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# Retaining the Readability of Cultural Words Translation: The Case of Indonesian Subtitles in *Breadwinner* Film

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## Abstract

This study is a translation quality assessment of cultural words translation in the *Breadwinner* film. It is done firstly by categorizing the cultural words and translation procedures based on Peter Newmark's theory. Then, to find out the readability level of cultural word translation, the study uses Nababan's theory. The data is collected by watching the film, underlining the cultural words, and classifying and tabulating the selected data in the source and target text. The film has 12 data of cultural words, which are classified into ecology, material, social, and social-political organization cultural categories. It is also found that transference, naturalization, couplet, and synonymy are categorized based on the theory. In addition, it is found that 6 data are readable, 4 are less readable, and 2 are not readable. Therefore, retaining the readability and meaning of the original text is still needed to be increased to bridge to overcome the lack of meaning in the target language as great different cultures are found, and the readability of cultural words' translation shows that the original word plays a crucial role.

**Keywords:** *Cultural Words, Film, Readability, Source Language, Translation Procedure*

## Introduction

The translation is not only about transferring meaning from the source language (SL) into the target language (TL) but also about how the intended messages by the translator can be appropriately delivered (Newmark, 1988). Moreover, translation is a process of replacing textual material from the source language with another equivalent of textual material in the target language (Catford, 1978). In the context of the film, translation plays a significant role in bridging communication between a film and the audience, particularly for non-domestic audiences. In addition, a film shows the cultural phenomenon, and the translation activity will help introduce the identity of culture globally through the film. Therefore, the translation has relationships with subtitles, mainly interlingual subtitles, in conveying the filmmaker's intent, conveying the contents and characteristics of dialogue in the film properly, and showing cultural identity in a film or TV program (Baker & Saldanha, 2020).

TV programs and films commonly show the text at the bottom, and the translation studies are called audiovisual translation (AVT). In addition, audiovisual translation results from transferring the contents or messages like multimedia from various cross-cultural languages. Besides, audiovisual translation is becoming a process, product, and practice usually found in films, television programs, and others through the written text superposed on the visual footage. Moreover, assertive translation helps the audience with problems



with their hearing and understanding of the messages in the media through text spoken by the speaker within the visual display. Furthermore, audiovisual translation is divided into interlingual, intralingual, and re-speaking (Baker & Saldanha, 2020).

The quality of the subtitle is essential, including translation with a quality assessment like the subtitle in the film. Translation quality assessment consists of accuracy, acceptability, and readability (Nababan et al., 2012). A high level of readability can be considered if the text properly conveys messages to the audience and the readers to be read and understood. To determine the quality of translation in the subtitle, if one contains cultural words, using readability is the solution way for measuring the reader's understanding of the cultural words in the source language message properly.

A culture is a form of identity that has value and adheres to the daily lives of the community, which is used for expression and conveyed through language. Cultural words are easy to find since they have particular meanings and unique words that cannot be translated (Newmark, 1988). Also, in translating cultural words, the translator must understand the culture in SL and TL, which shows that the translator has broad knowledge (Farkhan et al., 2020). Besides, the translator needs a decision and ideology in translating the text that deals with cultural terms, which the translator involves with self-negotiation (Supardi & Sayogie, 2019). The culture contains specific elements that are difficult to translate, such as food, cloth, moral value, tradition, and beliefs (Ningannat, 2021). Therefore, culture can potentially be a problem for the translator since they must deal with the culture when translating cultural words.

In translating cultural words, the translator requires strategies to translate the minor language units, such as words, phrases, and clauses. It is called translation procedures by Newmark. *The Breadwinner* is one of the films that contain cultural words, which tells the story of a little girl from the social and cultural background of Afghanistan who struggles to live with her family under the control of the Taliban. The cultural words in *The Breadwinner* film include *naan*, *burqa*, *Pashto*, and *Dari*. In other words, the strategies that refer to Newmark's translation procedures and readability in translating *The Breadwinner* subtitle is the way to analyze how the translator deals with the cultural words, which gives insight about correctly transferring the cultural words in the film's subtitles.

On the other hand, this current study focuses on investigating cultural words through translation procedures based on Newmark's theory. It uses Nababan's theory to determine the source translation's readability level. Moreover, the topic of the film about culture attracts attention since culture constantly protrudes in the film, which means it the essential to transfer the culture properly. Besides, *The Breadwinner* animation film subtitles mainly contain cultural words with an intense culture of Afghanistan in the story's background as the context. Therefore, the main focus of the current research is to analyze the translation procedures of cultural words in Afghan cultural background that become challenging for the translator to translate and examine the readability level from English context into Indonesian subtitles by referring to Newmark and Nababan's perspective.

Some studies have been done before that related to this one; the first was done by Peña (Lost in Translation Methodological Considerations in Cross-Cultural Research.Pdf, n.d.). she conducted research across different cultural and linguistic groups to consider four key factors. It found some factors influence the equivalence, and they are linguistic equivalence, functional equivalence, cultural equivalence, and metric equivalence. Paying attention to the methodological aspects is crucial one to ensure the validity of a study by considering and applying the factors as necessary, potential threats to validity in cross-



cultural research can be minimized. She examines the potential threats to validity in cross-cultural research. It then provides examples from existing literature to illustrate the factors above. Lastly, the article offers suggestions on incorporating each factor into research studies on child development.

The second one was done by Li (Li et al., 2010) and friends. According to their research, cultural images are significant symbols with rich and profound cultural meanings. However, the differences in cultural images between languages often pose challenges for translators, leading to dilemmas. Transferring cultural images from the source language to the target language can result in semantic defaults and contextual conflicts, making it difficult for translators to find suitable replacements. Language and culture are closely intertwined; each nation's language contains unique cultural images. In the process of translation, which involves crossing both language and culture, it is essential to express the cultural image of the original words and convey the cultural meanings as accurately and thoroughly as possible.

In practical translation, translators often struggle to find an equivalent word that captures the essence of the original cultural image. As a result, problems arise, such as misplacement and loss of cultural nuances in translating words with cultural images, leading to difficulties and misunderstandings in intercultural communication. This paper aims to present the current state of translating words with cultural images and highlight their distinct meanings in different cultures. Additionally, it discusses the challenges encountered during translation activities.

Furthermore, their research emphasizes the utmost principle of translating cultural images: foreignizing translation. Several suitable and acceptable methods are introduced through foreignization, such as faithfully transplanting the original images through image retention, notes, and image addition. These methods aim to facilitate cross-cultural communication and make translations more conducive to cultural intercommunication.

The last previous was done by Akbari (Akbari, 2013). In the paper, the fundamental relationship between culture and language is initially explored, highlighting culture's significant influence on translation. Within the realm of translation studies, numerous scholars have contributed their theories on the role of culture in translation, each offering their unique perspectives. This study provides a brief overview of these theories, aiming to summarize and review them. Finally, the paper proposes several strategies for effectively translating culture-specific items.

The intricate connection between culture and language, particularly regarding culture-specific items, is a challenging aspect often highlighted by various translation scholars. Translators and interpreters frequently encounter the complexities associated with these issues. Consequently, understanding culture and its influence on language is crucial for translators and educators and evaluators involved in teaching and assessing translation skills. The significance of addressing the cultural dimension in translating various texts or oral communication from one language to another cannot be overstated.

## Method

This is a translation quality assessment using Nababan's theory to find out the readability level of the translation of cultural words (Supardi, 2020) and Newmark's theory to find out the category of cultural words and the translation procedures. Qualitatively it is formulated for some situations, such as the reader's understanding of the translation, showing the





quality of the translation, the test for getting official certification, and obtaining the critics and suggestions from the expert about the translation, which makes it better for further works. Besides, many experts such as scholars and lecturers, will have different assessments (Williams & Chesterman, 2002). One of them is Nababan's quality assessment, which consists of accuracy, acceptability, and readability. The primary data of this research is a film by Nora Twomey titled *The Breadwinner* and its subtitles.

The technique of data analysis in this research comprises four steps. First, identify the meaning of cultural words in *The Breadwinner* film in English-Indonesian subtitles by referring to the dictionary and other reliable references. Next, elaborate on the translation procedures used by the translator based on Peter Newmark's procedures in translating cultural words in the subtitle. After that, analyze the readability level of cultural word translation in the subtitle based on the researcher's opinion by referring to Nababan's theory to determine the target language's readability assessment of cultural words. The last, gives the conclusion to the research results and gives suggestions.

This research focuses on analyzing the culture of Afghanistan by investigating the translation procedures of cultural words and their readability in the film's subtitles. The readers, especially the English Literature Department academic community, are expected to learn how to transfer Afghan cultural words in the subtitles using translation procedures. Moreover, they can learn how to measure the readability of Afghan cultural word translation as the different cultures are found between Afghanistan and Indonesia.

## Results and Discussions

Examining and elaborating on the translation procedures and readability assessment in translation studies is significant since both are continuous. Through this investigation, it reveals the culture of South Asia, especially Afghan's culture. The study finds 12 data of cultural words in the film, classified into ecology, material, social, and social-political organization cultural categories.

### Ecology Culture

The study finds out one datum which shows ecology culture as follows.

#### Datum 1

Source Language :	A fractured land in the claws of the <b>Hindu Kush</b> mountains,
Target Language :	Retakan tanah di garis pegunungan <b>Hindu Kush</b> ,

The story's context in the data above is about Parvana's father. He tells Parvana the history of their homeland, which he starts telling from the *Hindu Kush*, known as the great mountains ranging from central and Western Afghanistan into Northwestern Pakistan as defined in Collins dictionary. *The Hindu Kush* is a mountain related to the geographic feature in the ecology culture category.

By using the perspective of Newmark, the procedure of transference is used in rendering the words 'Hindu Kush'. It means that the translator preserves the cultural words without changing them, whether phonological or morphological since *the Hindu Kush* is represented and reflects the culture in South Asia for the ecology culture category. Also, it has a history that has been recorded. Besides, a description is added in the data above that



describes *the Hindu Kush*. It can be seen in the word 'mountains.' However, adding notes in the brackets is suggested to give more detailed information about *the Hindu Kush* and make the translation more understandable by considering the subtitles' space and time. Thus, transference is the way for a translator to translate and bridge the lexical gap of *the Hindu Kush* as the limited space and time to put a note in the subtitle.

By using the perspective of Nababan, considering the readability of *Hindu Kush* in the context of the story above is readable. Since the word '*pengunungan*' is a description that indirectly provides information about *the Hindu Kush as a mountain*, it assists the reader in the TL in understanding the word *the Hindu Kush*. Besides, *Hindu Kush* is one of the most splendid mountains in South Asia, which is familiar and straightforward to be understood. Therefore, the translation of Hindu Kush is considered readable for the reader in TL to understand.

### Material Culture

The study finds out four data which show material culture as follows.

#### Datum 2

Source Language	100 afghani.
Target Language	100 afghani.

The story's context in the data above is set in the market when Parvana wants to buy some apples, and there is a vendor who serves another customer who buys apples for 100 Afghanis. The official currency of Afghanistan is the Afghani (Agh), which is equal to 100 plus (coin) in nominal as stated in Collins dictionary. Since Afghani is an object that is produced and used by a human, which is one of the objects that are usually an object of historical heritage, it is included in the material culture category.

In the translation above, the transference procedure is used in rendering the word 'afghani' based on the perspectives of Newmark. It means that the translator preserves the component meaning of a cultural word in the source language as it represents Afghanistan culture. Besides, *Afghani* is a significant item, which means it needs to be transferred to introduce one of the material cultural words in Afghanistan. However, it may give the equivalent by using the equivalent cultural procedure to make it easy for the reader in the target language to understand is suggested, like changing the *Afghani* into *rupiah*, for example. Moreover, the translator needs to consider and decide whether to maintain the procedure that keeps the original meaning of cultural words in the source language or vice versa. Therefore, the translator uses the transference procedure to introduce Afghanistan's currency.

Based on Nababan's perspectives, the result of the readability level in the story's context in the data above is readable since it has a description in the '100', indicating that *Afghani* is a currency. Also, it is more familiar in the target language as it is a currency of Afghanistan that represents the culture of Afghanistan. However, giving detailed information about 'afghani' is suggested, such as how the number of 100 *afghanis* is converted to *rupiah*. Thus, the word 'Afghani' is understandable for the reader in the target language.



### Datum 3

Source Language :

I saved you a piece of **naan**.

Target Language :

Aku menyisakannmu sepotong **naan**.

The background story in the data is about Parvana and her older sister, who saved a piece of *naan* for Parvana to cheer her up. *Naan* is the authentic food usually served for breakfast, lunch, and dinner. Many people love *naan*, and it has become a daily staple food. *Naan* is the typical food in South Asia countries, including Afghanistan. Based on Collins dictionary, it is a kind of flatbread baked in the Indian traditional furnace. *Naan* is soft and slightly thick textured bread usually served and eaten with a savoury and spicy Indian curry sauce. Besides, it is different from *canai* ingredients, the variety of side dishes, and the texture of the bread.

The transference procedure is used in translating the word 'naan', which is based on the perspective of Newmark. It shows that the translator maintains the meaning components of culture in the target language, which is transferred directly without changing anything and brings the taste of South Asia culture to the readership in the TL. Since *naan* is a portion of food consumed by humans, it shows that *naan* is included in the material cultural category. However, no equivalent or similar lexical item in the target language makes the translator try to purely borrow the cultural word in the source language. It is suggested to give additional information containing the description of *naan* by using the expansion or notes procedure, such as adding the word 'roti' within the text. Also, the translator can combine procedures using couplets containing transference and notes to keep the original meaning and make the translation understandable by the reader in the target language is suggested.

Considering the readability level of *naan* as it refers to the perspective of Nababan, the word 'naan' is less readable since the translation does not provide a description or information about *naan* that makes it different from *canai*. It causes the reader in the target language to read the subtitles repeatedly to understand. Many Indian restaurants have been built and spread, which makes them popular and likely familiar to the readership in TL. Therefore, the translation of *naan* in the story context needs to be read once more by the reader in the target language.

### Datum 4

Source Language :

Where's your **burqa**? Why are you dressed like this outside your house?

Target Language :

Dimana **burqa** mu? Kenapa kau berpakaian seperti ini di luar rumahmu?

The background story in the data above is about Parvana and her mother. She wants to escape Parvana's father due to the defamation thrown at him by his visiting Parvana's father. Since Parvana and her mother do not wear their *burqa*, it makes the officer drives them out roughly. According to Collins dictionary, "*the burqa* is a garment that covers the whole body, including the face and head, which Muslim women use as the rules that are required to be followed by Muslim women and as the tradition to show their culture feature" (*Burqa Definition and Meaning*, n.d.). It is usually found in West Asia, South Asia, or Islamic countries, which those countries dominate the tropical land. The word 'burqa' is not



adapted in the TL as KBBI does not provide its definition or meaning. Since *the burqa* is a garment made and worn by humans, it shows that *the burqa* includes in the material culture category.

The word 'burqa' is translated by using the transference procedure that refers to the perspective of Newmark. It means that the translator tries to preserve the feature of culture and the original name and meaning of the cultural words in the source language. Besides, the *burqa* does not have an equivalent in the target language with a similar lexical item to the source language's culture, which transfers this word directly into the target language. Moreover, the word 'burqa' does not have detailed information explaining the distinctive feature of *the burqa* from other clothes. It means that it lacks information for the reader in a target language to understand more deeply the component meaning of *the burqa* and the characteristics that make it differ from *cadar and niqab*, for example. Therefore, it is suggested to use the notes procedures by describing to introduce the culture in the source language in more detail.

Considering the readability level of cultural words based on Nababan's perspectives, the word 'burqa' is readable since the word 'burqa' is general and familiar and can be found in countries where Muslim is dominant. Besides, the word 'berpakaian' in the target language indicates that the *burqa* is a garment. Thus, the reader easily understands the *burqa*'s translation in the target language.

#### Datum 5

**Source Language :**

Why? You want to work at the **chai shop** with me this morning?

**Target Language :**

Mengapa? Kau ingin bekerja di **toko chai** bersamaku pagi ini?

The story's context in the data above is about Parvana's friend, Deliwar, who had worked in the *Chai* Shop. The word 'chai' means tea containing milk and spices as unique ingredients, usually found in West and South Asia countries such as Pakistan, Afghanistan, India, and its surrounding. A *Chai* shop is a building similar to a café, where people can relax where soft drinks, such as coffee and tea, and light meals are served. Since *the chai* shop is a building built and used by humans, it is included in the material culture category.

In this case, the couplets procedure is used in translating the words 'chai shop', which consists of a shift and transference procedure using Newmark's perspective. The shifting procedure is used to follow and adapt the grammatical in the target language, which the reader can appropriately read in the target language. Moreover, the transference procedure is used by pure borrowing from the source language. The translator tries to keep the original name and meaning of the cultural term in the word 'chai' and bring the reader in the target language to the atmosphere of South Asia. However, no additional information is provided in the word 'chai', making the target language's readership difficult to understand. Thus, adding a note to produce a good translation is suggested so that the target reader can understand the cultural words properly.

Based on the view of Nababan, the result of the readability level of the "chai shop" in the context of the story above is less readable. The target reader needs to repeatedly read the word 'chai' since it only transfers the word *chai* in the target language without giving any information. However, 'toko' helps the readership understand 'chai.' *Chai* refers to tea,



which means the translator can translate it into 'kedai teh', which is more understandable. Besides, finding the meaning of *chai* and providing the information to produce a good translation is suggested. Therefore, the translation of "chai shop" has a part that must be read more than once.

### Social Culture

The study finds out two data which show social culture as follows.

#### Datum 6

Source Language :	Anything written! Anything read! <b>Pashto</b> and <b>Dari!</b>
Target Language :	Apapun yang tertulis! Apapun yang terbaca! <b>Pashto dan Dari!</b>

The story's background in the data above told about Parvana, who accompanies and helps her father's work since he lost one of his legs due to war. Her father is a teacher who offers his ability to teach people about writing and reading their native language, *Pashto* and *Dari*, to fulfill their daily needs. Besides, *Pashto* and *Dari* are Afghanistan's official languages, as Collins dictionary states. As language is an identity that signifies the community culture, both terms include the social culture category.

In the translation above, the words 'Pashto' and 'Dari' are translated using the transference procedure based on Newmark's perspective. It means that the translator attempts to preserve and introduce the culture contained in the film since it represents the identity and culture of Afghanistan. Also, it has no equivalent in the target language (TL), and the translator can use the transference procedure to borrow cultural words from the source language. Moreover, the use of transference procedures in maintaining the meaning of cultural words has its function and goal of showing the intensity of different cultures. It gives insights into learning and knowing the culture of each other. However, the translator can give information to make it easy to understand the word Pashto and Dari for the reader in the target language. Thus, it suggested describing by using the notes procedure by adding notes within the text, such as giving the word "Bahasa" before the word Pashto and Dari, and considering the limitation of space and times of subtitles in the film is necessary.

Considering the readability level of cultural words from the perspective of Nababan, the words 'Pashto' and 'Dari' are not readable since the translation of 'Pashto', and 'Dari' does not provide a description or information. Thus, it is not easy for the reader in the target language to understand the meaning and value of culture in words 'Pashto' and 'Dari'.

#### Datum 7

Source Language :	We were <b>Ariana</b> ,
Target Language :	Kita adalah <b>Ariana</b> ,

The story's context is set in the market. Parvana and her father talk about the history of their ancestors and homeland. *Ariana* has variant names. One of them is *Arya* in Sanskrit and translated into *Aryan* in English. *Furthermore*, *Ariana* or *Arya* land is one of the most ancient names in history 5000 years ago, which now is changed and divided into Afghanistan, Pakistan, Iran, and India.



Moreover, Britannica defined *Aryan* as the race that appeared in the mid-19th and spoke the Indo-European language. It probably has light-skinned, as well, as it had settled in prehistoric times in ancient Iran and Northern India. The context of the story above shows that Parvana and her father are descendants of the *Aryan* race, which includes the social culture category since her father reveals their identity.

Using Newmark's perspective, the word 'Ariana' is translated using the transference procedure, which transfers without changing the word in phonological and morphological into the target language. The translator tries to preserve the meaning of *Ariana*, which contains the historical background and the community's identity that represents the Afghanistan culture. This term has no similar meaning in the target language. However, additional information on *Ariana* as a cultural word must be provided by adding notes since Ariana's translation borrows the concepts without explanation. Therefore, it is suggested to give additional information by giving short notes in the bracket or a description by adding words like 'ras or keturunan' and considering the subtitles' limitation of time and space.

By using the perspective of Nababan, the result of readability in the story's context above is not readable since there is no information, such as a description or notes, that explains 'Ariana', which makes it not easy to be understood the target reader. Thus, the translation of *Ariana* is unreadable as it contains the actual and unique name of Afghanistan culture.

### Organization, Customs, and Ideas

The study finds out five data which show organization, customs, and ideas as follows.

#### Datum 8

Source Language :

I have joined the **Taliban**

Target Language :

Aku telah bergabung dengan **Taliban**

The story's context above is set in the market. Parvana and her father are reproved by the Taliban member who watches the situation and activities in the market. Since Parvana shouted in the market, it made them approach their vendor. According to Collins dictionary, *the Taliban* is "an organization of fundamentalist Islamic army that almost controlled Afghanistan and claimed as the legitimate government of Afghanistan." Since *the Taliban* is an organization related to politics, it includes the organization, custom, and idea culture category.

By using Newmark's perspective, transference is used in translating the word 'Taliban.' The translator keeps the original name of the word 'Taliban.' Since it deals with powerful things, the translator must know the action and its consequences in translating the political terms. Besides, the *Taliban* is included as the institution's name that reflects Afghanistan's political or social life, and this organization is commonly known. However, this term has no equivalent in the target language with a similar lexical to the source language. It can combine with other translation procedures, such as adding notes in the bracket or adding a description within the text to give more detailed information about the *Taliban*. For example, the *Taliban* is a military organization in Afghanistan. It assists the reader in understanding the message of this term that is to be conveyed by the author. Thus, the translator can retain the cultural word with a unique name and authentic meaning to avoid offending someone or some people.



Using the perspective of Nababan, the result of readability in the data above is readable since the word 'Taliban' is a more familiar and general term in the target language. Thus, the word 'Taliban' is understandable by the reader in the target language.

#### Datum 9

Source Language :

The boy said he was being taken to **Pul-e-Charkhi** prison, so that's where we are going.

Target Language :

Anak laki-laki itu mengatakan bahwa dia dibawa ke penjara **Pul-e-Charkhi**, jadi ke sanalah kita pergi.

The context story in the data above tells about Parvana and her mother, who tried to help Parvana's father since he was being taken to prison by the Taliban. From the story's context in the data above, *Pul-e-Charkhi* means to the prison. *Pul-e-Charkhi* is the largest prison in Afghanistan and is located in Kabul. This prison can hold up to 5000 inmates, among them breaking the rules and being accused of being enemies of Islam (Clark, 2022). Since *Pul-e-Charkhi* is known as Afghan National Detention Facility, which is related to the institutional term, it is included in the organization, custom, and ideas culture category.

By using the perspective of Newmark, transference is used in translating the words 'Pul-e-Charkhi' since it is an institutional term linked to the administration. The translator tries to retain the meaning of the cultural word with a unique name to introduce the culture that represents Afghanistan in the organization's cultural category. Besides, there is no equivalent to the words 'Pul-e-Charkhi' in the target language. Since a description show that describes Pul-e-Charkhi in the word 'prison' can be seen in the story's context in the passage above, it indicates this term as a Political Institution. It can combine the two translation procedures being carried out by the translator. Moreover, this term is supposed to be transferred to maintain the authenticity of the institution's name. Thus, it is suggested that the translator can make a note to give more detailed information about Pul-e-Charkhi by considering the subtitles' limitation of space and time.

Considering the readability from the perspective of Nababan, the words 'Pul-e-Charkhi' are readable. It means that the words 'Pul-e-Charkhi' is easily understood by the target language since there is a description described in the context of the story in the word 'penjara,' which helps the reader in the target language to understand the meaning of it. However, it is suggested to add detailed information about *Pul-e-Charkhi* as the great prison and one of the social-political institutions in Afghanistan. Thus, the translation of *Pul-e-Charkhi* in the context story above is understandable for the reader in the target language.

#### Datum 10

Source Language :

Mama-jan has cousins in **Mazar-e-Sharif**.

Target Language :

Mama-jan memiliki sepupu di **Mazar-e-Sharif**.

The context of the story above tells about Parvana, who talks to her sister about moving out to Mazar-e-Sharif to save them from the war that will happen. Collins Dictionary defined *Mazar-e-Sharif* as one of the cities in Afghanistan. This place is essential for trading, the centre of military and agricultural activities. Since Mazar-e-Sharif is a city that deals with



the social-political and administrative things, which is a part of the institution, it is included as an organization, custom, and idea cultural category.

In the translation above, the words 'Mazar-e-Sharif' are translated using the transference procedure based on Newmark's perspectives. It means that the translator keeps the original name of places and meaning value as it has a unique name of a city in Afghanistan and brings the readership into the atmosphere of South Asian culture. Besides, it is linked to the political administration, which is necessary to borrow this cultural word. However, providing additional information is also necessary, considering the space and times. Thus, it is suggested that the translator provide additional information since the story's context in the data above does not give more detail in the description of Mazar-e-Sharif.

The readability level of 'Mazar-e-Sharif', as stated from Nababan's perspective in the story's context in the data above, is less readable. It shows that the target reader must read again to understand the meaning of 'Mazar-e-Sharif'. Since the words 'Mazar-e-Sharif' borrow the source language's concept and transfer directly into the target language without giving detailed information, it is not easy to understand. However, the word 'di' in the target language helps understand the words 'Mazar-e-Sharif' since the word 'di' indicates that it is likely a city, place, or region. In addition, it is suggested to give the description, such as adding the word 'kota' to make the translation more understandable for the reader in the target language about "Mazar-e-Sharif". Thus, the translation of *Mazar-e-Sharif* in the context story must be reread.

#### Datum 11

Source Language :

Dear Razaq, I hope this letter reaches you in **Kabul**.

Target Language :

Yang terhormat Razaq, semoga surat ini sampai di **Kabul**.

The context of the story above is about a letter that was sent from another region, and it was read by Parvana when a customer asked Parvana to read his letter since he cannot read or writes. Collins Dictionary defined Kabul as one of the cities in Afghanistan that set out as the capital of Afghanistan. Besides, Kabul is one of the cities known for its historical city in Afghanistan. As the capital of Afghanistan, it shows that Kabul is one of the important cities linked to the government and dealing with the administration, which has a significant role as an institution. It is included as an organization, custom, and idea cultural category.

Using Newmark's perspective, the word 'Kabul' is translated using the transference procedure. It means the translator tries to retain the original name and authentic meaning of the cultural word by transferring it directly into the target language without changing it all. Also, it is a capital city with no equivalent in the target language and links to political institution terms, in which this word plays a crucial role. However, giving additional information about the word 'Kabul' is necessary while considering the times and spaces in the subtitles are also essential. Thus, it is suggested to use the notes procedure in the bracket to give more detailed information about 'Kabul' to introduce one of Afghanistan's critical and representative cities to the readership in the target language.





By using the perspective of Nababan, the result of readability in the story's context is readable since the capital city of Afghanistan is more familiar to the reader in the target language. Thus, it shows that the word 'Kabul' is understandable by the reader in the target language.

#### Datum 12

Source Language :

I just need to find a way to get to **Peshawar**,

Target Language :

Aku hanya perlu mencari cara untuk pergi ke  
**Peshawar**,

The story's context in the data above is about Parvana's mother, who had talked with her cousin and wanted to help her family to move from Kabul since the war would happen in Kabul. Based on Collins dictionary, *Peshawar* is one of the cities that set out as the capital of Khyber *Pakhtunkhwa* province in Northern Pakistan. Besides, *Peshawar* is an ancient city in Pakistan. It was the capital of the kingdom of *Gandhara* in the past, showing that *Peshawar* is included in an organization, custom, and idea category.

By using Newmark's perspective, transference is used in translating the word 'Peshawar'. It means that the translator tries to keep the original name and meaning of the cultural word by directly transferring it. Since a city constantly relates to the government, it is crucial to render by borrowing the term from the source language into the target language. The name of the city cannot be changed, and no equivalent can be found in the target language, which the translator tries to bring the reader in TL into the atmosphere of South Asia. However, it is necessary to give additional information by making notes in the bracket or adding words within the text, and such adds "kota or ibukota" in order to introduce the culture of South Asia properly. Moreover, it is suggested that the translator to combine two procedures by using the procedure of couplets, which consists of transference and notes procedure, to make the translation more understandable for the reader in the target language. Thus, transference is how to render this term and face the limitation of space and time in the film's subtitles.

In the view of Nababan as a reference, the readability level in the story's context is less readable. It shows that the word 'Peshawar' can be understood by the reader in the target language but needs to be read repeatedly to get the meaning. However, the word 'pergi' in the target language is a description that indicates *Peshawar* probably can be the name of a place, region, or city. Thus, the translation of *Peshawar* must be read once more.

#### Conclusion

Cultural words in translation studies indicate a tremendous difference between the source language, the target language, and the culture in literature or film. The cultural words must be negotiated by determining the translation procedure. As a result of analysis, it is found that ecology, material, social, and organizational social-political culture in the film. Moreover, the translator uses four translation procedures in translating the 12 data of cultural words. The research findings show that the translator uses transference, naturalization, couplets, and synonymy procedures to translate the cultural word. Those strategies do not make a significant shift in meaning and result in losing the original meaning of the cultural word. It shows that the translator introduces the culture in the film to the target language's readership by keeping the meaning value of the culture in the film and borrowing the concepts of the source language. Also, those procedures are used as a



bridge to overcome the lack of meaning in the target language. Besides, considering adding notes is necessary when using a procedure that retains the original name and meaning of cultural words.

Furthermore, the readability level of cultural words taken from the film shows that 6 data are readable, four are less to be read, and two are not readable. Each data is measured using the perspective of Nababan. Besides, it shows that several of the translation of Afghanistan's cultural words likely familiar to the target language's readership. However, several words are less and not readable, indicating that the translator tries to avoid the loss of the original meaning of a cultural word since the existence of cultural intensity between the source culture and the target language's culture. Therefore, a barrier in the film must be faced, such as dealing with time, space, and culture since the film contains a cultural term. The other references and discussion with the expert are needed. Thus, deep analysis and elaboration of the cultural word are needed as the great different cultures and the different ideologies of the translator to get the equivalent in the target language is become a barrier.

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# Muslim English Literature



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