CHAPTER IV
RESEARCH FINDINGS AND DISCUSSION

This chapter focuses on presenting the research finding on the basis of the result of data analysis. It presents the solution of the research questions. Besides, it also presents discussion based on related theories to clarify the findings.

4.1 Research Findings

In this section, the researcher presents the data that answer the research problems which are the socio-cultural realia, the strategies of translating socio-cultural realia, and the purposes of using strategies of translating socio-cultural realia found in Crazy Rich Asians novel by Kevin Kwan translated into Bahasa Indonesia by Cindy Kristanto.

4.1.1 Socio-cultural Realia

In accordance with the data, it was found that there were 246 socio-cultural realias found in Crazy Rich Asians novel by Kevin Kwan. The socio-cultural realias mostly found in the situation of family context, while in American lifestyle between Nick and Rachel, the socio-cultural realia often mentioned. The socio-cultural realia found in several categories, they are:
Table 4.1 Table of Categories of Socio-cultural Realia

<table>
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<th>No.</th>
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<th>Socio-cultural Realia</th>
<th>Categories of Socio-cultural Realia</th>
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<td>Alamak</td>
<td>Culture and habits</td>
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<tr>
<td>2.</td>
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<td>Ang mor gau sai</td>
<td>Social Conditions</td>
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<tr>
<td>3.</td>
<td>18</td>
<td>Sticky toffee pudding</td>
<td>Culture and habits</td>
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<tr>
<td>4.</td>
<td>93</td>
<td>Tan Sri Gordon Oon and Puan Sri Mavis Oon</td>
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<td>7.</td>
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<td>HNWI stands for “High Net Worth Individual”</td>
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<td>8.</td>
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<td>CPF</td>
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<td>9.</td>
<td>414</td>
<td>Feng shui</td>
<td>Social Conditions</td>
</tr>
</tbody>
</table>

Based on table above, it can be seen that there are:

- Social Organization
  
  This category belongs to the defense, judicial system, police, prisons, local and central authorities, media, health, retirement. The researcher only found one realia in this category; CPF tends to a mandatory savings scheme that Singaporeans contribute to each month to fund their retirement, health care,
and housing. This realia is included to the social organization which refers to health and retirement.

- Social Conditions

This category belongs to the social condition such as groups of people, subcultures, living conditions, problem, education, religion, and beliefs. The researcher found eight realias in this category; for example:

1. *Ang mor gau sai*, used in reference to all Westerners which refers to groups of people.
2. *ABC’s*, tends for Chinese children who was born in America. This is refers to group of people in social conditions’ category.
3. *HNWI stands for “High Net Worth Individual”*, which refers to groups of people.
4. *feng shui*, is an ancient Chinese belief that considered to govern spatial arrangement and orientation in relation to the flow of energy. This refers to belief in social conditions’ category.

- Culture and Habits

Culture and habits related to the way people living their life such as leisure activities, works of art, authors, nightclub, coffee shop, café, sports, housing, transport, food, clothing, family relations, expression and color. This category found 237 times in this novel; for example:
1. Alamak, is a surprise expression in Chinese culture. This refers to part of expression in culture and habits’ category.

2. Tan Sri Gordon Oon and Puan Sri Mavis Oon, this refers to the culture of addressing a person in culture and habits’ category.

3. Sticky toffee pudding, this refers to food in culture and habits’ category.

For detailed example of socio-cultural realia, see Appendix 2.1.

4.1.2 The Strategies of Translating Socio-cultural Realia

The researcher analyzed the translation strategies used in translating realia from the source text (ST), Crazy Rich Asians novel by Kevin Kwan, translated to the target text (TT) by Cindy Kristanto. In this section, the data of translation strategies in translating socio-cultural realias will be shown. As mentioned above, there were 246 socio-cultural realias found by researcher. The followings explain the translation strategies used in translating socio-cultural realias in Crazy Rich Asians novel by Kevin Kwan, translated into Bahasa Indonesia by Cindy Kristanto

4.1.2.1 Maintenance

In using maintenance strategy, the translator transferred the realia directly as the same as the in the source text. It is mostly used in realia related to expressions, foods, colors which do not exist in Indonesia. There were 179 realia which were translated by using maintenance strategy. Firstly, it was used to translate expression,
some examples from ST to TT translated using maintenance strategy are explained below:

Example 1:

ST : Alamak, they can’t find our reservation.
TT : Alamak, mereka tidak dapat menemukan pemesanan kita.

Example 2:

ST : Aiyah, you have to be careful in Burma.
TT : Aiyah, kau harus hati-hati di Birma.

Secondly, food translated by using maintenance strategy. It is because of some foods do not exist in other culture or society. For examples:

Example 1:

ST : Everyone knew that Sunday dim sum at the Clubhouse.
TT : Semua orang tahu bahwa dim sum hari Minggu di Clubhouse.

Example 2:

ST : Or should we head straight for chili crab at East Coast?
TT : Atau sebaiknya kita langsung makan chili crab di East Coast?

The third is color. Color translated using maintenance strategy to get the same sense and idea. For example:

ST : She was wearing a white cotton blouse with a pair of khaki slacks.
TT : Dia menggunakan blus katun putih dengan celana panjang khaki.

For the detailed data of translation strategy in translating socio-cultural realia, see Appendix 2.2
4.1.2.2 Calque/Loan Translation

Calque/loan translation is strategy when realia literally translated into their equivalence words in the target language (TT). There are 20 socio-cultural realias that are literally translated using this strategy. The uses of calque strategy in some realias are described as follows:

Example 1:

ST : Everyone knew that Dato’ Tai Toh Lui made his first fortune the dirty way.
TT : Semua orang mengetahui bahwa Datuk Tai Loh Lui mendapatkan kekayaan pertamanya secara kotor.

Example 2:

ST : The ladies sat around enjoying homemade bobo chacha.
TT : Para wanita itu duduk menikmati bubur chacha buatan.

For the detailed data of translation strategy in translating socio-cultural realia, see Appendix 2.2.

4.1.2.3 Approximation

This strategy is the replacement of realia by target items that have approximately the same meaning in the target culture. There are eleven realias translated using approximation strategy, for example:

ST : This weekend your presence is required at my bachelor party.
TT : Karena akhir pekan ini dibutuhkan di pesta lajangku.
For the detailed data of translation strategy in translating socio-cultural realia, see Appendix 2.2.

4.1.2.4 Generalization/Hyperonym

Generalization is when the translators generalize the words in target text (TT) to avoid misunderstanding or ambiguity. This kind of strategy only used three times by the translator in translating socio-cultural realia, it is:

ST : I don’t want to miss cocktails at sunset.
TT : Aku tidak ingin ketinggalan acara minum saat matahari terbenam.

For the detailed data of translation strategy in translating socio-cultural realia, see Appendix 2.2.

4.1.2.5 Adaptation

It refers to translation according to the function of realia. This strategy used 24 times in translating socio-cultural realia. It was mostly only resorted to with common noun as follows:

Example 1:

ST : So, whether it’s fried pork dumpling or fish-ball soup.
TT : Jadi apakah itu pansit babi goreng atau sup bakso ikan.

Example 2:

ST : A fish cake smoked in coconut leaves called otah otah.
TT : Adonan ikan yang dibakar alam daun kelapa yang disebut *otak-otak*.

For the detailed data of translation strategy in translating socio-cultural realia, see Appendix 2.2.

4.1.2.6 Deletion

The realia are intentionally or unconsciously deleted by the translator. There are four realias translated using this strategy, for example:

**ST** : She picked out a cute white linen blouse with tiny ruffles along the sleeves and come across a couple of summery *cocktail* dresses made of the lightest silk batiste.

**TT** : Dia memilih blus linen putih yang manis dengan kerut-kerut kecil sepanjang lengannya dan menemukan dua rok pendek musim panas terbuat dari sutra batiste paling ringan.

For the detailed data of translation strategy in translating socio-cultural realia, see Appendix 2.2.

4.1.2.7 Combination

Combination strategy has been known as a strategy that uses two different strategies in translating realia. In this novel, the use of combination strategy found with the total number of five. This combination strategy mostly combines maintenance and description, for example:

Example 1:

**ST** : He is a typical *ang mor gau sai*.

**TT** : Dia khas *ang mor gau sai* (*digunakan untuk merujuk semua Orang Barat*).
Example 2:

ST : At first, the private investigator told me she was ABC.

TT : Awalnya, detektif swasta itu mengatakan padaku bahwa dia ABC (anak Cina yang lahir di America).

For the detailed data of translation strategy in translating socio-cultural realia, see Appendix 2.2.

4.1.3 The Purposes of Translating Strategies of Socio-cultural Realia

By analyzing socio-cultural realia in Crazy Rich Asians novel, the researcher found that there seven translation strategies are used by the translator in translating realia. They are mentioned below with the purposes of the use of those translating strategies of realia.

4.1.3.1 Maintenance

The purposes of using maintenance in translating realia are to keep the sense of ideas of the source language (ST) when it is translated to target language (TT), so the readers still get the original or pure equivalence of the translation.

4.1.3.2 Calque/Loan Translation

Calque is strategy which is translated into the equivalence in the target language (loan other language). It is that only imitates the morphological scheme and the signification of that term without preserving the original pronunciation. Calque becomes a productive way to enrich the target language
4.1.3.3 Approximation

Approximating or replacing the existed expression from source language more or less similar in target language. It allows to translate the material content of an expression, leaving the color is nearly always lost, because instead of the original text connotation the target text is deprived of that intended connotation, having a neutral style.

4.1.3.4 Generalization/Hyperonym

The purpose of generalization is analyzed the translation of denotative meaning in its distinctive features. It occurs when a word or phrase in the source language is translated into a broader and more general term in the target language which normally for stylistic reasons or to avoid unnecessary repetitions or ambiguity.

4.1.3.5 Adaptation

It refers to conversion of basic measurement into other units. It employs when the type of situation that being referred to by the source language message is unfamiliar to the target language representative thus the translator creates a new situation that can be viewed as situational equivalence.
4.1.3.6 Deletion

This strategies applied when the translator synthesize a source language information item in the target language, mainly when the information is irrelevant to the reader.

4.1.3.7 Combination

Combination is recommended in translating realia, because it employs more than one strategy which will give clearer explanation of ideas.

4.2 Discussion

In this sub-chapter, the researcher analyzed the strategies of translating socio-cultural realia found in *Crazy Rich Asians* novel by Kevin Kwan translated into Bahasa Indonesia by Cindy Kristanto. The data that were found were clarified based on related theories.

The researcher divided types of realia into six categories based on Grits’s (2004) explanation. They are (1) historical realia, (2) geographical realia, (3) private institutional realia, (4) public institutional realia, (5) units, and (6) socio-cultural realia. In this study, the type of realia which is studied by researcher is socio-cultural realia. It refers to categories of society and culture; they are industrial level or economy, social organization, social conditions, culture and habits. In analyzing *Crazy Rich Asians* novel, it was found 246 socio-cultural realia, for example, she was
wearing a white cotton blouse with a pair of khaki slacks, where khaki stands for realia of color.

In analyzing the translation strategies used and finding the purpose of translation strategies, the researcher also used Grits’s notion. There are seven translation strategies that used in translating socio-cultural realia, they are (1) maintenance, (2) calque/loan translation, (3) approximation, (4) deletion, (5) generalization (hyperonym), (6) adaptation, and (7) combination. Each of translation strategy has been explained in chapter II of this research. There is one strategy which is not used by the translator, description. It might because of the translator assumes that it didn’t need to give or add explanation to the words. Description only used in the combination translation strategy.

Maintenance becomes the most used translation strategies in Crazy Rich Asians novel such as habits, expressions, foods, cloths and color. For example: alamak, khaki, vodka, scotches, and dim sum. The purposes of using maintenance in translating realia are to keep the sense of ideas of the source language (ST) when it translates to target language (TT), so the readers still get the original or pure equivalence of the translation.

Calque or loan translation are used several times in translating realia, such as amahs, shrimp cheong fun and diet coca cola. Calque only imitates the morphological scheme and the signification of that term without preserving the
original pronunciation. Calque becomes a productive way to enrich the target language.

Approximation strategies are used three times, such as in my bachelor party and bachelorette party. This strategy allows to translate the material content of an expression, leaving the color is nearly always lost, because instead of the original text connotation the target text is deprived of that intended connotation, having a neutral style.

Generalization or hyperonym strategy is only used once by the translator, it is cocktails which is translated into acara minum in Bahasa Indonesia. This is because the culture or habits of afternoon tea did not exist in Indonesian culture, so the translator used generalization to get more general term in target language, just like the aim which gave a denotation meaning in its distinctive features.

Adaptation used four times in translating realia. It mostly used in translating food because the translator could not refer to the representatives in target language. For example, fried pork dumpling or fish-ball soup which is translated to pangsit babi goreng atau sup bakso ikan. This is fulfilling the aim of adaptation which created a new situation that can be viewed as situational equivalence.

Deletion is strategy in which the realia are intentionally or unconsciously deleted by the translator. This strategies applied when the translator synthesize a source language information item in the target language, mainly when the information is
irrelevant to the reader. For example: *a couple of summery cocktail dresses made of the lightest silk batiste*; and translated to *dua rok pendek musim panas terbuat dari sutra batiste paling ringan*; where *cocktail* is deleted by the translator.

The last strategy used was combination. The translation combined two strategies in translating realia, mostly maintenance and description. Combination is recommended in translating realia, because it employs more than one strategy which will give clearer explanation of ideas. For example, he is a typical *ang mor gau sai*; which is translated to *dia khas ang mor gau sai* (*digunakan untuk merujuk semua Orang Barat*).

In Bahasa Indonesia version, the translation strategy of realia employs except the description which did not use in this novel translation. It might because of the translator assume that it did not need to give or add explanation to the realia words. While the most used translation strategy is maintenance. The translator wants to keep the sense of ideas of the source language (ST).