

ABSTRAK

Proses penerjemahan *Extralinguistic Culture-Bound References* (ECRs) dapat menimbulkan sebuah masalah karena mempunyai arti yang berbeda dalam setiap budaya dan bahasa. Penelitian ini bertujuan untuk membahas kategori *ECRs*, strategi penerjemahan *ECRs*, dan mengidentifikasi ideology penerjemahan yang digunakan dalam menerjemahkan *ECRs* pada film *Aruna dan Lidahnya* yang menggunakan teori Nedergaard-Larsen (1993), Pedersen (2005), and Venuti (1995). Data diambil dari subtitle bahasa Inggris dan skrip yang telah dibuat secara manual dengan menonton film tersebut. Dengan membandingkan skrip film dan subtitle bahasa Inggris, ditemukan 59 ECRs. Hasil penelitian menunjukkan bahwa aspek *geography* 25.4%, *society* 64.4%, dan *culture* 10.2% muncul dalam film *Aruna dan Lidahnya*. Sedangkan strategi penerjemahan yang teridentifikasi adalah *retention* 49.2%, *direct translation* 17%, *generalization* 11.9%, *substitution* 8.5%, *omission* 6.8%, *specification* 5.1%, dan kombinasi dari dua strategi, yaitu *retention* dan *omission* 1.7%. Selanjutnya, ideology penerjemahan yang teridentifikasi untuk menerjemahkan ECRs dalam film adalah *foreignization*. Dengan demikian, film *Aruna dan Lidahnya* memperkenalkan budaya dan identitas Indonesia kepada penonton manca negara.

Kata Kunci: *ECRs, foreignization, source language, target language*

ABSTRACT

Translating Extralinguistic Culture-bound References could be a problem since such elements have specific meanings in the culture and language. Taking this phenomenon, this study investigates the categories of ECRs, the translation strategies used in translating ECRs, and the ideology of translation in translating the ECRs in *Aruna dan Lidahnya* movie. The ECRs categorization, ECRs strategies, and the ideology of translation were classified based on the terminology presented by Nedergaard-Larsen (1993), Pedersen (2005), and Venuti (1995). The data was taken from the mentioned movie which was subtitled into English. To collect the required data, the chosen movie was viewed and made the transcript manually. The finding shows 59 ECRs items which are categorized as geography 25.4%, society 64.4%, and culture 10.2%. Moreover, the strategies found are retention 49.2%, direct translation 17%, generalization 11.9%, substitution 8.5%, omission 6.8%, specification 5.1%, the combination strategies between retention and omission 1.7%. Finally, the ideology of translation categorization by Venuti proves that foreignization is used in translating the ECRs in the mentioned movie. Thus, this movie is set to introduce Indonesian culture and identity to foreign audience.

Keywords: *ECRs, foreignization, source language, target language*