Translation has long been known as a means to transfer message from one language to another. It enables a lot of people to overcome language barriers and communicate more effectively. When there are cultural words in the text, however, translating often turns out difficult due to cultural gap existing between the source language message and the target language message.

This thesis aims at finding out what techniques are applied to translate English cultural words in Margaret Mitchell's *Gone with the Wind* into Indonesian and whether the result of applying such techniques meets the criteria of good translation. In order to achieve the aim of this thesis, the cultural words are referred to the theory to find out what techniques applied in translating them. An analysis is also conducted based on the criteria of good translation to determine whether the result meets the criteria, supported by questionnaires. If it does not, then suggestion is proposed.

Through the analysis, the writer finds out that most of the cultural words are not translated with appropriate techniques. Consequently, the result does not meet the criteria of good translation.

Key words: translation, cultural words, techniques, good translation, suggestion
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TABLE OF CONTENTS

ABSTRACT ........................................................................................................... v
ACKNOWLEDGEMENT ................................................................................... vi
TABLE OF CONTENTS ................................................................................ vii
LIST OF TABLES ............................................................................................. ix
LIST OF CHARTS .............................................................................................. x
LIST OF APPENDICES ................................................................................. xi
CHAPTER 1 INTRODUCTION ........................................................................... 1
  1.1 Background of Study ........................................................................ 1
  1.2 Statements of Problem ..................................................................... 3
  1.3 Scope and Limitation ...................................................................... 3
  1.4 Goals and Functions ....................................................................... 4
  1.5 Research Methodology .................................................................... 5
CHAPTER 2 THEORETICAL REVIEW ON THE TRANSLATION OF CULTURAL WORDS ......................................................... 6
  2.1 The Nature of Translating ............................................................... 6
    2.1.1 The Definition and the Process .............................................. 6
    2.1.2 Kinds of Translation ............................................................ 8
    2.1.3 Meaning Components in Lexical Items ............................. 11
    2.1.4 Denotative and Connotative Meaning of Lexical Items ...... 12
    2.1.5 Criteria of Good Translation ............................................. 13
    2.1.6 Testing a Translation .......................................................... 14
  2.2 Translation and Culture ................................................................. 15
    2.2.1 Correlation of Language, Culture, and Translation .......... 15
    2.2.2 Cultural Problems in Translation ...................................... 17
    2.2.3 Suggested Techniques in Translating Cultural Words ....... 19
    2.2.4 Cultural Category ............................................................... 28
  2.3 Settings of Gone with the Wind ..................................................... 30
LIST OF TABLES

Table 2.2.4 Cultural Category ................................................. 30
Table 3.2 Data Collection ....................................................... 35
Table 3.3.1 Data Classification ............................................... 37
Table 3.3.2 Mistranslation ...................................................... 39
LIST OF CHARTS

Chart 3.5.1 Questionnaire I – Comprehension Test Result ................................................. 62
Chart 3.5.2 Questionnaire II – Naturalness Test Result ....................................................... 63
Chart 3.5.3 Questionnaire III – Suggestion Support ......................................................... 63
Chart 3.6 Proportion of Result .............................................................................................. 64
LIST OF APPENDICES

Appendix 1 - Word Contexts .................................................. A-1
Appendix 2 - Questionnaire I ................................................. A-7
Appendix 3 - Questionnaire II .............................................. A-10
Appendix 4 - Questionnaire III ........................................... A-14
Appendix 5 - Overall Result .................................................. A-18