PROCEEDINGS OF THE
INTERNATIONAL CONFERENCE ON EDUCATION OF SURYAKANCANA
e-ISSN ##########

https://jurnal.unsur.ac.id/index.php/cp/index
https://jurnal.unsur.ac.id/index.php/cp/issue/archive

TRANSLATION STRATEGY FOR CULTURE-SPECIFIC ITEMS IN DESCRIPTIVE MUSEUM TEXTS: A CASE STUDY OF WAYANG MUSEUM TEXTS AND PURBALINGGA ARTIFACTS

Athaya Khulaidah

athayakhulaidah@gmail.com

Suryakancana University, Cianjur, Indonesia

ABSTRACT

The translation of museum texts that contain elements of local culture faces complex challenges due to differences in value systems, cultural concepts, and customs between the source language and the target language (Steiner et al., n.d.). Culture-specific items (CSIs) often do not have direct equivalents in the target language, which can potentially cause a mismatch in meaning. This study aims to analyze the translation strategies of CSIs in the descriptive texts of the Wayang Museum and the Purbalingga Artifact Museum and to examine the influence of these strategies on the readability and comprehension of international audiences (Words et al., n.d.) This study uses a descriptive qualitative method with data sources in the form of bilingual descriptive texts (Indonesian–English) found on exhibition labels and museum information panels. Data analysis was conducted by identifying CSIs, classifying them, and analyzing translation strategies based on the theory of Revisited et al., (2016) and the concepts of domestication and foreignization of (Translator et al., n.d.). The results showed that the most dominant strategies used were borrowing, explicitation, and adaptation. This combination of strategies was considered effective in preserving cultural authenticity while improving readability for international readers (Valerian, 2021).

Keyword: Translation, culture-specific items, translation strategies, museum texts, Indonesian-English.

INTRODUCTION

Translating texts that contain elements of local culture is one of the main challenges in translation studies, especially when the text is intended for cross-cultural readers (Hatim & Munday, 2019). Differences in value systems, customs, and cultural concepts often mean that certain terms do not have a direct equivalent in the target language. Terms such as the names of traditional ceremonies, traditional artifacts, or social titles are known as culture-specific items (CSIs) and are difficult to translate literally (Words et al., n.d.). (Newmark, n.d.) and (Revisited et al., 2016)

emphasize that translators must balance fidelity to the source text with readability for the target language reader. In practice, various translation strategies such as borrowing, adaptation, and explicitation are used to overcome the problem of meaning mismatch. The choice of strategy is greatly influenced by the context and function of the text (Revisited et al., 2016).

Previous studies have focused more on the translation of literary texts, films, or formal documents (Background et al., n.d.). Meanwhile, museum texts as a medium for cultural education have been relatively rarely studied. In fact, museum texts play a strategic role in introducing local culture to international audiences. Inaccurate translations can lead to cultural misunderstandings, while overly literal translations can reduce the appeal of museum narratives. Therefore, this research is important to examine CSI translation strategies in museum texts in order to find a balance between preserving cultural values and global readability.

RESEARCH METHODOLOGY

This study uses a descriptive qualitative method that aims to describe and analyze the translation strategies of cultural terms in museum descriptive texts (Revisited et al., 2016)The qualitative approach was chosen because this study focuses on an in-depth understanding of language phenomena, rather than on statistical measurements (Valerian, 2021). The object of this study is cultural terms (culture-specific items) contained in descriptive texts from the Wayang Museum and the Purbalingga Artifact Museum. The primary data source is bilingual Indonesian-English texts found on exhibition labels, information panels, and artifact descriptions.

Supporting data were obtained from books and journal articles discussing CSIs, translation strategies, and museum text translation. The main instrument of this research was the researcher herself with the help of data coding sheets and analysis tables. Data collection techniques were carried out through documentation by identifying texts containing CSIs and recording their translations. Data analysis was carried out through the stages of identification, classification, translation strategy analysis, interpretation, and drawing conclusions. Data validity was maintained through theoretical triangulation and peer discussion (Chesterman, 2016).

RESEARCH RESULTS AND DISCUSSION

The analysis results show that CSIs in museum texts cover various categories, such as names of cultural artifacts, religious terms, local traditions, and names of figures or titles. In translating these terms, translators use various strategies. The borrowing strategy is widely used to maintain the authenticity of cultural terms, especially for the names of artifacts and terms that have no equivalent in English (Words et al., n.d.). The explicitation strategy is used by

adding brief explanations to help readers understand the meaning of the cultural terms.

In addition, an adaptation strategy is applied to adjust the terms to the target reader's culture for easier understanding. From the perspective of domestication and foreignization, the research results show a tendency to use a mixed approach. Elements of the source culture are maintained through borrowing terms, but accompanied by explanations so that international readers can understand the context. This strategy is considered capable of achieving functional equivalence, namely conveying cultural information while maintaining the readability of museum texts.

CONCLUSION

Conclusion: This study concludes that the translation strategies of CSIs in the descriptive texts of the Wayang Museum and the Purbalingga Artifact Museum are dominated by borrowing, explicitation, and adaptation. This combination of strategies is effective in preserving cultural values while enhancing international readers' understanding. Domestication and foreignization approaches are used in a balanced manner to achieve functional equivalence in the museum texts.

Suggestion: Further research is recommended to involve international readers to directly measure levels of comprehension and acceptance. Furthermore, studies of museum text translation could be expanded to consider multimodal aspects, such as the relationship between text, visuals, and exhibition layout.

BIBLIOGRAPHY

Background, T., English, S., Business, I., & Translation, H. (n.d.). *CHAPTER I*.

Newmark, P. (n.d.). *A TEXTBOOK OF TRANSLATION*.

Revisited, T. T., Approach, F., & Albir, A. H. (2016). *Translation Techniques Revisited : A Dynamic and Functionalist Approach lucía molina and amparo hurtado albir*. *47*(September), 498–512. https://doi.org/10.7202/008033ar

Steiner, G., Vinay, J., Darbelnet, J., Nida, E., & Koller, W. (n.d.). *No Title*.

Translator, T., Venuti, L., & Venuti, L. (n.d.). *The Translator ' s Invisibility*.

Valerian, E. (2021). *The Strategies of Translation of Bahasa Indonesia-English in Two Indonesia Tourism Websites*. *9*(2), 136–142. https://doi.org/10.9744/katakita.9.2.136-143

Words, O., Baker, M., Committee, T., & Editor, G. (n.d.). *No Title*.

Chesterman, A. (2016). Memes of translation: The spread of ideas in translation theory. John Benjamins.