

**TECHNIQUES, METHODS, AND IDEOLOGY IN THE  
TRANSLATION OF CULTURAL WORDS IN BBC NEWS**



**A Thesis Presented to the English Department,  
the Faculty of Letters, Catholic University of Widya Mandala Madiun  
as a Partial Fulfillment of the Requirements  
for the Sarjana Degree  
in English**

**By:**

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**THE FACULTY OF LETTERS**

**CATHOLIC UNIVERSITY OF WIDYA MANDALA MADIUN**

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## STATEMENT OF ORIGINALITY

This is to certify that all of the ideas, phrases, and sentences that are contained in my thesis entitled *Techniques, Methods, and Ideology in the Translation of Cultural Words in BBC News*, unless otherwise stated, are my own ideas, phrases, and sentences.

If I deceitfully take somebody else's ideas, phrases, and sentences without due and proper reference, I hereby acknowledge and will accept all consequences including cancellation of my academic degree and my status as a student of Catholic University of Widya Mandala Madiun.

Madiun, July 17<sup>th</sup>, 2018



**JANIS ADI WICAKSONO**

## APPROVAL SHEET I

This is to certify that the Sarjana thesis of Janis Adi Wicaksono has been approved by the advisor for further approval by the Thesis Examining Committee.

Madura, July 17<sup>th</sup>, 2018

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Witnessed by,

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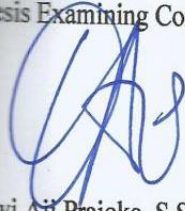
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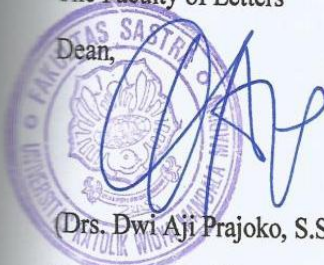
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## DEDICATION

This thesis is dedicated to:

- my Saviour, Jesus Christ
- my beloved father and mother,  
Nurhadi Agus Priono and Rachel  
Sri S.
- my lovely brothers and sister,  
David, Daniel, Dita
- my best friends
- my lecturers
- my Alma Mater

## **MOTTO**

Success is liking yourself, liking what you do,  
and liking how you do it.

(Maya Angelou)

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**JANIS ADI WICAKSONO**

## **ABSTRACT**

**JANIS ADI WICAKSONO (2018). TECHNIQUES, METHODS, AND IDEOLOGY IN THE TRANSLATION OF CULTURAL WORDS IN BBC NEWS.**

**Madiun: English Department, the Faculty of Letters, Catholic University of Widya Mandala Madiun**

This study discussed about the cultural words in the online news sites named BBC News. It explained also the techniques, methods, and ideology chosen and applied by the translator. The data was collected from an online news site named BBC News and its translation. This research applied the descriptive-qualitative method. This research applied also the purposive sampling because the population of this study was too large. The techniques used to analyze the data called as domain analysis, taxonomic analysis, and componential analysis. Then, the result of analysis named cultural theme analysis. The finding of this research presented all of cultural words included in Newmark's description. Some techniques employed to translate the cultural words, namely adaptation (14), addition (3), discursive creation (1), established equivalent (24), generalization (5), and pure borrowing (14). Discursive creation is the least employed translation technique, but the most frequently is technique of established equivalent. Then, the method that emphasis on the target language applied. In terms of ideology, the ideology of domestication is the ideology which chosen and applied by the translator.

## ABSTRAK

**JANIS ADI WICAKSONO (2018). TECHNIQUES, METHODS, AND IDEOLOGY IN THE TRANSLATION OF CULTURAL WORDS IN BBC NEWS.**

**Madiun: Jurusan Sastra Inggris, Fakultas Sastra, Universitas Katolik Widya Mandala Madiun.**

Penelitian ini membahas tentang kata-kata budaya di dalam situs berita online yang bernama BBC News. Penelitian ini menjelaskan juga mengenai teknik-teknik, metode-metode, dan ideology yang dipilih dan digunakan oleh penerjemah. Data yang dikumpulkan dari sebuah berita online bernama BBC News dan penerjemahannya. Penelitian ini menggunakan metode deskriptif-kualitatif. Penelitian ini juga menggunakan *purposive sampling* karena populasi penelitian yang cukup besar. Teknik yang digunakan untuk menganalisa data dinamakan analisis domain, analisis taksonomik, dan analisis komponential. Setelah itu, hasil analisa data dinamakan analisis tema budaya. Hasil analisis data menunjukkan seluruh kata-kata budaya termasuk dalam penjelasan dari Newmark. Beberapa teknik digunakan untuk menerjemahkan kata-kata budaya, yaitu adaptasi (14), penambahan (3), kreasi diskursif (1), penerjemahan harfiah (24), generalisasi (5), dan peminjaman murni (14). Kreasi diskursif merupakan teknik penerjemahan yang paling sedikit dipakai, sementara itu yang paling banyak digunakan adalah teknik penerjemahan harfiah. Kemudian, metode yang merujuk pada bahasa sasaran digunakan. Dalam ideology, ideology domestikasi adalah ideology yang dipilih dan digunakan oleh penerjemah.

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