CHAPTER I

INTRODUCTION

This introduction presents and discusses the research background, research questions, research objectives, limitation of the research and research significance.

1.1 Background of the Research

The process of translating a text's meaning into another language according to its intended meaning is known as translation (Newmark, 1988). Maintaining the meaning and cultural context of a text is greatly aided by the translation of cultural terms, particularly in bilingual books where the intention is to communicate information to readers who speak different languages. Because cultural words frequently have distinct meanings firmly anchored in a certain culture, history, or social context, translating them accurately is crucial. Inaccurate translations might cause misconceptions or a worse reading experience by erasing the original cultural value.

Multilingual languages employ translation as a communication tool. Experts in translation have included the accuracy component of their theory. Nababan (2012) defines translation as the process of transferring meaning from one language to another. With the message's correctness, the product's acceptance, and its readability. This indicates, that, since translation deals with the transfer of meaning, accuracy is one of the most crucial factors. Text translation is not a straightforward task. As Mounin states in Newmark (1988), "translation cannot simply reproduce, or be, the original." The translation is more than just the situation that is being translated, it is restating

and maintaining the source text in its original format. To produce a quality translation, the translator must take into account a number of factors. One of them is correctness, as errors could diminish the meaning conveyed by the book in its original language, which could harm readers.

According to Anari (2009), translation accuracy can be defined as the precision or exactitude of the meaning that is transmitted. Anari goes on to say that "reconstructing the source text message" constitutes an accurate translation. Therefore, the phrase "translation accuracy" describes how well a translation conveys the original message in text form in the target language. According to Newmark (1988), the accuracy of a translation is contingent upon the source language text being accurate "either to the author's meaning" or on concretizing the text's actuality. Based on the preceding sentences, accuracy can be a representation and reflection of faithfulness in translation, or it can indicate how well the translator reproduces the source text message into the target text. It should be emphasized that this has potential but not inevitably happening because there may be errors in the translation or reconstruction of the message even after the perception of the source language text.

This study examines the accuracy of the translation of cultural words in the book Bilingual Folklores of Jambi Province. The target language cannot replace some terms in the source due to their cultural context. Those words are known as cultural words (Newmark, 1988). Translating cultural terminology like traditional meals, animal or plant names, and locales can be challenging. The target language lacks the ability to translate cultural terms.

Cultural word issues in translation frequently result in failures in idea conveyance in the target language. Example in Indonesian:

"Makan sambil lesehan di angkringan sambil ngopi bareng teman-teman."

Literal Translation in English: "Eating while sitting cross-legged at an angkringan while drinking coffee with friends."

At first glance, the literal translation captures the basic elements of the sentence. Still, it fails to convey the cultural significance embedded in the terms "lesehan" and "angkringan":Lesehan: in Indonesian culture, "lesehan" refers to sitting on the floor while eating, which is common in traditional and informal settings, especially in specific regions like Yogyakarta. Simply translating this as "sitting cross-legged" misses the cultural context of relaxed, community-oriented dining. Angkringan: This is a type of traditional street food stall found in Central Java, particularly Yogyakarta. The term carries cultural weight, often evoking images of late-night gatherings, cheap local food, and a cozy, communal atmosphere. A simple translation such as "stall" doesn't convey the full cultural experience tied to this word.

1.2 Research Problem

According to the previous explanations, the research questions are as follows: How is the accuracy of cultural words being translated in *Bilingual Folklores of Jambi Province Book?*

1.3 Objectives of the Research

Based on the research question, this research has several objectives as follows: to analyze the accuracy of the translation of the cultural words in the *Bilingual Folklores of Jambi Province Book.*

1.4 Limitation of The Research

The research is limited to analyzing the types of cultural words in the *Bilingual Folklores of Jambi Province* book and the accuracy of the translation of every cultural word in the book.

1.5 Significance of the Research

It is hoped that the results of this research will be useful for several parties such as:

1. This research can be essentials for the researcher to learn more about the chosen cultural terms in *Bilingual Folklores of the Jambi Province* book. Furthermore, the findings of this study should assist translation researchers in analyzing cultural texts through a various of translation models, enabling the creation of translation analyses and evaluations.

2. For students, especially English Departments students enrich their knowledge about an overview of the cultural words and the types translation accuracy from Indonesian to English when translating the words into a bilingual book.

3. For next researcher, this research is hoped to give important and useful information to conduct related research about translating cultural word.

1.6 Definition of Key Terms

1. Translation : Translation is the process of substituting text in one language for equivalent text in another (Catford, 1965). Translation is the process of converting text, speech, or ideas from one language to another while maintaining their original meaning and context.

2. Cultural Word: Cultural words require careful contextual translation as their meaning often depends on use's specific cultural and situational background (Nida and Taber, 1969).

3. Folklore: Is a collection of traditional stories, customs, beliefs, and art forms that are passed down through generations within a specific culture or group of people (Wikipedia).

4. Accuracy: A key aspect in translation quality Larson (1984) defines accurate translation as "the message of the source text is totally diverting into the target text, with no distorting and reordering of the sentence in that translation