
REVEALING ELEMENTS OF CULTURE THROUGH PROCEDURES OF TRANSLATION IN THE FILM *HOW TO TRAIN YOUR DRAGON* BY CHRIS SANDERS

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Abstract	Article Information
<p><i>This study reveals elements of culture through procedures of translation in the film How To Train Your Dragon by Chris Sanders. The objective of this research was to reveal elements of culture that contain language, values and beliefs, norms, symbol, ritual and tradition through the procedures of translation namely transference, cultural equivalent, functional equivalent, descriptive equivalent and adaptation. The theory used in this research is Peter Newmark's translation theory and Culture theory by Stuart Hall. The researcher used a qualitative research methodology and explain the issues in a descriptive manner. The researcher collected the data from the film as the primary data of this research, and the researcher analyzed and interpreted the data from the dialog and utterance of the characters in the film How To Train Your Dragon by Chris Sanders. From the results of this research, five translation procedures were found, namely Transference, Cultural Equivalent, Functional Equivalent, Descriptive Equivalent and Adaptation. Meanwhile, there are five cultural elements revealed through the translation procedures, namely Language, Values and Beliefs, Norms, Symbols and Rituals and Traditions. The most revealed cultural element is Norms that revealed the most by the Cultural Equivalent translation procedure.</i></p> <p>Keywords: <i>Procedures of Translation, Elements of Culture, How To Train Your Dragon, film</i></p>	<p><i>Received:</i> 12/02/2025</p> <p><i>Revised:</i> 22/02/2025</p> <p><i>Accepted:</i> 25/02/2025</p>

INTRODUCTION

Culture is an activity carried out by a group of people or ethnic groups routinely and sacredly. It is in line with (Tylor, 1871) that "culture or civilization, taken in its wide ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law,

custom, and any other capabilities and habits acquired by man as a member of society" (p.1) Culture elements are dynamic and interconnected, reflecting the evolving nature of human societies over time. Supported by (William, 1976) he focused on the idea of culture as a whole way of life. Culture elements refer to the fundamental components that constitute a culture, shaping the way a group of people thinks, behaves, and interacts. Therefore, to understand cultural elements, translation is an important facility of communication, because as same as language is an important cultural element.

Language learning enhances cultural awareness and enables individuals to connect with others from different backgrounds. It also preserves cultural heritage and opens up opportunities for personal and professional growth. As stated by (Panggabean, 2018) "Many of us have come across institutions that provide services in language improvement." (p.27). Language structure involves analyzing the organization of phonetics, syntax, morphology, and semantics. It is defined as the scientific exploration of language, linguistics encompasses the study of language structure, meaning, and its application across diverse contexts. Moreover, linguistics emphasizes the dynamic nature of language, recognizing its adaptability and varied usage in different real-world situations. In essence, linguistics is not confined to the dissection of language components but extends to a holistic understanding of how these components interplay, influencing human communication, cognition, and cultural expressions. Understanding these intricacies is pivotal in the field of translation, where the nuances of language must be carefully navigated to convey meaning accurately across linguistic and cultural boundaries.

Translation is the process of rendering text or spoken words from one language into another while preserving the meaning, style, and context of the original. (Venuti, 1994) emphasizes that translation is not simply a process of transferring words from one language to another but involves complex decisions that reflect the translator's understanding and context. Translation is a challenging task that involves not only linguistic proficiency but also cultural awareness and creativity. Meanwhile, (Jepri, 2023) stated in his journal that translation is critical for bridging linguistic and cultural divides. The field of translation research demands a multifaceted strategy that includes utilizing modern translation methods, encouraging interdisciplinary collaboration, and taking advantage of evolving technological advances. It is also supported by (Newmark, 1988) Newmark in his book "A Textbook of Translation", translation theories, notably semantic and communicative approaches, have significantly influenced the field. Emphasizing accuracy in conveying meaning and adapting to the target audience's communicative needs, these methods offer valuable insights.

The aim of the research is to use translation theory and related translation procedures to explore the cultural elements present in a film. It is line with Williams' insight, these cultural elements cover a spectrum of cultural representations that manifest themselves through symbols, language, and practices that are intricately woven into the tapestry of a society's existence. The researcher chooses the film *How to Train Your Dragon* by Chris Sanders for this research, because this film functions as a microcosm in which cultural elements are interwoven with narrative threads, offering an interesting story to examine the role of translation in conveying cultural intricacies. By examining this film, the researcher aims to reveal

the depth of how translation functions as a channel to bridge cultural gaps and foster a deeper understanding of the complexities that shape the society depicted in the film.

LITERATURE REVIEW

Translation Procedures

Translation is a craft consisting in the attempt to replace a written message or statement in one language by the same message and/or statement in another language. According to (Newmark, 1988) a translation in this broad sense is called a 'general' or 'complete' translation. It may have a variety of aims, such as the attempt to disclose or add to the original meaning, to present its component parts, or to present its expressive and pragmatic values. Newmark identified several translation procedures that a translator can use, such as Transference, Naturalisation, Cultural equivalent, Functional equivalent, Descriptive equivalent, Synonymy, Through-translation, Transpositions, Modulation, Recognised translation, Translation label, Compensation, Componential analysis, Reduction and expansion, Paraphrase, Other procedures (Equivalence and Adaptation), Couplets, Notes, additions, glosses.

Elements Of Culture

Cultural Studies emerged as an interdisciplinary field of study that focuses on the examination of culture in its various forms and its relationship with power, society, and identity. (Hall, 1977, p. 315), a prominent cultural theorist, played a pivotal role in shaping the foundations of cultural studies. Hall identified several elements of culture that shape our understanding of the world. There are Language, Values and Beliefs, Norms, Symbols, Art and Media, Ritual and Tradition.

RESEARCH METHODOLOGY

This research used the qualitative-descriptive method as the data were sourced from film and the interpreted data were discussed by the researcher descriptively. In this research, the researcher first collected data from the film *How To Train Your Dragon* that subtitled by Imamura Cah Kene for Indonesian translation and its script from (Deblois., 2010) Internet Movie Script Database (IMSDB), the researcher identified all of the translation procedures that applied in the film using Newmark's theory. The process of gathering data and utilizing logical and analytical thinking to investigate each part of the information presented is known as research data analysis. The researcher further determined the cultural element that present from the dialogues or scene in the film regarding Hall's theory. As for a technique in validating data is triangulation. The term triangulation in research activities is generally widely understood by some circles and can only be found in qualitative research as a research validation technique.

FINDINGS AND DISCUSSION

In this section, the researcher explains the elements of culture that revealed by procedures of translation.

Language

Language is the primary means by which we communicate and make sense of the world around us. It shapes our thoughts, perceptions, and experiences, and is an important element of cultural identity. The followings are the representative of cultural element Language that revealed by translation procedures namely Transference, Descriptive Equivalent and Adaptation:

1. Transference

SL: Hiccup: "Astrid, Toothless. Toothless, Astrid." (52:22)

TL: Astrid, Toothless. Toothless, Astrid

The translation above is a cultural element, namely language. Hiccup was introducing Toothless and Astrid to each other, that is why the translator did not translate it literally, but transferentially. It is a short way for Vikings to introduce each other.

2. Descriptive Equivalent

SL: Gobber: "The dragon manual. Everything we know about every dragon we know of." (22:24)

TL: Buku panduan naga. Kita tahu semua tentang naga maka kita mengenalinya.

The utterance above highlighted the profound connection between language and culture in the context of the Viking community and translated by descriptive procedure. Their language serves as a repository of cultural knowledge, a tool for reinforcing cultural identity, and a means of transmitting cultural heritage across generations.

3. Adaptation

SL: Gobber: "Every bit the boar-headed, stubborn you ever were." (1:16:08)

TL: Semua Viking menggila yang pernah kau lihat!"

The cultural reference "boar-headed" and emotional intensity did not translate well literally. While, the adaptive translation captures key points that "Semua Viking menggila" emphasizes the person's stubbornness and aggression, similar to the original metaphor. Therefore, it maintains style and impact into target language sentence keeps the informal and frustrated tone of the original. This sentence also contains the implied meaning that Hiccup and his friends have a stubborn and brutal nature like Vikings in general. Gobber probably said this in an amazed tone because he saw Hiccup and his friends coming riding dragons.

Values and Beliefs

Values and beliefs are the shared ideas and principles that shape our behavior and attitudes. They are often deeply ingrained in a culture and can influence everything from

social norms to political systems. The followings are the representative of cultural element Values and Beliefs that revealed by translation procedures namely Transference, Cultural Equivalent, Functional Equivalent, Descriptive Equivalent and Adaptation:

1. Transference

SL: Hiccup: "Not yet. They'll kill Toothless." (58:53)

TL: Belum. Mereka akan membunuh Toothless.

In this scene, Hiccup's deep bond with Toothless reflects values like compassion, loyalty, and the courage to protect those who are vulnerable. He opposes his community's belief that dragons are threats to be killed, seeing them instead as potential friends and allies. This belief drives his actions to protect Toothless, emphasizing the importance of nurturing relationships and challenging stereotypes.

2. Cultural Equivalent

SL: Hiccup: "We're Vikings. We have stubbornness issues." (01:18)

TL: Kami para Viking. Kami orang yang keras kepala.

The word issues in the statement above is the word that are not translated according to their original meaning. The translator translated it culturally equivalent in the target language and it feels more like the character in the scene was described the nature of their tribe. It was not just said they have a stubborn problem. Stubbornness can be interpreted as courage and determination in the face of difficulties and obstacles. Vikings were known as a nation that was brave and never gave up, and this sentence shows their nature of not easily wavering in achieving their goals.

3. Functional Equivalent

SL: Hiccup: "Not us" (01:15)

TL: Tapi tidak untuk kami.

If the statement above is translated literally or word by word, it is "bukan kami/kita". But the translator decided to make a translation like that because it is more appropriate and suited to the target language. It is more like neutralized in target language and that is the function of functional equivalent. The translated sentence "tapi tidak untuk kami" contains important values and beliefs about rejection of violent traditions, courage to be different, empathy, understanding, belief in equality, and the search for identity. These values help strengthen Hiccup's character and show how he challenges the norms of his tribe and fights for what he believes is right.

4. Descriptive Equivalent

SL: Hiccup: We're Vikings. We have stubbornness issues. (01:18)

TL: Kami para Viking. Kami orang yang keras kepala.

The word issues in the statement above is the word that are not translated according to their original meaning. The translator translated it descriptively in the target language and

it feels more like the character in the scene was described the nature of their tribe. It was not just said they have a stubborn problem. Also, Hiccup's statement about "stubbornness" shows the values of tenacity and steadfastness that were held in high esteem in Viking society. This stubbornness can be seen as a strong determination to achieve goals, despite facing obstacles and challenges.

5. Adaptation

SL: Hiccup: "Like our charming Viking demeanor wouldn't do that." (01:32)

TL: Sepertinya sikap Viking tersohor kami tak akan melakukannya.

The word "charming" in the source language has a charming or regal impression that a person or group of people has in the target language if interpreted literally. But in the film, Viking is not very appropriate to be understood like that, and the words translated for the target language are those that have been adapted by the translator. The Values of the utterance above are honor, pride, and loyalty in Viking, while the Beliefs are Strength, prowess, and destiny. These values and beliefs are translated by adaptation procedure and would guide their actions and decisions, suggesting that the Viking would not engage in actions that might dishonor their heritage, betray their comrades, or be seen as cowardly or weak.

Norms

Norms are the unwritten rules and expectations that govern behavior within a culture. They can be formal such as laws or informal such as social customs, and are often enforced through social pressure or sanctions. The followings are the representative of cultural element Values and Beliefs that revealed by translation procedures namely Transference, Cultural Equivalent, Functional Equivalent, Descriptive Equivalent and Adaptation:

1. Transference

SL: Astrid: "Get Snotlout out of there!" (1:19:28)

TL: Keluarkan Snoutlout dari sana.

In this scene, Astrid orders Snotlout to be rescued, illustrating the norm of care and responsibility towards fellow group members. These orders reflect existing norms in their communities, where protecting and assisting comrades in dangerous situations is expected and considered important

2. Cultural Equivalent

SL: Hiccup: "Please, by all means." (49:56)

TL: Tolong, dengan segala hormat.

"By all means" is a more idiomatic expression in English. It does not literally mean "with all due respect" but rather emphasizes that the listener should not hesitate to do something. It conveys a sense of encouragement and permission. Cultural equivalent made "Dengan segala hormat" (With all due respect) is a phrase that very formal and respectful. While it conveys politeness, it might sound sarcasm in this context. This sentence shows the

polite and respectful attitude shown by Hiccup to other people. This is in accordance with social norms that value politeness and respect in communicating and interacting with other people.

3. Functional Equivalent

SL: Hiccup: "There will be consequences!" (04:07)

TL: Ada sebab, ada akibat!"

In the utterance above, the word in SL "consequences" which can be translated "konsekuensi" in the target language, but is translated as the translator decides. Because of the functional equivalent translation is more precise and generalized to the situation and conditions of the scene. "There will be consequences!" can be interpreted as a warning or advice from Hiccup to others. This sentence shows that Hiccup understands that every action has consequences. This is in accordance with social norms which emphasize the importance of responsibility for actions taken.

4. Descriptive Equivalent

SL: Stoick: We're Vikings. It's an occupational hazard. (09:45)

TL: Kita ini Viking. Ini resiko pekerjaan.

Descriptive translation can enhance the emotional impact of the dialogue by using vivid language and imagery. In this instance, the phrase "resiko pekerjaan" effectively conveys the acceptance of risk and the inherent dangers associated with the Viking lifestyle. Stoick's statement about the "occupational hazard" shows the norms of bravery and sacrifice that were upheld in Viking society. Being a Viking meant being willing to face danger and even death in the line of duty and protecting the community.

5. Adaptation

SL: Stoick: Why can't you follow the simplest orders? (08:06)

TL: Kenapa kau tak ikuti saja perintah sederhana itu?

In the utterance above, the translation effectively conveys Stoick's message without unnecessary elaboration, ensuring that the audience can grasp the directness of his question. Adaptation translation aims to produce translations that are clear, concise, and easy to understand for the target language. The phrase "simplest orders" indicates norms of obedience and discipline in Viking culture. The ability to follow instructions and complete tasks efficiently likely held immense value in Viking culture. It was not just about individual skill; it was about the collective strength and well-being of the community.

Symbol

Symbols are objects, images, or gestures that represent something else. They can be cultural artifacts such as flags or monuments or abstract concepts such as money or language. The followings are the representative of cultural element Values and Beliefs that revealed by translation procedures namely Transference, Cultural Equivalent, Functional Equivalent, Descriptive Equivalent and Adaptation:

1. Transference

SL: Gobber: "Alright. Where did Astrid go wrong in the ring today?" (21:56)

TL: Baiklah. Apa kesalahan Astrid di ring hari ini?

The word "ring" does not have a change in the target language, which is a form of use of the transference translation procedure, and "ring" is a symbol in Viking culture in the film which means that they have to train in the ring to be able to fight the dragon on the real battlefield.

2. Cultural Equivalent

SL: Hiccup: "I order an extra-large boy with beefy arms. Extra guts and glory on the side." (08:55)

TL: "Aku pesan anak kekar bertangan kuat, ekstra tekun dan disertai keagungan".

The sentence above is a description in the style of the source language and is translated in a way of cultural equivalent that it is appropriate to the culture of the target language. Therefore, similes are used in the source language but are interpreted without similes in the target language. "Extra-large boy with beefy arms" symbolizes a man who is masculine, tough and has great physical strength. This symbol is often associated with traditional values about virility and masculinity.

3. Functional Equivalent

SL: Hiccup: "CHEAT SHEET!" (44:48)

TL: Kertasnya.

The word "cheat" in the SL utterance above is not translated literally by the translator. In the target language it could be translated into "kertas contekan". But to describe the situation in that scene, the paper suddenly fell in the wind, making the adjective "cheat" not really need to be translated. In the target language translation that has been decided by the translator is the functional equivalent translation to describe the situation. The context of the sentence "Cheat Sheet" does not explicitly indicate whether Hiccup intended to cheat or simply wanted to use his notes to help complete the assignment. However, common social norms in schools and educational environments generally emphasize honesty and integrity.

4. Descriptive Equivalent

SL: Hiccup: "You see, most places have mice or mosquitos. We have dragons." (01:02)

TL: Di kebanyakan tempat terdapat tikus dan nyamuk. Di tempat kami ada naga.

In the SL sentence above the phrase "you see," is not translated literally into the target language. This is because SL will lead to an explanatory sentence or state a place. The translation "tempat" is given twice to explain in the SL sentence "we have dragons" because as previously explained, this statement leads to an explanation of the place where the Vikings lived. It is clearly a translation by descriptive procedure. Hiccup compares dragons to rats

and mosquitoes, which are common pests in many places. This comparison shows that dragons, although dangerous and powerful, were an integral part of the environment and life of Viking society. Just as rats and mosquitoes had to be faced and controlled, dragons had to be faced and overcome by the Vikings.

5. Adaptation

SL: Hiccup: "I'm way too muscular for their taste." (02:23)

TL: Aku terlalu kuat bagi selera mereka.

The word "muscular" in the source language has an inaccurate literal meaning when translated into the target language, because Hiccup is a teenager who generally does not have prominent muscles. But in that scene, he tried to make sure he was strong. Therefore, the translator adapts the translation to the target language to make it more accurate. The word "muscular" in this sentence can be also interpreted as a symbol of strength and masculinity. In Viking culture, physical strength and adherence to masculine ideals were deeply intertwined with positive values like courage, leadership, and the ability to protect one's community.

Rituals and Traditions

Rituals and traditions are cultural practices that are repeated over time and often have symbolic meaning. They can include everything from religious ceremonies to holiday celebrations, serving as threads that bind communities together across generations. The followings are the representative of cultural element Values and Beliefs that revealed by translation procedures namely Transference, Cultural Equivalent, Functional Equivalent, Descriptive Equivalent and Adaptation:

1. Transference

SL: Stoick: "It's time, Hiccup" (16:12)

TL: Sudah saatnya, Hiccup.

In this scene, Stoick is referring to an activity that has become part of the traditions or rituals in their tribe. Namely training teenagers to kill dragons. Because for them dragons are a hereditary enemy who have been trusted since the time of their ancestors. By saying "It's time," Stoick confirms that this moment is part of a cycle of rituals or traditions respected by their community.

2. Cultural Equivalent

SL: Gobber: "Ah! Nice of you to join the party. I thought you'd been carried off." (02:19)

TL: Aku senang kau bergabung! Kurasa kau sudah terlibat!

The sentences spoken by the character Gobber are words that do not match the original translation word by word. In that scene, it was a war situation between dragons, and Gobber said that showed the Viking style of communication. The translator translated it as "bergabung" and "sudah terlibat" because those are the right words in the target language culture. The word "terlibat" can also be interpreted as following the traditions or rules that

apply in a community. This could be an oral tradition, custom, or social norm that members of the community adhere to.

3. Functional Equivalent

SL: Stoick: Winter's almost here and I have an entire village to feed! (07:55)

TL: Musim dingin segera tiba dan harus kuberi makan para penduduk!

Functional equivalent translation often produces translations that sound natural and consistent with the style and tone of the target language. In this case, the translation "Musim dingin segera tiba dan harus kuberi makan para penduduk!" sounds natural and familiar to speakers of Indonesian, as it uses common phrases and sentence structures. Meanwhile, Stoick's statement shows that preparing for winter was an important tradition for Viking society. Stoick, as the leader of the village, feels responsible for ensuring that all the residents have enough food to get through the winter.

4. Descriptive Equivalent

SL: Hiccup: "And it's been here for seven generations, but every single building is new." (00:50)

TL: Sudah berdiri 7 generasi, tapi seluruh bangunannya baru.

In the phrase "and it's been here for seven generations," is not translated literally by the translator, because in this case, the translator may need to add additional explanations to help the reader understand the contrast contained in the original sentence. Therefore, the translator decides descriptive procedure to which sentence is appropriate in the target language. Although the village has been around for seven generations, Hiccup mentions that all the buildings are new. This shows that the tradition of maintenance and renovation is an important part of village culture. This tradition may involve Periodic Repair, Major Renovations, and Materials.

5. Adaptation

SL: Gobber: "I'll pack my undies." (10:00)

TL: Akan kukemas gaunku.

The word "undies" in the source language is a noun that is translated very differently from its literal meaning by the translator into the target language. Gobber is a Viking, and what he said is part of Viking culture, they do not have various clothes, but underwear. Therefore, the word "undies" was adapted as "gaun" even though the meaning is literally different. The translation captures the essence of Gobber's line "Akan kukemas celanaku". The explanation about packing underwear for battle with religious symbols is likely inaccurate based on the film's genre and cultural context. A simpler explanation focusing on Gobber packing essentials for a potentially messy situation is more fitting. Gobber packed his undies for battle.

CONCLUSION

Based on the findings and the discussion, the most cultural element found in the film *How To Train Your Dragon* is Norms. This is due to the translations produced by the translator are mostly done using Cultural Equivalent procedure. As discovered in the research, there are 5 translation procedures revealed elements of culture. These procedures are Transference, Cultural Equivalent, Functional Equivalent, Descriptive Equivalent and Adaptation. Meanwhile, there are 5 cultural elements found, namely Language, Values and Beliefs, Norms, Symbol, Ritual and Tradition.

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