

An Analysis of Translation Techniques in Translating Cultural Words in Booklet “Jogja The Real Java”

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Abstract—This study aimed to identify cultural words found in English Translation Booklet “Jogja The Real Java” and describe translation techniques used by the translator in translating the booklet. The method applied was descriptive qualitative research by collecting and analyzing both the Indonesian and English versions of the booklet “Jogja The Real Java”. This study starts by finding the problem, collecting data, classifying data, analyzing data, and drawing the conclusion. The cultural words classified based on Newmark’s theory, then the selected data analyzed by using Molina and Albir’s theory of translation techniques. The data of the research shows there are 106 cultural words with specific category. Cultural words are divided into five categories and the amount of cultural words is categorized: there are 8 cultural words in ecology, 59 cultural words in artifact culture, 7 cultural words in social culture, 28 cultural words in organization, 4 cultural words in habits and gesture. Therefore, result of this study shows that eight translation techniques are applied by the translator in translating those cultural words. The translation techniques which mostly applied by the translator is pure borrowing. Because not every cultural word in the booklet “Jogja The Real Java” have the equivalent in English.

Keywords—translation; cultural words; translation techniques

I. INTRODUCTION

Special Region of Yogyakarta has many tourism place to visit, one of the most popular city is Yogyakarta. Yogyakarta as one of the tourist cities in Indonesia, has many tourism assets that can be an attraction for domestic and foreign tourists to visit. The reality of tourist visits in 2015 was around 3.9 million domestic tourists and 308,000 foreign tourists [1]. But this has not been able to achieve the vision of DISPARDA (Regional Tourism Office) of Yogyakarta, which is to make the Yogyakarta be the most favorite destinations in Southeast Asia. Now, Yogyakarta is in the second place after Bali as the most visited tourist city.

The Yogyakarta Tourism Office has conducted various ways to promote the city of Yogyakarta to domestic and foreign tourists, such as publishing tourism booklet about Yogyakarta. The booklet published by the tourism department explains the existence of tourism in Yogyakarta, for example information about Malioboro as a place of recreation for the people of Yogyakarta, or about *gudeg* as a typical food in Yogyakarta and lots of information about other tourism.

The presence of tourism booklets and brochures is still not able to realize the vision of DISPARDA in Yogyakarta City, because tourism booklets and brochures in English are still not fully understood by foreign tourists. There are many words or sentences that are difficult to translate so that it is difficult for tourists to understand.

For example,

Source language:

Candi Ratu Boko berlokasi 3 km dari candi Prambanan, candi tersebut terdiri dari gerbang, candi tempat pembakaran, paseban, pendapa, and kepunden.

Target Language:

Ratu boko temple located 3 km from prambanan temple, the temple consists of gate, a burning temple, paseban, pendapa, and keputren.

From the example, the translator translated the underlined word using pure borrowing technique, for example the word "paseban" is translated into English into "paseban", this would confuse booklet readers namely foreign tourists, because in English no vocabulary was found "paseban". Translation that uses pure borrowing technique will cause foreign tourists to not understand the purpose of the translated booklet. In this case the translator should choose the right translation techniques so that the text in the source language can be delivered equivalently into the target language.

Translation techniques are a way to analyze and classify how translation equivalence takes place and can be applied to lingual units. Machali said that technique is a method, expertise, or practical art that is applied to a particular task [2]. From this opinion it can be concluded that the technique is practical, in translating a text, techniques are used directly to solve problems encountered [3].

Another opinion according to Molina and Albir [3], techniques describe the results obtained and can classify various types of translation solutions. They provide definitions of translation techniques which are procedures for analyzing and classifying how equivalent translation works. Translation techniques have five basic characteristics, namely: (1) impact on the results of the translation, (2) classified by comparison with the original text, (3) impact on the micro units of the text, (4) are discursive and contextual, and (5) functional.

In this study, translation techniques are an embodiment of translation strategies that are the result of the choice of methods that have been decided by the translator. Translation techniques are obtained from the comparison of the translation results and the original text. Meanwhile, the word translation strategy refers to how to solve translation problems on micro level when doing the translation process.

Molina and Albir suggested eighteen techniques that could be applied in translating a text. These techniques are adaptation, amplification, borrowing (borrowing), calque, compensation, description, description creation, fixed equivalence, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, reduction, substitution, transposition and variation [3].

Translation is a bridge to connect one language to another. In translating a language, translators are required not only to understand the source language and target language, but also to be able to understand two different cultures in order to convey the meaning of the source language to the target language without reducing the information in the source language.

Language and culture are two things that are interrelated. So that cultural aspects also need to be considered in translation. Translators must understand the two cultures of the two languages to be translated, the culture of the source language and the culture of the target language. So the translator can produce appropriate and acceptable translations. In other words, the translator must have a cross-cultural understanding.

According to Larson, translation includes vocabulary understanding, grammatical structure, communication situation, and the context of language culture source to determine its meaning and then the meaning is reconstructed using vocabulary and grammatical structures that are appropriate in target language cultural context [4].

Words or sentences that contain the term culture in tourism booklets are difficult to translate because translators are required to find matching words that really fit from the source language into the target language so that the information in the tourism booklet can be conveyed appropriately. Nida and Taber express "differences between complications due to translator than do differences in language structure" [5].

Newmark defines culture as a way of life and its manifestations that are unique to a community that uses a particular language as a means of "expression", thus recognizing that each language group has its own features of a particular culture. Newmark divided cultural terms into five categories, namely [6]: 1) Ecology, i.e. everything that is available in nature such as animals, plants, and geographical conditions 2) Cultural material, that is, everything that is produced by humans, such as clothing, food, shelter, and means of transportation 3) Social culture, such as types of work and entertainment 4) Organizations, traditions, activities, etc. For example, terms in politics, religion and art 5) Body language and habits.

Based on the problems that have been mentioned, this research will discuss how the translation techniques used

translators in translating the terms of culture that exist in tourism booklet entitled "The Real Jogja Java" from Indonesian into English.

II. RESEARCH METHODS

This research was a qualitative descriptive study. This research is descriptive qualitative because this study describes the cultural term found in a tourism booklet and describes translation techniques used by translators in translating booklets into English. In this study, the unit analysis is a word or sentence contains the cultural words. The objects of analysis were a bilingual tourism booklet entitled "Jogja The Real Java". Data collection techniques were an observation method due to the object of the study is a written language. The observation method also followed by note-taking technique, which writes the data found on a card.

The research steps describe as follows:

A. Observation

Observation is the first steps by reading and analyzing the object, which is a bilingual tourism booklet entitled "Jogja The Real Java". Then, noted the lingual unit with had cultural term both from source and target text.

B. Note-Taking Technique

Note-taking conducts after data of cultural term on lingual units is considered sufficient to be used as research data. Then, data write on a card, aiming to be analyzed the techniques of the translation.

The data note-taking has a purpose to sort and select the text with a cultural term on source language text (TBsu) and target language text (TBsa). Then, it classified according to the research needs on a table. This step has a purpose in order for the data analysis to easily conduct in the final stage.

The method in data analysis was an identity method. The identity method is a method of data analysis that the determiner tools are outside, detached, and does not become part of the language concerned or researched [7]. Furthermore, this particular study used translational and referential identity methods. The referential identity method was used to find out the cultural terms in the text of bilingual tourism booklet entitled "Jogja The Real Java" and its translation. Meanwhile, the translational identity method was used to find out the techniques of the translation. The technique was the technique of critical element segment (PUP), which is a data analysis technique by sorting the linguistic units and analyzed using determiner tools of mental breakdown possessed by the researcher [7]. In line with the method, the sort segment was the referential sorting element where the determiner tools are another language.

The last step was data display of the results of data analysis. The data display or findings used two methods; formal and informal methods [8]. Both methods are used to present the rules within the language [7]. Technically, the informal method stated in a verbal statement with short, precise, and clear. Meanwhile, technically, the formal method stated on symbols. The results of the particular research presented with concise

and clear words or methodologically called as informal methods.

III. FINDINGS AND DISCUSSION

A. The Cultural Terms Found in the Booklet "Jogja The Real Java"

Based on the analysis of bilingual tourism booklet "Jogja The Real Java", it found 106 cultural words.

TABLE I. THE TOTAL CULTURAL TERMS FOUND IN THE BOOKLET

No.	Cultural Terms	Total	Percentage
1.	Ecology	8	8.5%
2.	Material culture	60	63.6 %
3.	Social culture	7	7.4%
4.	Organizations, customs, activities, procedures, concepts	28	29.7%
5.	Sign language and habits	4	4.2%
	Total	106	100%

B. Translation Techniques

There found 7 translation techniques used by translator in translating the booklet "Jogja The Real Java". They are amplification, literal translation, borrowing, description, word for word, adaptation, and claue. Based on the frequency, the most common techniques that used by translator is borrowing technique (25.4%).

TABLE II. 7 TRANSLATION TECHNIQUES USED BY TRANSLATOR IN TRANSLATING THE BOOKLET

No.	Translation Techniques	Total	Percentage
1.	Amplification	16	17%
2.	Literal translation	9	9.5%
3.	Borrowing	24	25.4 %
4.	Description	5	5.3%
5.	Word for word	22	23.3%
6.	Adaptation	20	21.2%
7.	Calcque	10	11%
	Total	106	100%

1) Amplification

a) SL (source language)

Masjid Gedhe Kauman merupakan masjid tertua di Pulau Jawa.

b) TL (target language)

Kauman Grand Mosque is considered as one of National Cultural Heritage and the oldest mosque in Java.

The text translated used amplification technique, in order to give additional information about Masjid Gedhe. The translator gives extra information which Masjid Gedhe also as one of National Cultural heritage, not only the oldest mosque in Java.

2) Borrowing

a) SL (source language)

Candi Ratu Boko terdiri dari gerbang, candi tempat pembakaran, paseban, pendapa, dan kepunten.

b) TL (target language)

Ratu Boko temple consists of gate, a burning temple, paseban, pendapa and kepunten.

The translator translated the underlined word used borrowing technique because there was no equivalent word in target language. So the translator still used the original language in his/her translation to keep the cultural words in source language as the target language. This technique sometimes confusing for international tourist if there no additional information and detail about the cultural words that has been translated.

IV. CONCLUSION AND SUGGESTION

Based on the analysis on translation techniques in the cultural term translation of booklet Jogja the Real Java concluded that; First, First, it can be concluded there are 5 categories found in the booklet "Jogja The Real Java". The total of cultural words found are 106 data. From the categories, the most frequent occurrence is material culture (60). Second, Second, the writer found 6 techniques in translating the cultural words: amplifications, literal translation, borrowing, description, word for word, and adaptation. In translating the cultural words, the translator used the technique of borrowing dominantly.

The researcher hopes that the translators able to choose the appropriate technique in translating the cultural term and prioritizes to convey the information in order forth readers to understand the message due to all readers does not have the same background, culture, and knowledge. Translators as mediators in the translation process involving different cultures should have a good understanding of two cultures.

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