

068/R/2/45.56   Pheasant   Daging ayam

5. Translation by omission

The strategy may be applied when the word which is omitted does not change the message transferred. It may also happen since the word may distract the reader with long and also repeated explanation.

For example:

One filet *mignon*, three lamb, two duck

Omitted

The sentence is omitted. The translator may assume that this sentence can be omitted because the sentence is not vital enough in changing the plot of the story. Meanwhile, the context situation in this sentence is that it is uttered during the meal rush to express the stir in the kitchen. The translator may assume that the audience has understood the message that it is in a meal rush though he omits it.

Nevertheless this strategy is not appropriate to be applied in this sentence. It happens since there is a missing message though it does not change the story. The translator should transfer the message as complete as possible to help the audience understand the entire message. By looking at the context of situation, the sentence "*one filet mignon, three lamb, two duck*" should be translated into "*seiris daging, tiga daging domba, dua daging bebek*".

Mignon is the only datum under this category which is translated by omission.

6. Translation by paraphrase using unrelated words

In this strategy, the term is paraphrased but without using its related word because there is no equivalence of the term in the target language. Thus the term is unpacked in the target language so the audience will get the message.

For example:

We have some *veal* stomach soaking, yes?

Kita punya rendaman perut *anak sapi* kan?

Veal is the meat from a young cow. The term *veal* does not have the equivalence in the target language. Thus, the meaning is unpacked to clarify the

message. Based on its propositional meaning, the translator then translates it into *anak sapi*. By using the term *anak sapi* the propositional meaning of the term is maintained.

Another example is as follow:

Sweetbread cooked in a salt crust

Daging anak sapi dimasak dengan kulit asin rumput laut

Sweetbread is the thymus gland or pancreas of a young animal, especially a calf or lamb, used for food (*www.thefreedictionary.com*). The term *sweetbread* does not have the equivalence in the target language. Thus, the term is paraphrased in the target language to make the readers understand the message of the term. The term is paraphrased into *daging anak sapi*. Actually, the term *daging anak sapi* is still more general since the specific meaning of the term is *daging kelenjar perut anak sapi*. Nevertheless, based on its propositional meaning, the translation is able to convey the message of the term though it is not too specific.

There are two data in this category which are translated by paraphrase using unrelated words.

042/R/2/01.41   Sweetbread   Daging anak sapi.

052/R/2/01.55   Veal   Anak sapi

b.   Material culture

1. Translation using its equivalence in the target language

This strategy is applied when the translator can find the equivalence of the term in the target language. The message can be transferred accurately. For example:

A little *wine*, a friendly chat

Sedikit *anggur*, mengobrol ringan

The propositional meaning of the term *wine* is alcoholic drink made from grapes or other fruit (*Oxford English Advanced Learner's Dictionary*). The term *wine* can be accurately translated with *anggur* because the term *anggur* can also refer to a drink made from fermented grapes. Therefore, the term *anggur* is able to transfer the message of the term though *wine* is actually does not come from the target language culture.

There are three data belonging to the material culture which are translated using this strategy. They are as follow:

025/R/1/44.36	Frozen food	Makanan beku
045R/2/04.55	Wine	Anggur
053/R/2/18.49	Egg role	Dadar gulung

2. Translation using word/phrase with different propositional meaning

This strategy is applied when the translator fail to find the equivalence of the term in the target language. The translator translates the term using the term that has different propositional meaning.

For example:

> There's a dish called that, it's like a *stew*, right
>
> Seperi *kuah* ya? Kenapa mereka sebut itu?

In this sentence, the translator translates the term *stew* into *kuah*. Actually both terms express different propositional meaning. *Stew* refers to a dish of stewed meat while *kuah* refers to the liquid came from stewed dish. The term *stew* can be best translated into *rebusan*, since both terms conveys the same meaning. It means that the translator fails to find the equivalence of the term in the target language since the translation has different meaning with the term in the source language.

There are three data belonging to the material culture category translated using this strategy. They are as follow:

051/R/2/09.11	Stew	Kuah
058/R/2/24.07	Tooth pickin' chicken	Daging ayam lunak
067/R/2/45.48	Scallops	Kerang

3. Translation by a more neutral/less expressive word

In this strategy, the concept of culture from source language does not have the exact equivalence in target language. Thus, the translator translates the term by using the more general word which has less expressive meaning

For example:

> It's a *peasant* dish
>
> Itu makanan *petani*

The cultural term above is translated be a more neutral/less expressive word. It happens since both terms express different expressive meaning. The expressive meaning of *peasant* is uneducated people. The expressive meaning of *peasant* is less positive than *petani*. Thus the expressive meaning of term is not best conveyed to the target language since the translation uses less expressive word. It may happen since the translator knows that the most audience are children, so the translator avoids using negative terms. The researcher assumes that it is better to translate the term into *orang kampung* which has the similar effect of expressive meaning.

Peasant is only datum in this category translated by more general/less expressive word.

4. Translation by cultural substitution

In this strategy, the term is replaced with another term in the target language that gives the same effect with the word in the source language. It happens since the translator cannot find the equivalence in the target language or since the target reader is not familiar with the term. Thus, cultural substitution is done to make the reader become easier to understand the translation.

For example:

I want you to work up something for my latest frozen food concept: "Gusteau's *Corn Puppies*".

Buatlah iklan untuk konsep makanan bekuku. *Sosis Mini* ala Gusteau.

The cultural term in the sentence above is translated by cultural substitution. It happens since the concept of *corn puppy* is not occurred in the

target language culture. A *corn puppy* actually is a sausage made from corn flour and dog. This food is not common in Indonesia. Indonesian people do not familiar with the term since the term does not exist in the Indonesia. Due to this differentiation, the translator decides to substitute the product with another product existed in the target culture that expresses the closest idea.

The translation does not express the propositional meaning of the term because they are actually different products. The researcher assumes that the best translation for corn puppy is *sosis tepung*. By using the term "*sosis tepung*", the expressive meaning of corn puppy is preserved since both products express a sausage covered with flour.

There two data belonging to the material culture category that are translated by cultural substitution.

026/R/1/40.15   Corn puppies   Sosis mini

037/R/2/01.43   Douglas fir puree   Sari mawar

5. Translation using a loan word

In this strategy, the cultural terms are not translated or the translation still uses the term in the source language. It happens since the translator finds difficulty to find the equivalence in the target language or the concept of the term in the source language is unfamiliar to the target language.

For example:

He is the youngest *chef* ever to achieve a five star rating.

Ia *chef* termuda yang pernah meraih bintang lima

The translator uses the loan term because the translator does not want to lose its propositional meaning. Target language recognizes the term *koki*. *Koki* may represent someone who is an expert in cooking. But *chef* has a more meaning than that. *Chef* is not only the expert, but *chef* is also the chief cook. That is why the translator uses loan word, because the translator cannot find the equivalence in the target language. The translator assumes that the audience has known the concept, and translating the term will make the message be not transferred.

Some of the loan words are then adapted to the target language by adjusting it orthographically and phonologically. The terms are adjusted orthographically according to the target language writing system. The term may be also adjusted phonologically according to target language pronunciation. For example:

> If Chef Fancy Pants had any ideals you think I'd be hawkin' *barbecue* over here?

> Jika chef kelas atas ini punya prinsip, pikirmu aku akan menjajakan *barbekyu*?

Barbecue may refer to the process and the product. *Barbecue* in this context functions as the product that result from barbecuing. The concept *barbecue* does not belong to Indonesian tradition. It does not have the equivalence. The translator may assume that translates it will alleviate the original meaning. That is why the translator decides not to translate the term. But the translation is adjusted orthographically and phonologically into the target

language. The change from *barbecue* into *barbekyu* involves the change of writing (orthographically) and also spelling (phonologically).

There are fourteen data included in the material category which are translated by using loan word or loan word plus explanation. They are as follow:

001/R/1/00.57	Chef	Chef
007R/1/14.49	Champagne	Sampanye
008/R/1/17.12	Salad compose	Salad
011/R/1/19.21	Saucier	Saucier
012/R/1/19.21	Sauce	Saus
024/R/1/40.05	Microwave	Microwave
028/R/1/40.22	Sausage	Sosis
050/R/2/11.46	Ratatouille	Ratatouille
055/R/2/21.20	Burrito	Burrito
056/R/2/24.05	Barbecue	Barbekyu
059/R/2/24.15	Haggis	Haggis
064/R/2/42.28	Steak	Steik
066/R/2/45.38	Salad	Salad

6. Translation using loan word plus explanation.

The loan word sometimes is also complemented with explanation to make the reader fully understand the concept of the term.

For example:

Like corn dogs, only smaller, bite size

Seperti "corn dogs" (sosis tepung), tapi lebih kecil, ukuran sekali gigit.

In this sentence, '*corn dogs*' is complemented with explanation in parenthesis. The concept of *corn dogs* is unfamiliar in the target language. By using explanation, the translator assumes that the translation will be clearer for the target readers.

Corn dogs is the only datum in this category which is translated using loan word plus explanation.

7. Translation by a more general word (superordinate)

The strategy is usually used in the area of propositional meaning. It is used as the target language does not have the equal equivalence of the source language. A more general word is used in the target language because the language lacks of specific terms or semantic sets of a field. The translator goes up a level to a more general word in order to preserve the core meaning of the term.

For example:

Got your *toque*

Kudapatkan *topi*mu

Toque above is translated into *topi*. But actually *toque* is a special kind of hat. Thus the meaning of *toque* is not just *topi*. *Toque* refers to a cap with a full crown and a small rolled brim used by a chef (thefreedictionary.com). The translation makes use of general word to translate the term. The translator cannot find its equivalence in Indonesia and translate it by using the closest equivalence. The translator avoids of using paraphrasing because the translation is in the form of subtitle.

Though the propositional meaning cannot be preserved, the translator is able to deliver the core meaning.

There are five data belonging to the material culture category which are translated by using a more general ward (superordinate). They are as follow:

006/R/1/09.03	Top food critic	Kritikus ternama
031/R/1/40.29	Overall	Berpakaian
044/R/2/04.44	Toque	Topi
052/R/2/11.46	Counter tops	Meja
065/R/2/45.35	Butter	Mentega

8. Translation by omission

The strategy may be applied when the word translated does not change the message transferred. It may also happen since the word may distract the reader with long and also repeated explanation.

For example:

Brizzled with *snail porridge*, Douglas fir puree, beetroot mousse and pollen, dride white fungus?

Sari mawar, telur kepiting dan jamur putih kering?

The phrase *snail porridge* is omitted. The context of situation happens when Collete mentions the recipe of a dish. The translator may assume that the phrase is not vital enough to the development of the story. Nevertheless, the researcher assumes that the translation should occur. Though it is only the small part of the story but it contains message that should be transferred. The researcher

also finds that the phrase has the equivalence in the target language and by translating it; the translation will be also still natural. Thus, the researcher cannot find the strong reason to omit the phrase. The phrase *snail porridge* can be translated into *bubur siput* in the target language.

There are three data belonging to the material culture category which are translated by omission. They are as follow:

014/1/20.55	Soufflés	Omitted
036/1/01.43	Snail porridge	Omitted
038/R/1/01.46	Beetroot	Omitted

9. Translation by paraphrase using a related word

In this strategy, the term is paraphrased in the target language in the different form.

For example:

After you put his head in the *duck press* to squeeze the fat out!

Setelah kau masukkan dia ke *mesin peras bebek* untuk keluarkan lemak dari kepalanya.

Duck press refers to a tool used to press duck sprinkled with wine so that the juices can be collected and serve as a sauce the breast meat and legs (www.wisegeek.com). The term is then paraphrased in the target language because the target language is not familiar with the term. However, the paraphrase still uses the related word which is duck. The paraphrase quite explains the function of *the duck press*.

Another example is as follow:

I'd like your heart, roasted on a *spit*!

Aku ingin jantungmu dipanggang dengan *tusuk sate*.

Spit refers to metal spike which holds meat, etc for roasting. The term is then paraphrased into *tusuk sate* in the target language to make the readers fully understand the term. Actually *spit* is used in barbecuing process. Nevertheless the translator substitutes the term into *tusuk sate* because the concept of *sate* has the same characteristics with barbecue and *sate* is familiar in the target language culture.

There are four data belonging to the material culture category which are translated by paraphrase by using a related word. They are as follow:

015R/1/24.29	Duck press	Mesin peras bebek
033/R/1/44.20	Ringmaster	Kepala sirkus
035/R/2/01.41	Salt crust	Kulit asin rumput laut
060/R/2/35.08	Spit	Tusuk sate

10. Translation by paraphrase using unrelated word

In this strategy, the term is paraphrased but without using its related word because there is no equivalence of the term in the target language. Thus the term is unpacked in the target language so the audience will get the message. For example:

A real *gourmet* kitchen and I get to watch

Dapurnya *juru masak* dan aku melihatnya

In this strategy, the term *gourmet* is translated into *juru masak*. Based on its propositional meaning the term *gourmet* refers to expert in a good food and drink. This term does not have the equivalence in Indonesian language. Therefore the translator paraphrases the term to make the target reader understand about the term. The translator translates the term gourmet into *juru masak* which can represent the propositional meaning of the term.

There are two data belonging to the material culture category which are translated by paraphrase by using unrelated word. They are as follow:

009/R/1/19.01   Gourmet   Juru masak

029/R/1/40.22   Batter   Adonan tepung jagung

11. Translation by partial substitution

This strategy is applied when there is composite word which one part is borrowed, and another one is substituted (Werner betz: 1959 stated in www.wikipedia.com).

For example:

Or *microwave burritos*?

Atau *buritto oven*?

The strategy of partial substitution is applied in the translation above. The term *microwave burritos* is translated into *burrito oven*. The composite word *microwave burritos* is borrowed in one part which is from *burritos* into *burrito* and another part is substituted from *microwave* into *oven.* The translator uses borrowing strategy because the translator cannot find the equivalence of *burrito* in

the target language. The translator substitutes the term *microwave* into *oven* because the translator may assume that the readers will more understand the term *oven* than *microwave*. By using this strategy, the translator can convey the massage propositionally.

There is two data belonging to ecology category that is translated by partial substitution.

010/R/1/19.15   Sous Chef   Wakil Chef

057/R/2/24.07   Microwave burrito   Burrito oven

c.   Social culture

1.   Translation using its equivalence in the target language

This strategy is applied when the translator can find the equivalence of the term in the target language. The message can be transferred accurately.

For example: /R/1/07.34

She turns on the *cooking channel*

Jika dia putar *saluran memasak*

The term *cooking channel* is translated into *saluran memasak*. Although the *cooking channel* has not existed yet in the target language culture, this concept of channel has widespread through another form of channel, such as news channel. News channel is the channel which specifies its broadcasting only on news. The concept is the same with *cooking channel* which means a channel that specifies its broadcasting on cooking.

The propositional meaning of *cooking channel* is transmitted with *saluran memasak*. Both terms refer to the same thing..

Cooking channel is the only datum of social culture category which is translated by its equivalence in the target language.

d.   Organizations, customs, activities, procedures, concepts

1.   Translation using its equivalence in the target language

This strategy is applied when the translator can find the equivalence of the term in the target language. The message can be transferred accurately. For example:

Get the *smoky taste* nice and even

Agar *rasa asapnya* enak dan seimbang

The *smoky taste* is the concept of taste that occurs when the food is smoked. This process makes the food cooked and produces special taste like a smoke. This concept is also existed in the target language. Indonesian people recognize *rasa asap* to refer the same concept. Thus, both terms express the same propositional meaning.

The translation also does not change the word class of the term. The term smoky flavor which is noun phrase is translated into *rasa asap* which is also noun phrase.

There are ten data belonging to this category which are translated by their equivalence in the target language. They are as follow:

002/R/1/06.42   Smoky taste   Rasa asap

003/R/1/06.50	Burny	Agak gosong
004/R/1/06.50	Melty	Meleleh
020/R/1/32.53	Spicy	Tajam
021/R/1/32.53	Subtle	Halus
046/R/2/07.56	Creamy	Rasa krim
047/R/2/07.56	Salty sweet	Manis-manis asin
049/R/2/07.56	Tang	Tajam
062/R/2/35.08	Roasted	Dibakar
063/R/2/44.39	Grill	Dipanggang

2. Translation using a loan word

In this strategy, the cultural terms are not translated or the translation still uses the term in the source language. It happens since the translator finds difficulty to find the equivalence in the target language or the concept of the term in the source language is unfamiliar to the target language.

For example:

The *DNA* matches, the timing works, everything checks out.

DNA-nya cocok, waktunya tepat, semuanya benar

DNA is a term to abbreviate deoxyribo nucleic acid. *DNA* is a nucleic acid that carries the genetic information in the cell and is capable of self-replication and synthesis of *RNA* (www.freeonlinedictionary.com). Though *DNA* occurs in every cell, this concept of science does not come from the target language. The term is internationalized due to its importance. That is why the translator does not

translate it. The translator may assume that this is the best strategy since people have been familiar with the loan word and translating it will complicate the audience about the message uttered.

Some of the loan words are then adapted to the target language by adjusting it orthographically and phonologically. The term is adjusted orthographically according to the target language writing system. The term may be also adjusted phonologically according to target language pronunciation.

For example:

Delta team follow me!

Tim Delta, ayo kejar!

The term *delta team* is not recognized in the target language culture. *Delta team* refers to a high speed unit of former military intelligence, special forces and other elite military personnel from all branches of the service (http://en.wikipedia.org). The term *delta team* originally comes from America and the term has widespread into another country including French, the place where the film sets. Delta team in this dialogue refers to special force consisting of a group of rats made to stop the health inspector. The translator decides to borrow this term because the translator finds no equivalence of the term in the target language. The translator only adjusts the term orthographically and phonologically into the target language. The writing is changed from *delta team* into *tim delta*. And the spelling is also changed into Indonesian spelling system.

There are two data belonging to this strategy that are translated by using a loan word. They are as follow:

054/R/1/19.36   DNA   DNA

061/R/1/44.09   Delta team   Tim delta

3. Translation by a more general word (superordinate)

The strategy is usually used in the area of propositional meaning. It is used as the target language does not have the equal equivalence of the source language. A more general word is used in the target language because the language is lacks of specific terms or semantic sets of a field. The translator goes up a level to a more general word in order to preserve the core meaning of the term.

For example:

Cheap sausages dipped in batter and *deep fried*.

Sosis yang dicelupkan ke adonan tepung jagung lalu *digoreng*.

Deep fried is translated into *digoreng*. But actually *deep fried* has a more message than only *digoreng*. *Deep fried* refers to the process of frying food until the food really cooked. The translator makes use of general word to translate the term since the translator may find that there is no equivalence of the specificity of the term. It also happens because the translator should superordinate the term in order to make the translation sounds natural; it will make the subtitle be efficient.

Deep fried is the only datum in this category translated by using this strategy.

4. **Translation by omission**

The strategy may be applied when the word which is omitted does not change the message transferred. It may also happen since the word may distract the reader with long and also repeated explanation.

For example:

You're a rat *for Pete's sake*

Kau tikus.

The phrase *for Pete's sake* is omitted. The context of situation happens when Linguini feels surprise to see that a rat is able to cook. The term has a function to show Linguini's surprise. Though the phrase does not change the development of the story, the researcher believes that the message of the term should be transferred. The researcher can find the equivalence of the term in the target language. The term *for Pete's sake* can be translated into *demi Tuhan*.

For Pete's sake is the only datum in this category that is translated by omission.

5. **Translation by paraphrase using unrelated words**

In this strategy, the term is paraphrased but without using its related word because there is no equivalence of the term in the target language. thus the term is unpacked in the target language so the audience will get the message.

For example:

Can I interest you in a *dessert* this evening?

Bisa kubuat anda tertarik dengan *hidangan pencuci mulut* malam ini?

Dessert is loan word in Indonesia so that not everyone in Indonesia understands the term. Its meaning is then unpacked to clarify the message. *Dessert* refers to a usually sweet course or dish, as of fruit, ice cream, or pastry, served at the end of a meal (www.freeonlinedictionary.com). Based on its original message, the translator then translates it into *hidangan pencuci mulut* since *hidangan pencuci mulut* in Indonesia also express a food eaten after a main course; though actually it usually refers to fruits.

Dessert is the only datum that is translated by paraphrase using unrelated word.

6. Translation by paraphrase using related words

In this strategy, the term is paraphrased in the target language in the different form. The term is unpacked to make the target readers fully understand the message.

For example:

An oaky nuttiness? You detect that?

Rasa kacang dari pohon ek. Kau rasakan itu?

An oaky nuttiness is a concept of taste that is not recognized in Indonesia. An oaky nuttiness refers to taste of nut from the oak tree. The term is then paraphrased because the translator cannot find the equivalence of the term in the target language. However, the translator still can use the related term. The paraphrase helps the audience to understand the concept of the taste of the *oaky nuttiness*.

There are three data belonging to this category which are translated by paraphrase using related words.

023/R/1/39.33	Haute cuisine	Memasak tingkat tinggi
032/R/1/40.29	Huckleberry in Tom hat	Bertopi ala Huckleberry tom
048/R/2/07.56	Oaky nuttiness	Rasa kacang dari pohon ek

e.   Gestures and habit

1.   Translation using its equivalence in the target language

This strategy is applied when the translator can find the equivalence of the term in the target language. The message can be transferred accurately.

For example:

Are u *nod*?

Kau *mengangguk*?

Propositionally, *Nod* is the action of moving your head up and down. For certain culture this gesture show agreement. The term *nod* is translated into *mengangguk* in Indonesian language. *Mengangguk* and *nod* refers to the same propositional meaning and expressive meaning. Both terms are equivalence since both cultures has the same gesture to show the same action which is agreement.

The translation also does not change the word class since the term *nod* which is *verb* is translated into *mengangguk* which is also *verb*.

There are two data belonging to this category that are translated by this strategy. They are follow:

018/R/1/29.00	Nod	mengangguk

022/R/1/35.43   Head shake   Gelengan kepala

Table 9

Translation Strategies of the Cultural Terms

No	Translation strategies	Data number	Number of data	Percentage (%)
1	Translation using its equivalence in the target language	002, 003, 004, 005, 018, 020, 021, 022, 025, 039, 043, 045, 046, 047, 049, 053, 062, 063	18	25,7%
2	Translation using word/phrase with different propositional meaning	041, 051, 058, 067	4	5,7%
3	translation by a more neutral/less expressive word	069	1	1,4%
4	Translation by cultural substitution	026, 037	2	2,9%
5	Translation using a loan word	001, 007, 008, 011, 012, 017, 024, 026, 028, 050, 054, 055, 056, 059, 061,	17	24,3%

		064, 066		
6	Translation using loan word plus explanation	027	1	1,4%
7	Translation by a more general word (superordinate)	006, 030, 031, 040, 044, 052, 065, 068	8	11,5%
8	Translation by omission	013, 014, 019, 036, 038	5	7,1%
9	Translation by paraphrase using unrelated words	009, 029, 042, 052, 070	5	7,1%
10	Translation by paraphrase using a related word	015, 023, 032, 033, 035, 048, 060	7	10%
11	Translation by partial substitution	010, 057	2	2,9%
Total			**70**	**100%**

3.   The Accuracy and Acceptability of Translation

Questionnaire was administered to three raters to assess the accuracy and the acceptability of translation. The questionnaire is in the form of an open-ended questionnaire thus the three raters can give comments or reasons about their assessment. This subchapter analyzes the accuracy and the acceptability of translation.

A.   Accuracy

The accuracy scale of the cultural terms translation is measured based on the following definitions:

Scale 1 = Highly Accurate

The content of the source language is accurately conveyed into the target language and no rewriting is needed

Scale 2 = Accurate

The content of the source language is accurately conveyed to the target language but some rewriting are needed

Scale 3 = Less Accurate

The content of the source language is not accurately conveyed to the target language. There are some problems with the choice of diction

Scale 4 = inaccurate

The source language is not translated at all into the target language, i.e. it is omitted or deleted

After the raters gave the rate of translation, the rate of the raters were calculated and tabulated. The formula to calculate the accuracy is as follow:

The Mean Formula for Accuracy

$$\text{Mean} = \frac{R1 + R2 + R3}{3}$$

The formula to calculate the total average or total mean of data is as follow:

The Total Mean Formula of Accuracy

$$Total\ Mean = \frac{\sum Mean}{data}$$

After calculating all the data, the data were then classified into four categories. They are as follow:

Classification A: the cultural term translation is highly accurate, contains the data with the average scale from 1.0-1.9

Classification B: the cultural term translation is accurate, contains the data with average score from 2.0-2.9

Classification C: the cultural term translation is less accurate, contains the data with average score from 3.0-3.9

Classification D: the cultural term translation is inaccurate, contains the data with average score 4.0

The table of the accuracy of the cultural terms can be seen below:

Table 10

Classification Table of the Accuracy of the Cultural Terms Translation

No	Classification	Data Numbers	Total	Percentage
1.	A	001, 002, 003, 004, 005, 006, 007, 009, 010, 011, 012, 015, 016, 017, 018, 021, 022, 023, 024, 025, 026, 027, 028, 029, 030, 031, 032, 033, 034, 035, 037, 039, 040, 041, 042, 043, 044, 045, 046, 047, 048, 049, 050, 051, 052, 053, 054, 055, 056, 057, 058, 059, 060, 061, 062, 063, 064, 065, 066, 067, 068, 069, 070,	63	90%
2.	B	019, 020	2	2,9%
3.	C	006	1	1,4%
4.	D	013, 014, 036, 038	4	5,7%
Total			**81**	**100%**

The rating conducted by three raters concluded that out of 70 data, 63 data (90%) are highly accurately translated, 2 data (2,9%) are accurately translated, 1 data (1,4%) are less accurately translated, and 4 data (5,7%) are inaccurately translated. The mean average score for the accuracy is 1,26. Thus, the research concludes that the translation is highly accurate, which means that the message is

accurately transferred and no rewriting is needed. The explanations of each classification can be seen below.

a.   Classification A

The classification involves the data that are accurately translated into the target language. It means that the translation can preserve the meaning of the source text and no change is needed. The research results in 63 highly accurate data from 70 data or in other words 90% of the data are highly accurate. Several examples of data considered as highly accurate translation can be seen below.

Datum: 012/R/1/07.34

She turns on *cooking channel*

Dia putar *saluran memasak*

In this sentence, the term is translated by the strategy of using its equivalence in the target language. The translation of this term is considered as a highly accurate translation because the message is accurately transferred into the target language. However, the three raters gave different rates. The first rater gave 3 as accuracy scale while the second and third raters gave 1 as the accuracy scale. The first rater stated that the translation was less accurate since it was ambiguous but the two raters stated that the translation was highly accurate. Nevertheless, this datum is considered as highly accurate translation.

Datum: 015/R/1/24.29

After you put his head in the *duck press* to squeeze the fat out!

Setelah kau masukkan dia ke *mesin peras bebek* untuk keluarkan lemak dari kepalanya.

The term above is translated by paraphrase using related words. The term is considered as highly accurate translation since the translator is able to transfer the message by paraphrasing it. The term *duck press* is not familiar in the target language. By paraphrasing it, the translator can make the audience fully understand the meaning of the term. The three raters also gave 1 as the accuracy scale which meant that the message was highly accurately conveyed to the target language.

Datum: 047/R/1/40.17

Like *corn dogs*, only smaller, bite size

Seperti *"corn dogs" (sosis tepung),* tapi lebih kecil. Ukuran sekali gigit.

The term about is translated by using loan word plus explanation. This is measured as highly accurate translation since the translator is able to maintain its original meaning by using loan word. Loan word of this term makes the translation highly accurate since there is no shift in the meaning. The translator uses loan word because he/she believes that the term has no equivalence in the target language and translating it will make the meaning be not best transferred. The three raters also gave 1 as the accuracy scale which meant that the message was best conveyed to the target language.

Datum: 063/R/2/01.43

With cuttlefish tentacles brizzled with snail porridge, *Douglas fir puree*

Dengan tentakel sotong, *sari mawar*

The sentence above is translated using the strategy of cultural substitution. The cultural substitution is used when the target language does not have the

equivalence of the term, in this case due to the difference of ecology. The translator assumes that the term *Douglas fir puree* is best substituted with *sari mawar* since both terms may give the same effect in the sentence. Therefore, the message can be best transferred into the target language. The first and second raters gave 1 as the accuracy scale while the third raters gave 2 as the accuracy scale. The third rater stated that the change or revision was needed in the translation. Nevertheless the translation is considered as highly accurate translation since the function which is as ingredient is conveyed to the target language.

b.   Classification B

This classification involves the data which are translated accurately to the target language though a change is needed. The data belonging to this classification is actually accurate but it needs change or rewriting. The average scale of the classification B is 2.0 – 2.9. There are 2 data or 2,9% out of 70 data. The two data can be seen below.

Datum: 037/R/1/29.25

You're a rat *for Pete's sake*

Kau tikus

In this sentence, the strategy applied is translation by omission. *For Pete's sake* in this sentence functions as emphasizer according to the context of situation. The sentence happens when Linguini is surprised to see a rat which is able to cook. *For Pete's sake* actually can be naturalized into *demi Tuhan*. But somehow the translator omits it. The first translator gave 4 for the accuracy scale since the

term should have been translated. The second rater gave 1 for the accuracy scale since the message could have been transferred while the third rater gave 2 for the accuracy scale. Thus, the translation is considered accurate since there is no significance information dropped in the translation.

Datum: 039/R/1/32.53

The soup was revelation, a *spicy* yet subtle taste experience

Namun supnya luar biasa, rasanya *tajam* tapi halus

The term above uses the strategy of translation using word/phrase with similar meaning. This is measured as accurate translation since the translator is able to deliver the message though a change or rewriting is needed. The term *spicy* is transferred into *tajam*. The researcher believes that the translation is accurate since the concept of *spicy* can be transferred into *tajam* but it needs a change to make the audience fully understand. The first rater gave 1 as the accuracy scale since the first rater argued that the message had already been transferred. The second and third raters gave 3 as the accuracy scale since the raters stated that the term in the target language could not represent the concept of taste of the term in the source language. Thus, the translation is only considered as accurate and still need a change.

c.   **Classification C**

The classification involves the data which are not accurately conveyed to the target language. The average scale of the classification C is 3.0-3.9. There is 1 datum or 1,4% of 70 data belonging to this classification. The datum is briefly explained below.

Datum: 014/R/09.03

Gusteau's restaurant lost one of its five stars after a snatching review by France's *top food critic* Anton Ego

Restoran Gusteau kehilangan satu dari lima bintangnya setelah adanya kritikan pedas dari *kritikus ternama*, Anton Ego.

In this sentence, the term is translated by using the strategy of translation by a more general word. The translation is measured as less acceptable translation since the message is not transferred accurately into the target language. The strategy has made the translation less specific. It makes certain information be not transferred. Both first and third raters gave 4 as the accuracy scale since they stated that the essential meaning was lost. While the second rater gave 1 as the accuracy scale since the second rater stated that the core meaning was translated. Thus, the translation is considered as less accurate translation since the meaning is not accurately transferred into the target language.

d.   Classification D

The classification involves the data that are inaccurate at all. The data belonging to this classification are the data which is not transferred at all to the target language. Thus certain message is not delivered. These research results in 4 inaccurate data from 70 data or 5,7% of the data is inaccurate. Below, there are the explanations of those data belonging to the inaccurate translation.

Datum: 062/R/2/01.43

With cuttlefish tentacles brizzled with *snail porridge*, Douglas fir puree

Dengan tentakel sotong, *(omitted),* sari mawar

This translation is translated by using the strategy of omission. The translator omits it since he/she may assume that it will not change the story. But actually the term can be translated. The term should be translated since the message should be conveyed as good as possible to target language. Therefore, the translation of the term is considered inaccurate. All raters gave 4 as the accuracy scale since the term should have been translated and it had equivalence in Indonesian language. The term can be translated into *bubur siput*.

Datum: 064/R/2/01.46

Beetroot mousse and pollen, dried white fungus?

(Omitted), telur kepiting dan jamur putih kering?

In this sentence, the translator also applies the strategy of omission. Once again, the strategy should not be used since the term has equivalence in the target language. The use of omission has made certain message become lost. Therefore, the translation of the term is considered inaccurate. All three raters gave 4 as the accuracy scale since the term actually could have been translated. The term can be translated into *akar bit*.

B.   Acceptability

The accuracy scale of the cultural terms translation is measured based on the following definitions:

Scale 1: Very Acceptable

The translation is culturally and grammatically accepted in the target language. The translation sounds natural and no change is needed

Scale 2: Acceptable

The translation sounds natural and the translation is culturally and grammatically accepted in the target language, but some changes are needed

Scale 3: Less Acceptable

The translation is not so culturally and grammatically acceptable and there are some problems with the diction and with the relationship between phrase, clause, and sentence elements.

Scale 4: Not Acceptable

The translation is not culturally and grammatically accepted at all

After calculating all the data, the data were then classified into four categories. They are as follow:

Classification A: the cultural terms translation is highly acceptable, contains the data with the average scale from 1.0-1.9

Classification B: the cultural terms translation are acceptable, contains the data with average score from 2.0-2.9

Classification C: the cultural terms translation is less acceptable, contains the data with average score from 3.0-3.9

Classification D: the cultural terms translation is not acceptable, contains the data with average score 4.0

The table of the accuracy of the cultural terms can be seen below:

Table 11

Table of the Acceptability of the Cultural Terms Translation

No	Classification	Data Numbers	Total	Percentage
1	A	002, 003, 004, 005, 006, 007, 008, 009, 012, 015, 016, 018, 020, 021, 022, 023, 025, 026, 027, 028, 029, 030, 031, 032, 033, 034, 035, 037, 039, 040, 041, 042, 043, 044, 045, 046, 047, 048, 049, 051, 052, 053, 054, 057, 058, 060, 061, 062, 063, 065, 066, 067, 068, 069, 070	55	78,5%
2	B	001, 010, 011, 017, 019, 024, 038, 050, 056, 064.	10	14,3%
3	C	036, 055, 059	3	4,3%
4	D	013, 014	2	2,9%
Total			**100**	**100%**

The acceptability rated by three raters concludes that out of 70 data, 55 data (78,5%) are highly acceptable, 10 data (14,3%) are acceptable, 3 data (4,3%) are less acceptable, and 2 data (2,9%) are unacceptable. The mean average score for 70 data is 1,45. Thus, the translation is considered as highly acceptable, which means that the translation sounds natural and no change is needed. The explanation of each classification can be seen below:

a.   Classification A

The classification involves the data that culturally and grammatically accepted in the target language. It means that the target reader has been familiar with the term in the target text and the translation sounds natural. The research results in 55 highly acceptable data from 70 data or 78,5% of the data is highly acceptable. Several examples of data considered as highly accurate translation can be seen below.

Datum: 034/R/2/01.41

Sweetbread cooked in a salt crust

Daging anak sapi dimasak dengan kulit asin rumput laut.

An example of highly acceptable translation is in the sentence above. The term in the sentence above is translated by paraphrase using unrelated words. The translation of the term is considered as highly accurate translation because the translation can be naturally read by the target readers. The translation does not make any confusion to the target readers. The three raters also unanimously gave 1 as the acceptability scale which showed that the translation was highly accepted in the target language.

Datum: 044/R/2/04.44

Got your *toque*

Kudapatkan *topi*mu

The term in the sentence above is translated by a more general word (superordinate). Actually, toque is a specific kind of hat which is used by a cook. The translation of the term is considered as highly acceptable translation because

the target readers can fully accept the translation and the translation sounds natural. The target readers are not confused with the translation because the translation is familiar for them. The three raters also gave 1 as the acceptability scale which meant that the translation was highly acceptable.

Datum: 060/R/2/23.08

I'd like your heart, roasted on a *spit*

Aku ingin jantungmu dipanggang dengan *tusuk sate*

The term in the sentence above is translated by paraphrase using related words. *Spit* actually refers to metal spike which holds meat, etc for roasting in barbecuing process. The translation is measured as a highly acceptable translation since the paraphrase can be naturally read by the target readers. Furthermore, the translator substitutes the term *spit* which is for barbecuing into *tusuk sate*. The substitution also makes the translation become highly acceptable because the target readers have been already familiar with the term *sate*. The three raters also gave 1 as the acceptability scale since the term was highly acceptable.

Datum: 098/R/2/45.56

It'll toughen the *pheasant*

Kaldunya jangan mendidih, *daging ayam*nya bisa keras.

The translation in the sentence uses the strategy of translation by a more general word. *Pheasant* actually is a kind of chickens such as partridge. Because of the difference in the ecology, this kind of chicken does not occur in the target language. The translator then translates it by using the superordinate word to maintain the core meaning although certain message becomes lost. However, the

researcher believes that the translation is highly acceptable since the translation is accepted by the target language and sounds natural. The three raters unanimously gave 1 as the accuracy score since they stated that the term in the target language was highly culturally and grammatically accepted in the target language.

b.   Classification B

This classification involves the data which are culturally and grammatically accepted in the target language tough a change is needed. The data belonging to this classification is actually accepted but it needs change. The average scale of the classification B is 2.0-2.9. There are 10 data or 14,3 % out of 70 data which belong to this classification. The explanation of several examples can be seen below.

Datum: 026/R/1/19.15

The *sous chef*? There

Wakil chef? Itu

The term above is translated by partial substitution. The word *sous* is substituted with the word *wakil*, while the word *chef* is borrowed to the target language. The researcher believes that the translation is acceptable since the target readers can actually accept the translation although it still needs a change in the diction. The first and second rater gave 3 as the acceptability scale since the translation was culturally less acceptable. The first rater stated that the best translation was *wakil kepala koki*. However, the second rater gave 1 as the acceptability score with the reason that the target reader had familiar with the term

chef. Thus, the translation is considered acceptable which means that the translation is culturally and grammatically acceptable though it needs a change.

Datum: 027/R/1/19.21

Saucier, in charge of sauces

Saucier, penanggung jawab urusan saus

The term above is translated by using the strategy of loan word. The term *saucier* is not translated. The researcher believes that the target readers can actually accept the translation though it still needs a change. The first rater gave 1 as the acceptability scale since he/she stated that the translation was highly acceptable. The second rater gave 3 as the acceptability scale since he/she stated that the target readers would be confused with the diction. The third rater gave 2 as the acceptability scale since he stated that the translation was acceptable but needed a change. Thus the translation is considered as an acceptable translation which needs a change.

Datum: 035/R/1/28.42

You didn't put *rosemary* in there?

Kau tak masukkan *rosemary* ke supnya?

The term above is also translated by using the strategy of loan word. The term *rosemary* is not translated. The first rater gave 1 as the acceptability scale since he stated that the translation was highly acceptable. The second rater gave 4 as the acceptability scale since the translation was pure borrowing and the target readers did not accept the term r*osemary* at all in their culture. While the third rater gave 3 as the acceptability scale since he stated that the translation was less

acceptable. He further suggested substituting the term with another ingredient in the target language. Nevertheless, the researcher considers that the translation is acceptable since the translation can be accepted but needs a change.

Datum: 084/R/2/24.05

If chef fancy pants had any ideals you think I'd be hawkin' *barbecue* over here?

Jika chef kelas atas ini punya prinsip, pikirmu aku akan menjajakan *barbekyu*?

In this sentence, the translator also uses the strategy of translation by loan word. The word *barbecue* is borrowed then the term is adjusted into the target language writing system. The first rater gave 1 as the acceptability score because he stated that the translation was highly acceptable. The second rater gave 3 as the acceptability scale because there was a foreignization process involved thus the readers might not be familiar with the term. The third rater gave 2 as the acceptability scale since he argued that although the target readers had been familiar with the term but the explanation is needed. The researcher considers that the term in the translation is acceptable since it is culturally and grammatically accepted in the target language though it needs a change.

c. **Classification C**

The classification involves the data which are not so culturally and grammatically acceptable and there are some problems with the diction. There are 3 data or 4,3% out of 70 data. The three data can be seen below.

Datum: 062/R/1/01.43

With cuttlefish tentacles brizzled with *snail porridge*, Douglas fir puree

Dengan tentakel sotong, *(omitted),* sari mawar

The term above is translated by the strategy of omission. The term *snail porridge* is deleted. It makes certain meaning becomes lost. The first and the second raters gave 4 as the accuracy scale because they argued that the term should have been translated to make the sentence acceptable. But the third rater gave 2 as the acceptable scale because he argued that the omission did not harm the acceptability though it needs a change. Thus, the translation of the term above is considered as less acceptable because the translation is not so culturally accepted in the target language.

Datum: 083/R/1/21.20

And it sells *burritos*

Dan ia sudah menjual *burrito*

The term above is translated using the strategy of translation by loan word. The word *burrito* is not translated. The translation is less acceptable since it is not so accepted in the target language and there is a problem with the diction. The first rater gave 1 as the acceptability scale since he stated that the target readers had known the concept of burrito. However, the second and the third raters gave 4 as the acceptability scale since the concept was really unfamiliar to the target reader. Further they argued that the reader could not accept the term at all. Thus, the translation is considered less acceptable since it is not so culturally and grammatically acceptable due to the problem of diction.

Datum: 087/R/2/24.15

Will ye' be wantin' some *haggis* bites then?

Kamu mau makan *"haggis"?*

Another example of less acceptable translation can be seen above. Here, the translator uses the strategy of translation by loan word to translate the term. *Haggis* is not translated. The translation is less acceptable since it is not so accepted in the target language and there is a problem with the diction. The first rater gave 1 as the acceptability scale since he stated that the translation was highly acceptable. The second and third raters however gave 4 as the acceptability scale since they stated that the target readers were really unfamiliar with the term. Further, they believe that it would bring confusion to the target readers. Thus, the translation of the term above is considered as a less acceptable translation since the translation is not so culturally and grammatically acceptable and there is problem with the diction.

d.   Classification D

The classification involves the data that is not accepted at all in the target language. It means the data is not culturally and grammatically accepted. It may also because the target readers are really unfamiliar with the term in the target language. There are 2 data or 2,9% of the 70 data which are considered as not acceptable. The explanations of the data are below.

Datum: 030/R/1/20.23

One fillet *mignon*, three lamb, two duck

Omitted

The datum above is considered unacceptable at all. The strategy applied is translation by omission. Though the omission does not spoil the plot of the story, some messages are not transferred to the target language. The three raters unanimously gave 4 as the acceptable scale of translation.

Datum: 031/R/1/20.55

Three those *soufflés* for table six

Omitted

Once again the translator omits the sentence. The term in the sentence above is translated using the strategy of translation by omission. The translator fails to deliver the message. The three raters also unanimously gave 4 as the acceptable scale of translation. The translation is not accepted at all.

4.   Discussion

In this subchapter, the researcher discusses the problem statements and the research findings. The problem statements involve (1) the categories of cultural terms, (2) the strategies applied by the translator in the film Ratatouille, and (3) the accuracy and the acceptability of the translation.

The researcher has divided the cultural terms into five categories (Newmark adapting Nida). The three categories are based on ecology, material culture, and social culture. While the fourth category involves organizations, customs, activities, procedures, and concept. The latest category, gestures and

habits, usually occurs with non cultural language. Nevertheless, the difference of gestures and habits of each culture makes them difficult to be transferred.

Translating cultural terms is problematic. Every culture develops its own language especially the language concerning with the cultural background. Several terms in one language perhaps cannot be transferred in another language because their difference in the cultural concept possessed. For example the specific foods coming from one language such as French is hard to be translated into Indonesian language because Indonesian people are not familiar with the foods. Another obstacle occurs when a language has lacks of specific terms due to the difference in its cultural background. The term such as '*counter-tops*' is difficult to be translated into Indonesian language. The translator translates it into more general term '*meja*' while actually the exact meaning is a specific kind of table usually found in the bar for drinking and displaying the products.

To solve the obstacles of the translation, the translator uses several strategies. The researcher found that there are eleven strategies employed by the translator. Most of the data are translated by their equivalences in the target language. There are 18 data out of 70 data or 25,7% data which are translated using this strategy.

Some other data cannot be simply translated by using the strategies above. Once again it happens since the gap of the culture in the source language and the culture in the target language is getting bigger. For example, because of the difference in ecology, the translator is difficult to find the equivalence of the term *oregano*. *Oregano* does not exist in the target language. The translator should find

the right strategy to translate the term. The translator then applied the strategy of loan word which means that the translator does not translate the term and write it the same in the target language. In another case, the loan word is orthographically and phonologically adjusted into the target language. There are 17 data out of 70 data or 24,3% data which are translated by this strategy. While there is one datum that is translated using the strategy of loan word plus explanation.

Another strategy applied by the translator is cultural substitution. The translator substitutes the term in the source text with another term in the target language which actually has different propositional meaning in order to make the term become acceptable in the target language. For example is the term *Douglas fir puree* is substitute with *sari mawar*. The *Douglas fir* due to the difference of ecology does not exist in the target language. To make it acceptable to the target readers, the translator then substitutes it with another term that exists in the target language which is *sari mawar*. *Sari mawar* has similar function with *Douglas fir puree* based on the context of situation which is as an ingredient. This strategy is applied in 2 data or 2,9% of 70 data.

Another problem, which has been mentioned earlier, happens when the target language is lack of hyponyms. For example is the term *pheasant*. The term is translated into *daging ayam*. Actually *pheasant* is a specific kind of chicken which looks like partridge, but due to the difference of ecology the term does not exist in the target language. Thus, the translator decides to use the general word or superiordinate to translate the term into *daging ayam*. There are 8 data or 11,5 % out of 70 data which are translated by using this strategy.

Another strategies applied by the translator are paraphrasing and omission. Paraphrasing is applied to make the readers fully understand the term. For example is the term '*duck press'*. The term *duck press* cannot be translated literally, the term should be paraphrased otherwise the target readers may be confused with the translation. Thus, the term is paraphrased into *mesin peras bebek*. There are 7 data which are translated by paraphrase using related word and there is 5 data which is translated by paraphrase using unrelated word. While omission is applied when the term omitted does not distract the plot or the development of the story. The translator uses this strategy to translate 5 data out of 70 data.

The strategies bring effect to the accuracy and the acceptability of the translation. The research results in that 63 data or 90% data out of 70 data are considered as highly accurate. More over, 55 data or 78,5% data out of 70 data are considered as highly acceptable, which means that the translation is grammatically and culturally accepted in the target language.

Further, the total mean of accuracy is 1,26 while the total mean of acceptability is 1,45. It means that the translator successfully keeps the balance between the accuracy and the acceptability since the gap between them is only 0,19.

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter consists of two subchapters, the conclusion, containing the result of the research, and the recommendation, containing suggestions for the translator, the students of English Department, and other researchers.

A. Conclusion

Based on the research findings in the previous chapter, the conclusion consists of three parts as the answer of the problem statements mentioned in chapter one.

a. The Categories of Cultural Terms

The researcher divides 70 data of the cultural terms found in the film Ratatouille into five categories (Newmark adapting Nida). The categories are:

1. The category of ecology with 10 data (14,3%)

2. The category of material culture with 39 data (55,7%)

3. The category of social culture with 1 datum (1,4%)

4. The category of organization, customs, activities, procedures, and concepts with 18 data (25,7%)

5. The category of gestures and habits with 2 data (2,9%)

Based on the categorization above the majority data comes from the category of material culture.

b. The Strategies Used in Translating Cultural Terms

There are eleven strategies applied by the translator in translating 100 data of the film Ratatouille. The strategies are:

12. Translation using its equivalence in the target language. It is applied in 18 data out of 70 data (25,7%).

13. Translation using word/phrase with different propositional meaning. It is applied in 4 data out of 70 data (5,7%).

14. Translation by a more neutral/less expressive word. It is applied in 1 datum out of 70 data (1,4%)

15. Translation by cultural substitution. It is applied in 2 data out of 70 data (2,9%).

16. Translation using a loan word. It is applied in 17 data out of 70 data (24,3%).

17. Translation using a loan word plus explanation. It is applied in 1 datum out of 70 data (1,4%)

18. Translation by a more general word (superordinate). It is applied in 8 data out of 70 data (11,5%).

19. Translation by omission. It is applied in 5 data out of 70 data (7,1%).

20. Translation by paraphrase using unrelated words. It is applied in 5 data out of 70 data (7,1%).

21. Translation by paraphrase using related words. It is applied in 7 data out of 70 data (10%)

22. Translation by partial substitution. It is applied in 2 data out of 70 data (2,9%).

Based the strategies applied by the translator, it can be seen that the major strategies used are translation using its equivalence in the target language and translation using a loan word. The first major strategy expresses that the translator is success to find the equivalence of the term. While the second major strategy expresses that the writer is hard to find the equivalence of the term in the target language. Thus the translator prefers not translating it because translating it will alter the meaning of the terms. The third major strategy which is translation by more general word (superordinate) expresses that the translator has also found difficulties to find the same hyponym in the target language due to the difference of culture. Thus, the researcher concludes that translating cultural terms is quite problematic because of the obstacles found related to the culture that makes the translator has to apply many strategies, eleven strategies in this film.

c. The Accuracy and Acceptability of the Translation

The third research finding is the translation quality assessment involving the accuracy and the acceptability of translation.

1. The table of accuracy measurement of cultural terms data shows that:

Classification A   :   consists of data which are highly accurate. There are 63 data (90%) out of 70 data in this classification.

Classification B   :   consists of data which are accurate. There are 2 data (2,9%) out of 70 data in this classification.

Classification C   consists of data which are less accurate. There is 1 datum (1,4%) out of 70 data in this classification.

Classification D   consists of data which are inaccurate. There are 4 data

(5,7%) out of 70 data in this classification.

2. While the table of acceptability measurement of cultural data shows that:

Classification A   :   consists of data which are highly acceptable. There are

55 data (78,5%) out of 70 data in this classification.

Classification B   :   consists of data which are acceptable. There are 10

data (14,3%) out of 70 data in this classification.

Classification C   :   consists of data which are less acceptable. There are 3

data (4,3%) out of 70 data in this classification.

Classification D   :   consists of data which are not acceptable. There are 2

data (2,9%) data out of 70 data in this classification.

It also can be seen that the total mean of accuracy is 1,26 which means that the translation is highly accurate while the total mean of acceptability is 1,45 which means that the translation is also highly acceptable. The research concludes that the translator succeeds to keep the balance between the accuracy and the acceptability because the gap of the total mean of accuracy and acceptability is only 0,19. It means that the message of the source text is accurately transferred to the target language and the translation is culturally accepted and sounds natural.

B. Recommendation

From the conclusion of the research findings, the researcher would like to give some recommendation for the translators, students of English Department, and other researchers.

1. The film translator

The film translator has succeeded to maintain the accuracy and the acceptability of translation. However, the translator should consider whether the audience will understand the terms in the target text or not. The researcher also recommends that the film translator should be aware of the culture presented in the film.

2. Students of English Department

Student of English Department interested in the subject of cultural terms translation must be aware that translation of cultural term is problematic due to obstacles related to the culture. It is recommended that the students have wide understanding about culture, especially culture related to the subject. It is also recommended that the student has a deep understanding about the strategies in order to solve the problems of translation of cultural terms.

3. Other Researchers

The researcher hopes that other researcher would like to analyze further the translation of cultural terms since many strategies have to be applied.

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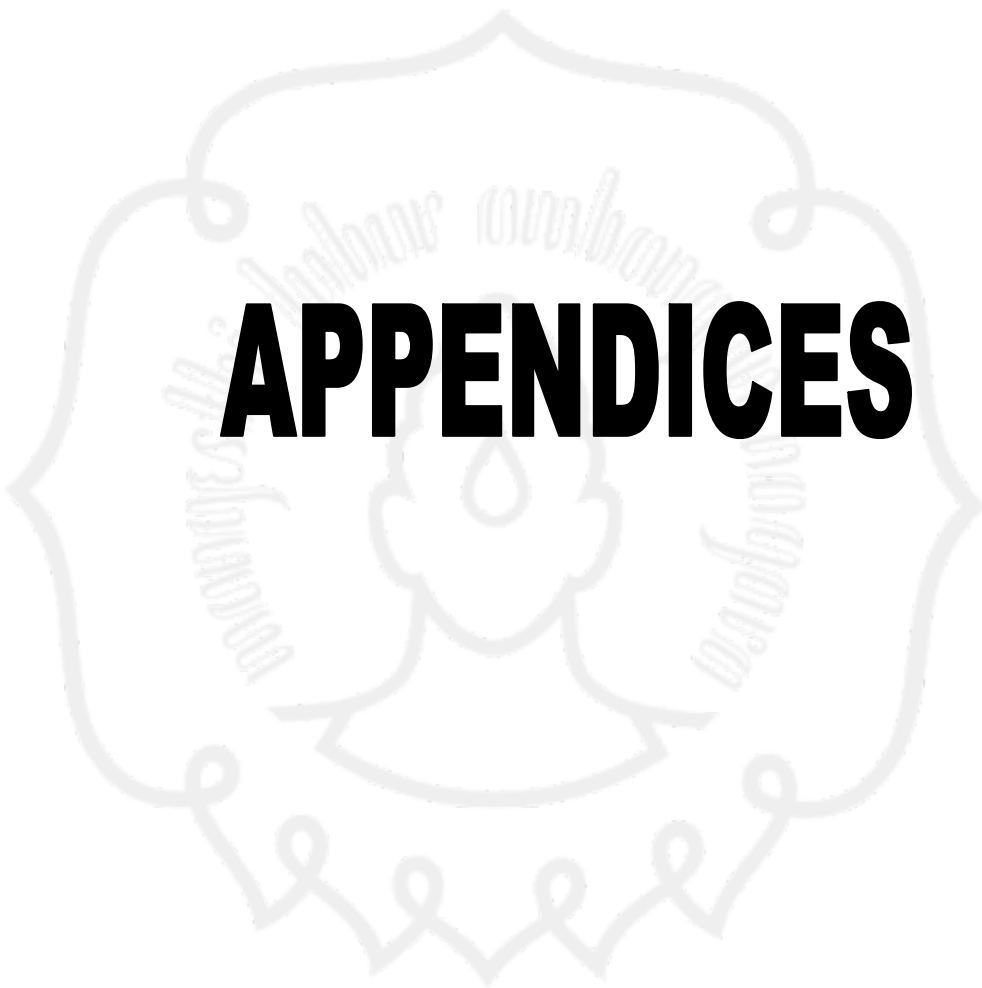
APPENDICES

Cultural Terms Data in the Film Ratatouille

Context of Situation:

Narrator opens the movie with a prologue.

Narrator:

      He is the youngest **chef** ever to achieve a five star rating.

      Ia **chef** termuda yang pernah meraih bintang lima.

                                                              001/R/1/00.57

Context of Situation:

Remy is explaining to Emily about how to cook

Remy:

      get the **smoky taste** nice and even

      Agar **rasa asapnya** enak dan seimbang

                                                              002/R/1/06.24

Context of Situation:

Emily tries to taste a food made by Remy

Emily:

      Burny, melty

      Agak gosong dan **meleleh**

                                                     003/R/1/06.50
                                                   004/R/1/06.50

Context of Situation:

Remy and Emily try to find saffron in the old woman's house

Remy:

      She turns on the **cooking channel**

      Jika dia putar **saluran memasak**

                                                     005/R/1/07.34

Context of Situation:

Remy sees on TV that his favorite chef has died

TV broadcaster:

Gusteau's restaurant lost one of its five stars after a scathing review by France's **top food critic** Anton Ego.

Restoran Gusteau's kehilangan satu dari lima bintangnya setelah adanya kritikan pedas dari **kritikus ternama**, Anton Ego.

006/R/1/09.03

Context of Situation:

In his escapee, Remy sees many people having a party

Person:

Champagne

Sampanye

007/R/1/14.49

Context of Situation:

Remy sees the activity in the restaurant's kitchen

A cook:

I need two salmon, three **salad compose**, three filet

Aku butuh dua salmon, tiga **salad** dan tiga daging sapi

008/R/1/17.12

Remy:

A real **gourmet** kitchen and I get to watch

Dapurnya **juru masak** dan aku melihatnya

009/R/1/19.01

Context of Situation:

Remy answers the question from the Gusteu's image

Remy:

The **Sous Chef**…there

Wakil Chef? Itu.

010/R/1/19.15

Remy:

Saucier; in charge of **sauces**

Saucier, penanggung jawab urusan **saus,**

011/R/1/19.21
012/R/1/19.21

Context of Situation:

Remy tries to escape while the cooks prepare the food

A cook:

> One filet **mignon**, three lamb, two duck
>
> **Omitted**

<div align="right">013/R/1/20.50</div>

A cook:

> Three those **soufflés** for table six
>
> **Omitted**

<div align="right">014/R/1/20.55</div>

Context of Situation:

Skinner assuming Linguini has ruined the soup yaps at Linguini

Skinner:

> After you put his head in the **duck press** to squeeze the fat out!
>
> Setelah kau masukkan dia ke **mesin peras bebek** untuk keluarkan lemak dari kepalanya.

<div align="right">015/R/1/24.29</div>

Context of Situation:

Linguini then interrogates Remy.

Linguini:

> Wha'd you throw in there? **Oregano**?
>
> Kau masukkan apa ke supnya? **Oregano**?

<div align="right">016/R/1/28.34</div>

Linguini:

> You didn't put **rosemary** in there?
>
> Kau tak masukkan **rosemary** ke supnya?

<div align="right">017/R/1/28.42</div>

Linguini:

> Did you **nod**?
>
> Kau **mengangguk**

<div align="right">018/R/1/29.00</div>

Context of Situation:

Linguini surprises to see that he talks to a mouse

Linguini:

      You're a rat **for Pete's sake**

      Kau tikus **omitted**

                               019/R/129.25

Context of Situation:

Collete is reading a review about Linguini's soup

Collete:

      The soup was a revelation, a **spicy** yet **subtle** taste experience

      Namun supnya luar biasa. Rasanya **tajam** tapi **halus**.

                       020/R/1/32.53
                       021/R/1/32.53

Linguini:

      I can't be checking for a yes or no **head shake** from a rat

      Aku tak bisa terus-menerus melihat anggukan dan **gelengan kepala** dari

seekor tikus

                       022/R/1/35.43

Context of Situation:

Collete is explaining about how hard it is to become a great Chef to Linguini

Collete:

      Because **Haute Cuisine** is an antiquated hierarchy built upon rules

      written by stupid old men

      Karena **memasak tingkat tinggi** merupakan hirarki kuno yang dibuat

      berdasarkan aturan pria-pria tua bodoh

                       023/R/1/39.33

Context of Situation:

The name of Skinner's new product

Skinner:

      Gusteau's **microwave** chopsocky pockets

      Kantung gulung isi cacah **microwave** dari Gusteau

024/R/1/40.05

Context of Situation:

Skinner is talking to his confidant, Dupuis, about his new product

Skinner:

I want you to work up something for my latest **frozen food** concept

Buatlah iklan untuk konsep **makanan beku**ku

025/R/1/40.12

Skinner:

I want you to work up something for my latest frozen food concept:

"Gusteau's **Corn Puppies**".

Buatlah iklan untuk konsep makanan bekuku. **Sosis Mini** ala Gusteau.

026/R/1/40.15

Skinner:

Like **corn dogs**, only smaller, bite size!

Seperti "**corn dogs" (sosis tepung),** tapi lebih kecil. Ukuran sekali gigit.

027/R/1/40.17

Skinner:

Cheap **sausages** dipped in batter and deep fried

Sosis yang dicelupkan ke adonan tepung jagung lalu digoreng.

028/R/1/40.22

Skinner:

Cheap sausages dipped in **batter** and deep fried.

Sosis yang dicelupkan ke **adonan tepung jagung** lalu digoreng.

029/R/1/40.22

Skinner:

Cheap sausages dipped in batter and **deep fried**.

Sosis yang dicelupkan ke adonan tepung jagung lalu **digoreng**.

030/R/1/40.25

Skinner:

Whip something up, maybe Gusteau in **overalls** and Huckleberry in Tom

hat

Buat iklannya. Mungkin **berpakaian** dan bertopi ala Huckleberry Tom.

031/R/1/40.29

Skinner:

Whip something up, maybe Gusteau in overalls and **Huckleberry in**

Tom hat

Buat iklannya. Mungkin berpakaian dan **bertopi ala Huckleberry Tom.**

032/R/1/40.29

Context of Situation:

Collete tells Linguini about a cook in the kitchen, Lalo

Collete:

Lalo there, got fired for messing around with the **ringmasters** daughter

Lalo itu, dipecat karena menjalin cinta dengan putri **kepala sirkus**

033/R/1/44.20

Disc 2

Context of Situation:

Collete reads the ingredients of the meal.

Collete:

Sweetbread cooked in a **salt crust**

Daging anak sapi dimasak dengan **kulit asin rumput laut**

034/R/2/01.41
035/R/2/01.41

Collete:

with cuttlefish tentacles Brizzled with **snail porridge**, **Douglas fir**

puree,

dengan tentakel sotong, **omitted, sari mawar,**

036/R/2/01.43
037/R/2/01.43

Collete:

beetroot mousse and pollen, **dried white fungus**

Omitted telur kepiting dan **jamur putih kering**?

038/R/2/01.46

039/R/2/01.46

Collete:

and dipped in **anchovy liquorice** sauce

Ditambah saus **ikan akar manis**.

040/R/2/01.48
041/R/2/01.48

Collete:

We have some **veal** stomach soaking, yes?

Kita punya rendaman perut **anak sapi** kan?

042/R/2/01.55

Context of Situation:

Collete warns Linguini not to improvise with the recipe

Collete:

The recipe doesn't call for **white truffle oil**!

Resepnya tak butuhkan **minyak jamur putih**!

043/R/2/02.47

Context of Situation:

Skinner seeing a shadow of a mouse under Linguini toque becomes corious

Skinner:

Got your **toque**

Kudapatkan **topi**mu.

044/R/2/04.44

Context of Situation:

Skinner tries to find the answer of his curiosity about the mouse

Skinner:

a little **wine**, a friendly chat

Sedikit **anggur**, mengobrol ringan

045/R/2/04.55

Context of Situation:

Remy teaches Emily how to taste the food.

Emily:

Creamy, **salty sweet**

Rasa krim, **manis-manis asin,**

046/R/2/07.56

047/R/2/07.56

Remy:

An **oaky nuttiness**? You detect that?

Rasa kacang dari pohon ek. Kau rasakan itu?

048/R/2/07.56

Remy:

Whole different thing, right? Sweet, crisp, slight **tang** on the finish?

Sangat berbeda kan? Manis, garing, rasa yang agak **tajam** di bagian

akhirnya.

049/R/2/08.07

Context of Situation:

Linguini who is getting drunk starts to prattle

Linguini:

Ratatouille. There's a dish called that, it's like a **stew**, right?

Ratatouille. Seperti **kuah** ya? Kenapa mereka sebut itu

050/R/2/09.11

051/R/2/09.11

Context of Situation:

Skinner asks Linguini to clean the kitchen

Skinner:

Make sure the floors and **counter-tops** are clean before you lock up.

Pastikan lantai dan **meja** bersih sebelum dikunci.

052/R/2/11.46

Context of Situation:

Anton Ego, a top food critic, is underestimating Gusteu's restaurant

Ego:

announced a new line of microwave **eggroles**

Umumkan menu **dadar gulung** baru

053/R/2/08.49

Context of Situation:

Talon reports to Skinner that Linguini is truly Gusteu's son.

Talon:

> The **DNA** matches, the timing works, everything checks out
>
> **DNA**-nya cocok, waktunya tepat, semuanya benar

054/R/2/19.36

Context of Situation:

Context of Situation: Skinner feels that his position threatened

Skinner:

> And it sells **burritos**!
>
> Dan ia sudah menjual **burrito**!

055/R/2/21.20

Context of Situation:

Gusteu's image talks to Remy

Gusteu's image:

> If Chef Fancy Pants had any ideals you think I'd be hawkin' **barbecue**

over here?

> Jika chef kelas atas ini punya prinsip, pikirmu aku akan menjajakan

barbekyu?

056/R/2/24.05

Gusteu's image:

> Or **microwave** burritos
>
> Atau burrito **oven**?

057/R/2/24.07

Gusteu's image:

> Or tooth- I say, **tooth- pickin' Chicken**?
>
> Atau **daging ayam lunak**?

058/R/2/24.09

Gusteu's image:

> Will ye' be wantin' some **haggis** bites then?

Kamu mau makan "**haggis**"?

059/R/2/24.15

Context of Situation:

Linguini is threatened by Anton Ego in his dream

Ego:

Yes; I'd like your heart, roasted on a **spit**!

Ya, aku ingin jantungmu dipanggang dengan **tusuk sate.**

060/R/2/35.08

Context of Situation:

Remy and all his colony help Linguini in the kitchen

Django:

Delta Team follow me!

Tim Delta, ayo kejar!

061/R/2/44.09

Remy:

Team four: **roasted** items

Tim empat, menu yang **dibakar**

062/R/2/44.38

Remy:

Team five: **grill**

Tim lima, yang **dipanggang**

063/R/2/44.39

Remy:

Make sure that **steak** is nice and tenderized

Pastikan **steik**-nya enak dan empuk.

064/R/2/42.28

Remy:

Less salt, more **butter**.

Kurangi garam, tambah **metega**nya.

065/R/2/45.35

Remy:

Compose the **salad** like you were painting a picture

Susun **salad**nya seperti kalian sedang melukis gambar.

066/R/2/45.38

Remy:

Gently poach the **scallops**

Pelan-pelan merebus **kerang**nya.

067/R/2/45.48

Remy:

It'll toughen the **pheasant**

Kaldunya jangan mendidih, **daging ayam**nya bisa keras

068/R/2/45.56

Context of Situation:

Collete arrives and wonders about the food they will make

Collete:

It's a **peasant** dish.

Itu makanan **petani**.

069/R/2/46.16

Context of Situation:

Linguini serves Ego who always comes to his restaurant

Linguini:

Can I interest you in a **dessert** this evening?

Bisa kubuat anda tertarik **hidangan pencuci mulut** malam ini?

070/R/2/52.48

Raters' Details

1. Name   : **Herianto Nababan, S.S.**

   Education   : Bachelor Degree of *English Literature*

                        Master Degree of *Applied Linguistics: Translations*

   (ongoing)

   Occupation : Lecturer in UPT P2B

2. Name   : **Sumardiono, S.S.**

   Education   : Bachelor Degree of *English Literature*

                        Master Degree of *Applied Linguistics: Translations*

   (ongoing)

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3. Name   : **Alief Sutantohadi, S.S.**

   Education   : Bachelor Degree of English Literature

   Occupation : Lecturer in Polytechnic of Madiun

Questionnaire of Cultural Terms
Found in the Film Ratatouille

Respondent's details

Name   :

Education   :

Occupation   :

Scale for Accuracy

Scale	Definition
1. Highly accurate	The content of the source language is accurately conveyed into the target language and no rewriting is needed
2. Accurate	The content of the source language is accurately conveyed to the target language but some rewritings are needed
3. Less accurate	The content of the source language is not so accurately conveyed to the target language. There are some problems with the choice of diction.
4. Inaccurate	The source language is not translated at all into the target language, i.e. it is omitted or deleted

Scale for Acceptability

Scale	Definition
1. Highly acceptable	The translation is culturally and grammatically accepted the target language. The translation sounds natural and change is needed.
2. Acceptable	The translation sounds natural and the translation is cultural and grammatically accepted in the target language, but son changes are needed.
3. Less acceptable	The translation is not so culturally and grammatical acceptable and there are some problems with the diction a with the relationship between phrase, clause, and senten elements.
4. Not acceptable	The translation is not culturally and grammatically accept at all.

Cultural Terms Found in the Film

Disc 1

minute: 00.57

No	Data	Translation	Scale of Accuracy 1-4	Scale of Acceptability 1-4	Context of Situation
1	He is the youngest **chef** ever to achieve a five star rating.	Ia **chef** termuda yang pernah meraih bintang lima.			Narrator opens the movie with a prologue
	Comment				

Minute: 06.24

No	Data	Translation	Scale of Accuracy 1-4	Scale of Acceptability 1-4	Context of Situation
2	get the **smoky taste** nice and even…	Agar **rasa asapnya** enak dan seimbang.			Remy is explaining to Emily about how to cook
	Comment				

Minute: 06.50

No	Data	Translation	Scale of Accuracy 1-4	Scale of Acceptability 1-4	Context of Situation
3	**Burny,** melty	**Agak gosong** dan meleleh			Emily tries to taste a food made by Remy
	Comment				

Minute: 06.50

No	Data	Translation	Scale of Accuracy 1-4	Scale of Acceptability 1-4	Context of Situation
4	Burny**, melty**	Agak gosong **dan meleleh**			Emily tries to taste a food made

Comment	by Remy

Table of Accuracy

No	Data Number	Data	R1	R2	R3	Mean
1	001/R/1/00.57	Chef	1	1	1	1
2	002/R/1/06.24	Smoky taste	1	1	1	1
3	003/R/1/06.50	Burny	1	1	1	1
4	004/R/1/06.50	Melty	1	1	1	1
5	005/R/1/07.34	Cooking channel	3	1	1	1,67
6	006/R/1/09.03	Top food critic	4	1	4	3
7	007/R/1/14.49	Champagne	1	1	1	1
8	008/R/1/17.12	Salad compose	1	1	1	1
9	009/R/1/19.01	Gourmet	3	1	1	1,67
10	010/R/1/19.15	Sous Chef	1	1	1	1
11	011/R/1/19.21	Saucier	1	1	1	1
12	012/R/1/19.21	Sauces	1	1	1	1
13	013/R/1/20.23	Mignon	4	4	4	4
14	014/R/1/20.25	Soufflés	4	4	4	4
15	015/R/1/24.29	Duck press	1	1	1	1
16	016/R/1/28.34	Oregano	1	1	1	1
17	017/R/1/28.42	Rosemary	1	1	1	1
18	018/R/1/29.00	Nod	1	1	1	1
19	019/R/129.25	For Pete's sake	4	1	2	2,3
20	020/R/1/32.53	Spicy	1	3	3	2,3
21	021/R/1/32.53	Subtle	1	1	1	1
22	022/R/1/35.43	Head shake	1	1	1	1
23	023/R/1/39.33	Haute Cuisine	1	1	1	1
24	024/R/1/40.05	Microwave	1	1	1	1
25	025/R/1/40.12	Frozen food	1	1	1	1
26	026/R/1/40.15	Corn Puppies	1	1	1	1
27	027/R/1/40.17	Corn dogs	1	1	1	1
28	028/R/1/40.22	Sausages	1	1	1	1
29	029/R/1/40.22	Batter	1	1	1	1
30	030/R/1/40.25	Deep fried	1	1	1	1
31	031/R/1/40.29	Overalls	1	1	1	1
32	032/R/1/40.29	Huckleberry in Tom hat	1	1	1	1
33	033/R/1/44.20	Ringmasters	1	1	1	1
34	034/R/2/01.41	Sweetbread	1	1	1	1
35	035/R/2/01.41	Salt crust	1	1	1	1
36	036/R/2/01.43	snail porridge	4	4	4	4
37	037/R/2/01.43	Douglas fir puree	1	1	2	1,3

38	038/R/2/01.46	Beetroot	4	4	4	4
39	039/R/2/01.46	Dried white fungus	1	1	1	1
40	040/R/2/01.48	Anchovy	1	1	1	1
41	041/R/2/01.48	Liquorices	1	1	1	1
42	042/R/2/01.55	Veal	1	1	1	1
43	043/R/2/02.47	White truffle oil	1	1	1	1
44	044/R/2/04.44	Toque	1	1	1	1
45	045/R/2/04.55	Wine	1	1	1	1
46	046/R2/07.56	Creamy	1	1	1	1
47	047/R/2/07.56	Salty sweet	1	1	1	1
48	048/R/2/07.56	Oaky nuttiness	1	1	1	1
49	049/R/2/08.07	Tang	1	1	1	1
50	050/R/2/09.11	Ratatouille	1	1	1	1
51	051/R/2/09.11	Stew	1	1	1	1
52	052/R/2/11.46	Counter-tops	1	1	1	1
53	053/R/2/08.49	Eggroles	1	1	1	1
54	054/R/2/19.36	DNA	1	1	1	1
55	055/R/2/21.20	Burritos	1	1	1	1
56	056/R/2/24.05	Barbecue	1	1	1	1
57	057/R/2/24.07	Microwave burritos	1	3	1	1,3
58	058/R/2/24.09	Tooth- pickin' Chicken	1	1	1	1
59	059/R/2/24.15	Haggis	1	1	1	1
60	060/R/2/35.08	A spit	1	1	1	1
61	061/R/2/44.09	Delta Team	1	1	1	1
62	062/R/2/44.38	Roasted	1	1	1	1
63	063/R/2/44.39	Grill	1	1	1	1
64	064/R/2/42.28	Steak	1	1	1	1
65	065/R/2/45.35	Butter	1	1	1	1
66	066/R/2/45.38	Salad	1	1	1	1
67	067/R/2/45.48	Scallops	1	1	1	1
68	068/R/2/45.56	Pheasant	1	1	1	1
69	069/R/2/46.16	Peasant	1	1	1	1
70	070/R/2/52.48	Dessert	1	1	1	1
Total						**88,54**

Total Mean of Accuracy

$$Total\ Mean = \frac{\sum mean}{Data}$$

$$= \frac{88,54}{70}$$

$$= \textit{1.26}$$

Table of Acceptability

No	Data Number	Data	R1	R2	R3	Mean
1	001/R/1/00.57	Chef	3	4	1	2,67
2	002/R/1/06.24	Smoky taste	1	1	1	1
3	003/R/1/06.50	Burny	1	1	1	1
4	004/R/1/06.50	Melty	1	1	1	1
5	005/R/1/07.34	Cooking channel	3	1	1	1,67
6	006/R/1/09.03	Top food critic	1	1	2	1,33
7	007/R/1/14.49	Champagne	1	1	1	1
8	008/R/1/17.12	Salad compose	1	1	2	1,33
9	009/R/1/19.01	Gourmet	1	1	1	1
10	010/R/1/19.15	Sous Chef	3	3	1	2,33
11	011/R/1/19.21	Saucier	1	3	2	2,33
12	012/R/1/19.21	Sauces	1	1	1	1
13	013/R/1/20.23	Mignon	4	4	4	4
14	014/R/1/20.25	Soufflés	4	4	4	4
15	015/R/1/24.29	Duck press	1	1	2	1,3
16	016/R/1/28.34	Oregano	1	1	3	1,67
17	017/R/1/28.42	Rosemary	1	4	3	2,67
18	018/R/1/29.00	Nod	1	1	1	1
19	019/R/129.25	For Pete's sake	4	2	2	2,67
20	020/R/1/32.53	Spicy	1	1	3	1,67
21	021/R/1/32.53	Subtle	1	1	1	1
22	022/R/1/35.43	Head shake	1	1	1	1
23	023/R/1/39.33	Haute Cuisine	1	1	1	1
24	024/R/1/40.05	Microwave	1	2	3	2
25	025/R/1/40.12	Frozen food	1	1	1	1
26	026/R/1/40.15	Corn Puppies	1	1	1	1
27	027/R/1/40.17	Corn dogs	1	1	1	1
28	028/R/1/40.22	Sausages	1	1	1	1
29	029/R/1/40.22	Batter	1	1	1	1
30	030/R/1/40.25	Deep fried	1	1	1	1
31	031/R/1/40.29	Overalls	1	1	1	1
32	032/R/1/40.29	Huckleberry in Tom hat	1	1	1	1
33	033/R/1/44.20	Ringmaster	1	1	1	1
34	034/R/2/01.41	Sweetbread	1	1	1	1
35	035/R/2/01.41	Salt crust	1	1	1	1
36	036/R/2/01.43	Snail porridge	4	4	2	3,33
37	037/R/2/01.43	Douglas fir puree	1	1	2	1,33
38	038/R/2/01.46	Beetroot	4	1	3	2,67

39	039/R/2/01.46	Dried white fungus	1	1	1	1
40	040/R/2/01.48	Anchovy	1	1	1	1
41	041/R/2/01.48	Liquorices	1	1	3	1,67
42	042/R/2/01.55	Veal	1	1	3	1
43	043/R/2/02.47	White truffle oil	1	1	1	1
44	044/R/2/04.44	Toque	1	1	1	1
45	045/R/2/04.55	Wine	1	1	1	1
46	046/R2/07.56	Creamy	1	1	1	1
47	047/R/2/07.56	Salty sweet	1	1	1	1
48	048/R/2/07.56	Oaky nuttiness	1	1	3	1,67
49	049/R/2/08.07	Tang	1	1	1	1
50	050/R/2/09.11	Ratatouille	1	4	2	2,33
51	051/R/2/09.11	Stew	1	1	1	1
52	052/R/2/11.46	Counter-tops	1	1	1	1
53	053/R/2/08.49	Eggroles	1	1	1	1
54	054/R/2/19.36	DNA	1	2	1	1,33
55	055/R/2/21.20	Burritos	1	4	4	3
56	056/R/2/24.05	Barbecue	1	3	2	2
57	057/R/2/24.07	Microwave burritos	1	1	1	1
58	058/R/2/24.09	Tooth- pickin' Chicken	1	1	1	1
59	059/R/2/24.15	Haggis	1	4	4	3
60	060/R/2/35.08	A spit	1	1	1	1
61	061/R/2/44.09	Delta Team	1	1	2	1,3
62	062/R/2/44.38	Roasted	1	1	1	1
63	063/R/2/44.39	Grill	1	1	1	1
64	064/R/2/42.28	Steak	1	3	2	2
65	065/R/2/45.35	Butter	1	1	1	1
66	066/R/2/45.38	Salad	1	1	1	1
67	067/R/2/45.48	Scallops	1	1	1	1
68	068/R/2/45.56	Pheasant	1	1	1	1
69	069/R/2/46.16	Peasant	1	1	2	1,3
70	070/R/2/52.48	Dessert	1	1	1	1
Total						**101,57**

Total Mean of Acceptability

$$Total\ Mean = \frac{\sum mean}{Data}$$

$$= \frac{101,57}{70}$$

$$= \boldsymbol{1,45}$$