CHAPTER I
INTRODUCTION

1.1 Background of Research

Language and culture are deeply interconnected and influence each other in various ways. Language does contain all kinds of cultural deposits (Hilman, 2015). The relationship between language and culture is complex and multifaceted, and they are often considered two sides of the same coin. Language is fundamental tool for communication, and culture shape way people communicate. Language is not only a means of communication between people but also a carrier of cultural information between them (Tursunovich, 2022). Different cultures may have distinct communication styles, norm, and etiquette. The language people speak affects how they act in the word, because the different languages are used in different contexts (Liu et al., 2015). Appropriate language, formality, and politeness are frequently influenced by cultural norms. For example, in Indonesia people will use more polite language when talking to people older than them, compared to when they talking to their peers. This is due cultural values which assume that older people need to be more respected. In short, language and culture are intertwined, with language serving as a powerful medium for the expression, preservation, and transmission of cultural values and practices.

Translation might be difficult when dealing with culture. This is due the fact that cultural differences cause differences in concepts, and in linguistics the concept is closely related to word choice (Pratama et al., 2021). The primary goals of translating one language (SL) to another (TL) are to overcome language barriers

faced by people who do not share the same language and to expand knowledge with different nation (Ariyaratne et al., n.d.). To effectively convey the message from the source language (SL) to the target language (TL), a translator must possess a thorough understanding of both languages' respective cultures (Hilman, 2015). Understanding the relationship between language and culture is essential for effective communication and fostering cultural awareness. This awareness of culture will help the process of cultural translation.

Literary translations are regarded as among the most challenging translation studies, according to the majority of academics and translators (Floranti & Mubarok, 2020). In literature, culture elements play a crucial role. Literature as a product of human expressions is deeply embedded in the cultural context from which it emerges. Novels are a form of literary work in which there are values social, moral, educational and cultural values (Ristiawati et al., 2021). Translating a novel required skilled interpretation and deep understanding to both sociocultural context (Floranti & Mubarok, 2020). This make the translator must decide how to adapt these cultural aspects to make them accessible and relatable to the target language readers.

According to Newmark (1988) said that sometimes the overriding purpose of any translation should be achieve equivalent, However, the more cultural it the more local, the more remote in time and space a text, the less is equivalent effect even conceivable unless the reader is imaginative, sensitive and steeped in the SL culture. Customs, traditions, and values are often reflected in the use of certain expressions such as in words, phrases, or sentences that can be referred as cultural words. These words often do not have a direct equivalent in the target language, thus requiring

special strategies to preserve their original meanings. According to Haryanto (2003) in Sri (2017) the translator should consider the purpose of translation in translating the culturally-bound words. It can be for who or what criteria that be the purposes of this translation is made (Hoed, 2006).

In 2022, Yatuzzuhriyyah & Hilman was conducted a research "Techniques of Translation of Cultural Words and Its Quality in The Midnight Library Novel" to analyzed the translating techniques in translating cultural words in the novel The Midnight Library by using Molina and Albir translation strategies. A similar study on the translation of cultural words can also be found in Leksananda & Manusu (2023) entitled "Translating Cultural Words in A Movie Subtitle: A Study on Translation Procedures". This study identifies cultural words that found in movie subtitle and their translation strategies. The different between both studies and this research are in the unit of analysis and the theory that used.

This research explored how the translator deals with cultural words when translating novel from source language (SL) to target language (TL). The novel the researcher use is Little Women by Louisa May Alcott and its translation by Annisa Cinantya Putri and Widya Kirana. This novel was first published in two volumes in 1868 and 1869 and has been one of the most popular works of American literature. The two volumes of this book were then put together and published in 1880. The story of this novel is about the four March sisters that growing in Civil War-era. The setting of this novel is in backdrop of the American Civil War and its aftermath. The themes of this novel are family, sisterhood, love, and the pursuit of individual dreams and also" addresses societal expectations for women in the 19th century and the

challenges of achieving personal and professional goals. "Little Women" remains a classic in literature, cherished for its heartwarming portrayal of family, its exploration of individual identity, and its timeless lessons on love and virtue. The reason why the researcher used this novel as the object of this study is because of the time background in 19thcentury in this the novel might make it difficult for readers from the target language to understand the whole story, not only because of significant cultural differences but also due to time differences.

1.2   Research Questions

Based on the background of study above, the research question on this research will be decided into two questions, as follows:

1. What are types of cultural words found in novel Little Women volume 1?

2. What are translation strategies are used in translating the cultural words in the novel Little Women volume 1?

1.3   Purposes of this Research

According to research questions above, the purposes of this research are:

1. To find and categorize cultural words in the novel Little Women volume 1

2. To find out what translation strategies are used in translating cultural words in the novel Little Women volume 1

1.4   Limitation of this Research

The researcher focuses on the classified the English cultural words found the novel Little Women by Louisa May Alcott volume 1 that consist of 23 chapters, and the translation strategies used by the translator to translate those English cultural words.

1.5 Significaned of this Research

The researcher hopes the result of this research can give advantages for:

1. For the readers, they can gain a deeper insight into the complexity involved in the translation process, especially when dealing with cultures. This can help to improve our comprehension of the significance of cultural context in the translation process and enhance the quality of literary translation.

2. For students. This research will be useful on finding a motivation for them to conduct other researches concerning translation strategies in cultural words.

3. For translation researchers. This research provides insight into how translators handle cultural words and expressions that may have not direct equivalents in the target language. It will helps researchers understand the impact of choices that made by translators to the reader's perception of the original culture.

1.6 Definition of Key Terms

1. Cultural words

    According to Newmark (1988) Cultural words refer to the terms or expressions that are associated with a particular language and often can not be translated easily. These expressions which can be consist of words, phrases, and sentences are reflect traditions, beliefs, customs, social norms, values, or practices unique to group of people.

2. Translation strategy

    Translation strategy is the way to finding a suitable solution for a translation process (Molina & Albir, 2002). It is also a planned strategy that a

translator uses to deal with specific challenges when translating one language to another.

3. Novel

According to *Kamus Besar Bahasa Indonesia (KBBI)* Novel is a long prose narrative that contains a series of life stories of a person and the people around them, highlighting the characters' traits and personalities.