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TRANSLATION ANALYSIS OF MATERIAL CULTURE TERMS FOUND IN VIDEO GAME ENTITLED *CITAMPI STORIES*

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ABSTRACT

This article analyzed Indonesian material culture terms found in video game entitled "Citampi Stories". The objectives are to classify the material culture term categories, to identify the translation techniques used and to assess the accuracy of the translation. The study is a qualitative descriptive study, designed to be single-embedded case study and product oriented study. Results shows that there are four categories of material culture terms found in game, which are foods, clothes, houses and towns, and artifacts. In addition, the analysis shows that six translation techniques are used; they are adaptation, borrowing, discursive creation, established equivalence, generalization and literal translation; and then, the accuracy assessment result explains that the translation of Indonesian material culture terms in "Citampi Stories" are less accurate, resulted in an average score of 2.05.

Keywords: *applied linguistic, Citampi Stories, material culture terms, translation*

ABSTRAK

Artikel ini menganalisa kata-kata *material culture* dari Indonesia yang didapatkan dari game berjudul "Citampi Stories". Tujuan penulisan artikel ini adalah untuk mengklasifikasikan kategori kata-kata *material culture* tersebut, mengidentifikasi teknik penerjemahan, dan menilai tingkat keakuratan hasil penerjemahan. Penelitian ini merupakan penelitian deskriptif kualitatif, dan dirancang sebagai penelitian studi kasus tunggal serta penelitian yang berorientasi pada produk. Hasil analisis menunjukkan bahwa ditemukan empat kategori kata-kata *material culture*, yaitu *foods, clothes, houses and towns* dan, *artifacts*. Kemudian, teknik penerjemahan yang digunakan ada enam, yaitu *adaptation, borrowing, discursive creation, established equivalence, generalization* dan *literal translation*. Hasil dari penilaian keakuratan juga menunjukkan bahwa terjemahan kata-kata *material culture* yang ditemukan kurang akurat, dengan skor rata-rata 2.05.

Kata kunci: linguistik terapan, Citampi Stories, kata-kata *material culture*, penerjemahan

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INTRODUCTION

According to Vermeer (1989), language is a part of culture. This means that language is influenced by culture, which explains the existence of specific terms in languages that refer to concepts and objects which are only available in that language's culture. For example, "*keris*" is a unique term in Indonesian and is not available in English. These specific terms are called cultural terms. According to Newmark (1988, p. 95), most cultural terms can be easily identified because they are related to a specific language and cannot be literally translated. Since cultural terms cannot be translated literally, they will likely lead to complexity when transferring messages and concepts from one language to another.

There are many objects and concepts that cultural terms refer to, thus Newmark (1988) categorized them into five different groups: "ecology", "material culture", "social culture", "organizations, customs, activities, procedures, concepts", and last but not least "gestures and habits". Material culture is the most common cultural term that can be found easily, either in media or literature. The existence of material culture terms or any other cultural terms in general create gaps and barriers between languages, thus preventing any successful communication from happening. Translators exist to build the bridge to overcome the cultural gaps and barriers created by cultural terms.

According to House (2018, p. 9), translators' role in mediating between different languages, cultures, and societies is important for people who only speak in their mother tongue. When translating a text, a translator is concerned not only with rendering words but also with how culture from a specific region can be transferred and accepted in the target language. To establish equivalence between the Source Language (SL) and Target Language (TL), certain cultural aspects must be considered when transferring meaning from SL to the TL. Furthermore, the translator must consider several factors such as the target readers for the Source Text (ST) and the Target Text (TT).

Researchers have studied the topic of material culture terms in translation studies over the years. Nugraha (2021) in his thesis researched the impact of translation strategies used to translate material culture terms found in *Laskar Pelangi* novel on the translation accuracy. The result of his research shows that the strategies used the most is omission strategy and this resulted in the low accuracy of the material culture terms translation. Another researcher, Rimari (2010) analyzed material culture terms found in the book *Tenun Ikat*. Her research shows that she found 50 data, and among those data, 11 of them were translated using omission strategy, thus resulting in low accuracy score. Both researchers used Mona Baker (2018) translation strategy classification and Nababan et al. (2012) translation quality assessment instrument for their researches. Based on these previous researches, it can be concluded that material culture terms always become a challenge for the translators.

Many researches on material culture terms have been carried out. However, the majority of those researches focus solely on cultural terms found in books and novels. Many other forms of media include material culture terms in their content. Video games are one of these forms of media. Video games are a popular medium that many people enjoy because they provide enjoyable and engaging ways for audiences to be entertained. It necessary for a video game developer to translate their game in order to market it in a country with a different language and culture. In some ways, translating video games is challenging, particularly when it comes to material culture terms, because translators frequently cannot find equivalent expressions in the target language. To further expand our knowledge of cultural terms in translation, we need to look into the issues with translating cultural terms found in video games.

This study chooses video game as its source of data to avoid similarity from previously conducted researches as well as to analyze the topic that was overlooked by other researchers. According to O'Hagan and Mangiron (2013, p. 19), games are cultural products, and their characteristics create new translation difficulties. The popularity of video games continues to rise, and it has a

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significant impact on culture and society. That is why video games are worth further research.

Current research used *Citampi Stories*, a video game developed by the Indonesian game company Ikan Asin Production, as the source of data in this research. The video game was initially released in Bahasa Indonesia, but the developer later added the option to change the language to English in a subsequent update. *Citampi Stories* contains numerous cultural elements that play an important role in the game. The plot revolves around the life of an Indonesian teenager who is attempting to repay his parents' debt, and the setting is in Citampi, a small fictional town in Indonesia. As a result of these aspects introducing the player to Indonesian culture, various cultural terms can be found in the video games. The content must be properly translated in order for players to immerse themselves in the game, and the research is conducted to find out whether the translation is accurate or not.

The researcher's goal in this study is to determine the types of material culture terms found in the video game *Citampi Stories*, identify the translation techniques used by the translator to translate the material culture terms, and assess the accuracy aspect of translation quality by comparing the game when played in Bahasa Indonesia and when played in English. This study analyzes these topics in order to provide a better understanding of material culture terms translation in video games and to contribute to future study, particularly in the field of translation study.

In previous study conducted by Rimari (2010) the results shows that material culture terms found in *Tenun Ikat* book have low accuracy score. Nugraha (2021) who analyzed material culture terms found in *Laskar Pelangi* also found out that the accuracy score of said material culture terms is low. This study also assessed the accuracy of material culture from *Citampi Stories* and resulted in low accuracy score as well. However, the previous researchers analyzed material culture from book and novel, while this study used game as source of data. Previous researchers also used translation strategy classification

by Baker (2018) while this study used translation technique by Molina and Albir (2002) which resulted in different perspective.

THEORY AND METHOD

Qualitative descriptive method is used to conduct the study. Moreover, the material culture categorization is based on classification by Newmark (1988) that categorized material culture terms into artifacts, foods, clothes, town and housing as well as transportation. For classifying the translation techniques, theory proposed by Molina and Albir (2002) is used. Their classification contains 18 translation techniques, which can be applied to analyze various types of text. Last but not least, the accuracy assessment is based on translation accuracy instruments developed by Nababan et al (2012).

Translation, according to Newmark (1988, p. 5), is "the rendering of the meaning of a text into another language in the way that the author intended the text." Furthermore, according to Nida and Taber (1982, p. 12), translation is "a process of reproducing in the receptor language the natural equivalent of the source language message, first in terms of meaning, and secondly in terms of style." From those two definitions, it can be concluded that translation is a process of rendering message from SL in terms of meaning and style, and then reproduce the message in the TL with the equivalent expression.

According to Molina and Albir (2002), translation technique characterizes the outcome and can be used to categorize alternative translation solutions. Molina and Albir (2002) introduced the phrase "translation technique" and defined it as "a procedure for analyzing and classifying an effort to attain translation equivalence." There are 18 translation techniques in their classification, they are: adaptation, amplification, borrowing, calque, literal translation, transposition, established equivalence, generalization, particularization, reduction, variation, modulation, compensation, description, discursive creation, linguistic amplification, linguistic compression, and substitution.

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Translation quality has always been a touchy subject that has sparked a lot of debate. Nababan et al. (2012) stated that high quality translation can be assessed using three aspects, accuracy, acceptability and readability. The aspect of accuracy is the most important one because it shows whether the TT or the translation is equal to the ST or not. Then acceptability is an aspect that shows how natural the translation is. If the translated text can be read by the target readers and they thought it is an original text written in the TL and not a result of translation, then the text is acceptable. Last but not least, the readability aspect refers to how easy a translation can be read and understood. Readable translation is a translation whose meaning can be understood easily and the reader did not need to read the text more than once just to understand the meaning.

Material culture reflects the human ingenuity. It consists of man-made objects such as foods and clothes. Newmark (1988, p. 95) stated that material culture terms can be divided into foods, clothes, town and houses, transportations, and artifact which may include tools, medicines, and weapons. Newmark (1988, p. 97) also defined food as the most sensitive and important manifestation of national culture for many countries since translation techniques to translate foods are the most diverse.

This study is a single-embedded case study that focuses on analyzing material culture terms found in *Citampi Stories* game. It is also a descriptive qualitative study which means the data are in the form of words and phrases instead of numbers. Furthermore, the study is product oriented since it analyzes the translation result of the material culture terms found in the game.

There are two sources of data used in this study. The first one is the game *Citampi Stories*. The material culture terms are gathered from the game using content analysis method. Then the second source of data is raters that helped the researchers in assessing the translation quality. The assessment is conducted by using the Focus Group Discussion method. The FGD is guided using questionnaire adapted from Nababan et al (2012) translation quality

assessment instrument. The instrument for assessing accuracy can be seen in the table below.

Table 1. Translation accuracy assessment instrument

Kategori Terjemahan	***Skor***	***Parameter Kualitatif***
Akurat	*3*	*Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara akurat ke dalam bahasa sasaran; sama sekali tidak terjadi distorsi makna.*
Kurang akurat	*2*	*Sebagian besar makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber sudah dialihkan secara akurat ke dalam bahasa sasaran. Namun, masih terdapat distorsi makna atau terjemahan makna ganda (taksa) atau ada makna yang dihilangkan, yang mengganggu keutuhan pesan.*
Tidak akurat	*1*	*Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara tidak akurat ke dalam bahasa sasaran atau dihilangkan (deleted).*

The researcher analyzed the collected data using four stages of data analysis model by Spradley (1980). The first stage, domain analysis was conducted to sort the textual elements identified in the game that contain material culture terms and separate it from those that did not contain any. Then in the second stage, taxonomic analysis, the researcher categorized each identified material culture terms and translation techniques. In the third stage, componential analysis, the researcher investigated the correlation between the techniques used to translate the material culture terms and the accuracy of the translations. In the cultural theme analysis stage, the researcher tried to find the pattern of material culture terms studies by analyzing the similarity and differences of this study with the previous researches.

FINDING AND DISCUSSION

A. Material Culture Categories

After analyzing the textual materials found in the game, the researchers identified 17 data that can be considered as material culture terms based on the theory by Newmark (1988) that classifies material culture into five categories:

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foods, clothes, town and houses, transportation, and artifact. The classification of each data can be seen in the table below.

Table 2. Material culture terms categories

No.	Material culture categories	Total frequency	Percentage
1	Foods	8	47.0%
2	Clothes	2	11.8%
3	Houses and towns	5	29.4%
4	Artifact	2	11.8%
TOTAL		17	100%

Based on the table above, it can be seen that the most common categories of material culture term are foods, which appear eight times, and houses and towns which appear five times. Both artifact and clothes categories only appear twice. The video game however, did not contain any material culture term that belong to the transportation category.

1. Foods

   The data categorized in this classification refer to any object that people and animals eat. This type of data consists of eight material culture term that can be seen in the table below.

Table 3. Material culture terms that belong to foods category

No.	Source text	Target text
1	*Gorengan*	Fritters
2	*Cuanki*	Snack
3	*Pecel lele*	Fried fish
4	*Cilok*	Fried rice balls
5	*Bakso*	Meatballs
6	*Mie ayam*	Chicken noodles
7	*Seblak*	Snack bowl
8	*Tahu bulat*	Tofu balls

Food is a unique category of material culture. It is also the most difficult category to translate because every name of food is unique and only available in the source language. Translators need to find a different approach in order to translate name of foods properly. Below is example of one of the term in food category.

ST: *[**Seblak**] Seblak yang rasanya cukup pedas.*

TT: [**Snack bowl**] Spicy and savory snack bowl.

In the video game, the term "*seblak*" is translated into "snack bowl". The term "snack bowl" is a general term that can refer to any bowl of snack. It was not borrowed or translated with the equivalent expression because *seblak* is a traditional food from Bandung and there are no English terms that refer to this food.

2. Clothes

The data that belong to this category refer to any type of fabric that human use to cover, protect or decorate their body. There are two data in this category; they are "*batik*" and "*baju koko*". The term "*batik*" is borrowed in the target text while the term "*baju koko*" is translated into "formalwear".

3. Houses and towns

Data in this category are terms that refer to building or settlement. There are five material culture terms that belong to this category. The table below shows the material culture terms.

Table 4. Material culture terms that belong to houses and towns category

No.	Source text	Target text
1	*Kampung*	Town
2	*Warteg*	Lunch
3	*Masjid*	Mosque
4	*Indekos*	Boarding house
5	*Warnet*	Net-cafe

In this video game, there are five terms that belong to the houses and towns category. Some of these terms can be translated with proper term with equivalent or similar meaning. However, there are some terms

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that did not translated with the proper equivalent expression. An example of that term is below:

ST: *Setelah beberapa lama aku tiba di* ***Kampung*** *Citampi.*

TT: After some time, I arrived at the **Town** of Citampi.

According to KBBI (*Kamus Besar Bahasa Indonesia*) the term *"kampung"* is the name of the smallest administrative division in Indonesia and a part of a city's district (KBBI Daring, 2021). While the term "town" according the Merriam-Webster Dictionary means "a compactly settled area usually larger than a village but smaller than a city" (Merriam-Webster, 2021). The term "*kampung*" is actually unique to Indonesian regional administration system, but it was translated by the translator as "town" which is more general and does not refer to any regional administrative division.

4. Artifact

Only two data belong to this category. Artifact encompasses any term that refers to man-made tools, such as medicines, weapons and equipment. The terms that belong to this category are "*jamu*" and "*langseng*". *"Jamu"* is translated into "tonic", which have completely different meaning. Then "*langseng"* is translated into "wok" which also has different meaning because "*langseng"* is a tool for cooking rice and "wok" is a tool that used to frying or stir-frying ingredients.

B. Translation Techniques

The results of this analysis show that the Indonesian material culture terms found in *Citampi Stories* video game are translated into English using six translation techniques; they are adaptation, established equivalence, borrowing, generalization, literal translation, and discursive creation. The table below

shows the translation techniques used and the number of data that was translated by each technique.

Table 5. Translation techniques of material culture

No.	Translation techniques	Number of data	Percentage
1	Adaptation	4	23.5%
2	Established equivalence	3	17.6%
3	Borrowing	1	5.9%
4	Generalization	5	29.4%
5	Literal translation	2	11.8%
6	Discursive creation	2	11.8%
Total		17	100%

Based on the table above, it can be seen that the mostly used translation techniques are generalization and adaptation. Then established equivalence is used to translate three data, while literal translation and discursive creation techniques each are used to translate two data. The borrowing technique however, is used to translate one datum, henceforth becoming the least used techniques to translate the Indonesian material culture.

1. Adaptation

The adaptation technique is used to translate four data. The data can be seen in the table below.

Table 6. Material culture terms translated using adaptation

No.	Source text	Target text
1	*Warteg*	Lunch
2	*Pecel lele*	Fried fish
3	*Bakso*	Meatballs
4	*Indekos*	Boarding house

Adaptation is a technique that substitutes a cultural element in the SL with a cultural element in the TL. For instance, the term "*bakso*" is the name of Indonesian dish which contains minced meat, usually beef but can also use chicken and fish, then shaped into a ball and mixed with noodles and vegetables and served in a bowl of broth (Yasir, 2019). The term "meatballs" however, according to Merriam-Webster Dictionary is a "small ball of chopped or ground meat often mixed with bread crumbs

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and spices" (Merriam-Webster, 2022). The translator substitutes the term "*bakso*" with "meatballs" since both terms refer to food with ball-shaped minced meat.

2. Established equivalence

This technique is used to translate three data. Established equivalence is a technique that utilizes a specific TL term that has been considered by society to be similar or equivalent with the term in the SL. The data translated using this technique can be seen in the following table.

Table 7. Material culture terms translated using established equivalence

No.	Source text	Target text
1	*Gorengan*	Lunch
2	*Masjid*	Fried fish
3	*Warnet*	Meatballs

The term "*masjid*" refers to a building used by Muslims as a place of worship (KBBI Daring, 2022). Then, according to Merriam-Webster Dictionary, "mosque" is a "building used for public worship by Muslims" (Merriam-Webster, 2022). Both Indonesian and English term have similar meaning and "mosque" can be considered as the equivalent expression of "*masjid*" in English.

3. Borrowing

Borrowing technique is used to translate one datum. The datum is "*batik*". *Batik* is a cloth with unique pattern that is made by using a special technique by pressing wax to the cloth (KBBI Daring, 2022). *Batik* is considered as Indonesian cultural heritage by UNESCO in October 2, 2009 as Intangible Cultural Heritage (Kompas.com, 2020). The translator kept the term instead of translating it, thus resulting in borrowing the term *batik*.

4. Generalization

Generalization is the mostly used technique to translate the material culture terms found in *Citampi Stories*. There are five data, and they are shown in the table below.

Table 8. Material culture terms translated using generalization

No.	Source text	Target text
1	*Kampung*	Town
2	*Cuanki*	Snack
3	*Cilok*	Fried rice balls
4	*Seblak*	Snack bowl
5	*Baju koko*	Formalwear

Generalization is a technique which can be applied by translating a ST term using a superordinate term in the TT. For example, the term "*cuanki*" is translated into "snack". *Cuanki* is a traditional snack from West Java (KBBI Daring, 2022). The term is translated into "snack", a more general term that did not specifically describe what a *cuanki* is.

5. Literal translation

Literal translation is a technique that translates a phrases or sentence word for word. Two data were translated using this technique. The first one is "*mie ayam*" which was translated into "chicken noodles". *Mie* is Indonesian term for noodle, and *ayam* means chicken. The translator translates both words with the English word literally. *Mie ayam* itself is an Indonesian dish that serves noodles and slices of chicken meat combined with vegetables in a broth. Another data translated literally is "*tahu bulat*". It was translated into "tofu balls". "*Tahu*" is translated literally into tofu and "*bulat*" is the shape of the tofu which is ball-shaped, thus translated into "balls". *Tahu bulat* is a snack sold by street peddler in Indonesia that originated in Tasikmalaya (Satrio, 2016).

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6. Discursive creation

This technique translated two data from the game. Discursive creation is a technique that use a term that have different context or meaning from the original ST term. The two data that were translated using this technique are *"langseng"* and *"jamu"* which are translated into "wok" and "tonic" respectively. *"langseng"* is an Indonesian cooking utensil that used to cook rice (KBBI Daring, 2022) while "wok" is used for stir frying (Merriam-Webster, 2022). Then "jamu" is a herbal medicine made from plant roots, stems, and leaves (KBBI Daring, 2022), and it was translated into "tonic" which has different meaning and refers to refreshing drink, hair vitamins and drugs (Merriam-Webster, 2022).

C. Translation Accuracy

This study focus only assessing the accuracy of the Indonesian material culture terms translation. The assessment is conducted in an FGD with the help of raters, and used a questionnaire adapted from TQA instrument by Nababan et al. (2012). The detail on the assessment result can be seen in the table below.

Table 9. Translation accuracy assessment result

No.	Categories of material culture term	Accuracy			Total frequency
		Accurate	Less accurate	Inaccurate	
1	Foods	3	4	1	8
2	Clothes	1	-	1	2
3	Houses and towns	2	2	1	5
4	Artifacts	-	-	2	2
Total		6	6	5	17
Average Accuracy Score		((6*3) + (6*2) + (5*1))/17 = 35/17 = **2.05**			

The assessment performed by two raters and the researcher concluded that of 17 data found, six of them are translated accurately, then other six data are translated less accurately, and the rest, which is five data are inaccurately translated. Then the average accuracy score of the Indonesian material culture term translation is 2.05, and based on that average score, it can be concluded that the accuracy of the translation is less accurate.

D. Discussion

This subchapter further discusses the study findings in previous subchapters. The discussion encompasses the categories of material culture terms found in *Citampi Stories* video game, the translation techniques utilized by the translator to translate the material culture terms and the impact of the translation techniques on the translation accuracy. The table below provides the details on the analysis.

Table 10. The impact of translation techniques on translation accuracy

No.	Categories of material culture terms	Translation techniques	Accuracy		
			3	2	1
1	Foods (8 data)	Adaptation	-	1	1
		Established equivalence	1	-	-
		Generalization	-	3	-
		Literal translation	2	-	-
2	Clothes (2 data)	Borrowing	1	-	-
		Generalization	-	-	1
3	Houses and towns (5 data)	Adaptation	-	1	1
		Established equivalence	2	-	-
		Generalization	-	1	-
4	Artifact (2 data)	Discursive creation	-	-	2

The researcher found 17 data in the form of material culture terms from the video game *Citampi Stories*. The category of material culture is based on classification by Newmark (1988) that consist of foods, clothes, houses and towns, transportations and artifact. The researcher identified four categories from the 17 data; they are foods (8 data), clothes (2 data), houses and towns (5 data) and artifact (2 data).

Translation technique classification by Molina and Albir (2002) is used to identify the translation techniques. It is shown that the most frequently used translation techniques are adaptation and generalization which provide negative effect to the accuracy, resulting in the terms translated by those techniques have low accuracy score. On the other hand, borrowing, the least used technique provides positive effect on the accuracy.

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CONCLUSION

The material culture terms found in *Citampi Stories* can be divided into four different categories; they are foods, clothes, houses and towns, and artifacts. Most of the material culture terms belong to the category foods. Furthermore, the researcher identified six translation techniques used to translate the material culture terms. They are adaptation, borrowing, discursive creation, established equivalence, generalization and literal translation.

The result of the assessment also revealed that the average accuracy score of the material culture terms translations is 2.05, which means less accurate translations. This is caused by the frequent use of the generalization and adaptation techniques. Furthermore, the results show that translating material culture in video games is difficult and the problem is also present in the video game translation.

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