

The Strategy of Terminology Translation

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Abstract—The study aims to describe the strategy of terminology translation from English into Indonesian. This descriptive study used fifty data taken from the terminology used in recent billboards, notice, and signs in Indonesia. The results show that some strategies were employed in the translation of the data. The first is to describe the process of translation terminology. There are three stages in finding equivalent from the source language (SL) into the target language (TL): finding context from corpora, searching possible translation whether the product in form of literal or creation translation (new words) and deciding the closest equivalent. The second is to formulate the strategy used in translating terminology. The strategy in the process shows that translation by a more general word is 10 %; translation by a more neutral/ less expressive word is 16.4%; translation using a loan word or loan word plus explanation is 13.5%%; translation by paraphrase using a related word is 22.4%; translation by paraphrase using unrelated words is 29.2%, and translation by omission is 5.7%, and Translation by illustration is 2.8%. Based on the table above, the highest frequency is the strategy of translation by paraphrase using unrelated words (29.2%%). The study is expected to give a contribution to those who need formal Indonesian translation (interpreting and translation) that should be given accurately.

Keywords: *translation strategy, Indonesian terminologies, translation*

I. INTRODUCTION

Terminology translation has its characteristic in finding the equivalent from the source language (SL) into the target language (TL). There are a lot of concepts underlying translation theories. Some of these concepts quoted by Bensoussan (1990, as cited in Jiraphatralikhit, Kaewjan, Klinpoon, and Visitwanit (2005) that translation is closely related to the reading process. Hatim and Munday (2004) suggest that translation is a process involving the negotiation of meaning between producers and receivers of the text. Larson (1984) states that in general translation communicates, as much as possible, the same meaning that was understood by the speakers of the source language, using the normal language form of the receptor language, while maintaining the dynamics of the original source-language text. She also expresses that the goal of a translator should produce a receptor language text (a translation) that is idiomatic; i.e., one that has the same meaning as the source-language text, but is expressed in the natural form of the receptor language.

According to Kelly (2005), a translator is a mediator between the two languages and cultures who can transfer the

SL to the TL. What has been discussed above relates to translation theory, which identifies translation problems and recommends the most appropriate procedure for translation to solve the identified problems. So, translation can be explained as a decision-making process and a problem-solving task. It is also a complicated task during which the translator encounters some problems or problematic issues which require observation, identification and finding a suitable solution.

Nida (2001) believes that words are strongly linked to their contexts and proposes that it is the responsibility of the translator to determine what is being addressed to produce a valid translation. Contexts in translating combines elements of contextual analysis with areas such as culture and language. She also emphasizes how strict adherence to context creates a satisfactory translation. Contexts in translating presents a wide range of sophisticated, though sometimes overly anecdotal, ideas concerning the role of contexts in the process of translation.

Dealing with the translation strategy, Baker (1992) lists eight strategies in the translation process, which have been used by professional translators, to cope with the problematic issues while doing a translation task. They are as the followings: (1) translation by a more general word. This is one of the most common strategies to deal with many types of nonequivalence; (2) translation by a more neutral/ less expressive word; (3) translation by cultural substitution; (4) translation using a loan word or loan word plus explanation; (5) translation by paraphrase using a related word; (6) translation by paraphrase using unrelated words; (7) translation by omission; and (8) translation by illustration.

Some of the previous studies on the strategy of translating terminologies were done for example by Hassan. (2017), Jayantini, Yadnya, Suparwa, and Puspani. (2017), Mulyanah (2016), Novianti (2014). The first study is on a strategy of translating notices from English Into Indonesian (Mulyanah, 2016). The study has similarities with the previous finding. However, the study elaborates steps on finding meaning in several stages and describes the updated findings. Those stages have not been stated further in her previous article. Jayantini et al. (2017) investigate Translating English Medical Terms into Indonesian: A Study of Phonological Translation and Spelling Adjustment. The article discusses how to translate terminologies in medicine register. Hassan (2017) focuses on Translating Scientific Terminology: Examples from the Arabic versions of Two International Magazines. The study discusses

terminologies in the science register. There are some products of the translation done by Novianty (2013).

There are two reasons why English terminology should be translated into the Indonesian language. First, Indonesian billboards and corpora use English terminology. Government regulation number 24 in the year 2009 regulates the language used in public places and is supposed to be written in the national language. Second, translating terminology is also to enrich the Indonesian dictionary and glossary. The development of The Great Dictionary of the Indonesian Language of the Language Center (Indonesian: Kamus Besar Bahasa Indonesia - KBBI) is the official dictionary of the Indonesian language. Produced by the Language Center of the Indonesian Ministry of Education and Culture, it is considered canonical as a measure of which words have been formally incorporated into Indonesian. It has about 127.037 entries. However, if compared to Webster and Oxford dictionary consisting of 650,000 entries, it is only one-sixth of it. Thus, finding the terminology equivalent is considered a must. Therefore, the study focuses on two main goals: to describe the process of terminology translation and to formulate strategy applied in terminology translation. Besides, the product of the translation will include in the Great Indonesian Dictionary (KBBI). Therefore, the study can give a contribution to those who need the standard translation and are interested in terminology translation.

II. METHOD

This research uses a descriptive method with a qualitative approach (Taylor & Bogdan, 1984). The technique used is using questionnaires and interviews. The source data was taken from *Sidang Komisi Istilah Badan Bahasa* (SKI – Terminology Division in Center for language Development) of *Badan Pengembangan Bahasa dan Perbukuan* (Indonesian Language and Book Agency, 2016) and a list of foreign terms in Indonesian public spaces. The number of data investigated in this study is fifty terms chosen purposively by considering the various translation strategy. The process of translation taken from the interview with the team member in the bookmaking on translating English terminology into Indonesian.

The data analyzed in three stages: looking for context and meaning in various corpora, looking for literal meaning/possible meaning, and comparing literal meanings according to context and meaning. Analyzing the strategy was by using the Baker strategic reference, which determines whether the literal meaning or the meaning of creation is in accordance with the context and meaning.

III. FINDINGS AND DISCUSSION

A. The Process of Terminology Translation

In finding the significance of context in the process of terminology translation, the writer formulates it from the source language into the target language by displaying the process, literal translation, and creation. After seeking the equivalent, the writer classifies the strategy.

TABLE I. THE TRANSLATION PROCESS

Table Head	Table Column Head		
	Stage I Searching Meaning in Corpus/Corpora (Content and Context)	Stage II Finding Literal/Possible Translation	Stage III Deciding the Equivalent (Target Language) Literal/Creation
DATA 1: MRT	MRT stands for Metropolitan Rapid Transit/Mass Rail Transit /Mass Rapid Transit. The Mass Rapid Transit, abbreviated and referred to in local parlance as the MRT, is a rapid transit system forming the major component of the railway system in Singapore, spanning most of the city-state. (https://en.wikipedia.org/wiki/Mass_Rapid_Transit_(Singapore))	<i>Kereta Api Cepat dalam kota Kereta Api metropolitan Kereta Api cepat metropolitan</i>	<i>MODA RAYA TERPADU (MRT)</i>
DATA 2: Whistle blower	an employee who brings wrongdoing by an employer or other employees to the attention of a government or law enforcement agency and who is commonly vested by statute with rights and remedies for retaliation (Webster dictionary) Definition: A whistleblower is a person, who could be an employee of a company, or a government agency, disclosing information to the public or some higher authority about any wrongdoing, which could be in the form of fraud, corruption, etc. Description: A whistleblower is a person who comes forward and shares his/her knowledge on any wrongdoing which he/she thinks is happening in the whole organization or a specific department. A whistleblower could be an employee, contractor, or supplier who becomes aware of any illegal activities.	<i>pengadu/pelapor kasus/aib, peniup pluit, pelapor tindak pidana, pelapor, pengungkap kasus/pembisik (kompas), pelapor tindak pidana penyingskap aib.</i>	<i>pelapor tindak pidana (supreme court)</i>
Data 3 Giveaway	The act of giving something away free (Dictionary) a thing that is given free, often for promotional purposes.	<i>hadiah gratis Hadiah untuk tujuan promosi</i>	<i>alang, upa, tanda mata, cendera mata, sagu hati upa: hadiah</i>

Table Head	Table Column Head		
	Stage I Searching Meaning in Corpus/Corpora (Content and Context)	Stage II Finding Literal/Pos- sible Translatio- n	Stage III Deciding the Equivalent (Target Language) Literal/Crea- tion
		<i>alang, upa, tanda mata, cendera mata, sagu hati upa: hadiah alang: hadiah; pemberian</i>	
Data 4: Cyberbullying	Cyberbullying or cyberharassment is a form of bullying or harassment using electronic means. Cyberbullying and cyberharassment are also known as online bullying. It has become increasingly common, especially among teenagers.[1] Cyberbullying is when someone, typically teens, bully or harass others on the internet, particularly on social media sites. Harmful bullying behavior can include posting rumors, threats, sexual remarks, a victims' personal information, or pejorative labels (i.e. hate speech).[2] Bullying or harassment can be identified by repeated behavior and an intent to harm.[3] Victims may experience lower self-esteem, increased suicidal ideation, and a variety of negative emotional responses, including being scared, frustrated, angry, and depressed.	<i>perundungan dunia maya, perundungan siber</i>	<i>perundungan siber siber: dunia maya</i>
Data 5 Copy and paste	To make a copy of a file, folder or selected text in another location. The phrase "cut and paste" is often used when the function is really copy and paste.	<i>Menyalin dan menempel/ merekat</i>	<i>salin tempel Salin rekat</i>

Table I shows the process of finding the Indonesian equivalent. There are some steps in determining the equivalent. The role of content and context is very significant to find meaning either literally or creatively. There are three stages in searching for equivalent.

Data 1 shows the search for finding the equivalent of MRT. Stage 1 looks up the meaning in two corpora. MRT based on corpora means MRT stands for Metropolitan Rapid Transit/Mass Rail Transit /Mass Rapid Transit /The Mass Rapid Transit. Then, it is abbreviated and referred to in local parlance

as the MRT. It is a rapid transit system forming the major component of the railway system in Singapore, spanning most of the city-state. The possible translation can be *Kereta Api Cepat (KAC) dalam kota, Kereta Api Metropolitan (KAM), and Kereta Api Cepat Metropolitan (KACM)*. However, based on the questionnaire and interview with the translator team in SKI (Komisi Sidang Istilah), the equivalent needs something that is closest to the source language by maintaining the term but in Indonesian equivalent. The final decision for MRT equivalent is MRT with Indonesian adapted translation, namely, *Moda* means a kind of transportation, *Raya* means mass, and *Terpadu* means integrated and strong. The consideration of the equivalent refers to Indonesian terminology taken from English in the same pattern, like ATM (*Anjungan Tunai Mandiri*–Automatic Teller Machine).

Data 2 indicates that the word Whistleblower in the corpora has several meanings. The stage 1 looks for the meaning in Webster Dictionary defines an employee who brings wrongdoing by an employer or other employees to the attention of a government or law enforcement agency and who is commonly vested by statute with rights and remedies for retaliation. While other corpus states that a whistleblower is a person, who could be an employee of a company, or a government agency, disclosing information to the public or some higher authority about any wrongdoing, which could be in the form of fraud, corruption, etc. Another explains that a whistleblower is a person who comes forward and shares his/her knowledge on any wrongdoing which he/she thinks is happening in the whole organization or a specific department. A whistleblower could be an employee, contractor, or supplier who becomes aware of any illegal activities. Stage 2 is to search the equivalent based on the context given in the text. There are possible translations, namely, *pengadu/pelapor kasus/aib, peniup pluit, pelapor tindak pidana, pelapor, pengungkap kasus/pembisik (kompas), pelapor tindak pidana, penyingkap aib*. Based on the interview, the team will consider the argument given by expert in the field of the study. The final decision is *pelapor tindak pidana* cited from terminology in legal register given by the Supreme Court of Indonesia.

Data 3 is the word giveaway. The word is very popular on Instagram. Stage 1 is to look up the meaning in the corpus. It is defined as the act of giving something away free; a thing that is given free, often for promotional purposes. Stage 3 is to search for possible translation that can be understood literally as *hadiah gratis, Hadiah untuk tujuan promosi alang, upa, tanda mata, cendera mata, and sagu hati*. Based on the interview, the word *upa* might possible as the equivalent. However, the equivalent should have positive meaning. Therefore, the equivalent is still searched whether *alang, tanda mata, cendera mata, sagu hati, hadiah, alang*.

Data 4 is the word cyberbullying. Stage 1 is to look up the meaning of the definition in the corpora cyberbullying or cyberharassment is a form of bullying or harassment using electronic means. Cyberbullying and cyberharassment are also known as online bullying. It has become increasingly common, especially among teenagers. Cyberbullying is when someone, typically teens, bullies or harass others on the internet, particularly on social media sites. Harmful bullying behavior can include posting rumors, threats, sexual remarks, a victims'

personal information, or pejorative labels (i.e. hate speech). Bullying or harassment can be identified by repeated behavior and an intent to harm. Victims may experience lower self-esteem, increased suicidal ideation, and a variety of negative emotional responses, including being scared, frustrated, angry, and depressed. Stage 2 is to search for possible translation. Based on the interview with the team it appears some possible translation, that is, *perundungan dunia maya*; *perundungan siber*, *pelecehan dunia maya*, *pelecehan siber*, *kekerasan siber*, *kejahatan dunia maya*, etc. Stage 3 is to decide to obtain the equivalent. The word Cyber has been adopted in Indonesian dictionary in *siber* (*dunia maya*, virtual world). Therefore, the equivalent is decided as *perundungan siber*; *perundungan dunia maya*.

Data 5 is the phrase copy and paste. Stage 1 is to look up the definition of the phrase that means to make a copy of a file, folder or selected text in another location. The phrase "cut and paste" is often used when the function is copy and paste. Stage 2 is to search for possible translation. Based on the interview with the team, there are possible translations, that is, *menyalin dan menempel*; *merekat dan menempel*, *salin tempel*, *salin rekat*. Stage 3 is to decide the equivalent for the phrase copy and paste is *salin rekat* or *salin tempel*.

B. The Strategy in Terminology Translation

In this section, it will be put forward the strategy in translating terminology based on Baker's taxonomy (1992). The writer analyzes the kinds of strategy used in this study. The data analysis is given in Table II.

TABLE II. THE STRATEGY IN TERMINOLOGY TRANSLATION

Source Language (SL)	Process in Finding the Equivalent	Strategy
DATA 1: MRT	<i>Moda Raya Terpadu (MRT)</i>	Translation by paraphrase using unrelated words
DATA 2: Whistleblower	<i>pelapor tindak pidana (MA)</i>	Translation by illustration
Data 3 Giveaway	<i>alang, upa, tanda mata, cendera mata, sagu hadiah</i>	Translation by a more general word
Data 4: Cyberbullying	<i>perundungan siber</i> <i>siber: dunia maya</i>	Translation by paraphrase using related words Translation using a loan word or loan word plus the explanation
Data 5 Copy and paste	<i>Salin rekat</i> <i>Salin tempel</i>	Omission

Data 1 shows that the equivalent of MRT is *Moda Raya Terpadu* (MRT). The translation still holds the concept of the source language that is rendered into Indonesian equivalent into the same pattern as it is in the English terminology. However, there is a modification in the target language that the term *moda raya terpadu* uses unrelated words in the same concept. The paraphrasing strategy can be used when the concept in the source item is not lexicalized in the target language. When the meaning of the source item is complex in the target language, the paraphrase strategy may be used instead of using related words; it may be based on modifying a super-ordinate or simply on making clear the meaning of the source item. Therefore, the

strategy is called translation by paraphrase using unrelated words.

Data 2 shows that the word whistleblower is translated into *pelapor tindak pidana*. The type of strategy is not a simple terminology but it tends to give an illustration. The translator still maintains the definition of the source language. This strategy can be useful when the target equivalent item does not cover some aspects of the source item and the equivalent item refers to a physical entity that can be illustrated, particularly to avoid over-explanation and to be concise and to the point. In Baker's taxonomy, it is called translation by illustration.

Data 3 shows that the word giveaway is translated into *alang, tanda mata, cendera mata, sagu hati, and hadiah*. The equivalent is a little bit difficult as gift 'hadiah' is different from giveaway. The word *alang, tanda mata, cendera mata, sagu hati, and hadiah* is more general. This is one of the most common strategies to deal with many types of nonequivalence. As Baker believes, it works appropriately in most, if not all, languages, because in the semantic field, the meaning is not language-dependent. Therefore, it is called translation by more general words.

Data 4 shows that the word cyberbullying is translated into *perundungan siber* and *perundungan dunia maya*. The strategy of translating it into *perundungan siber* is categorized translation using a loan word or loan word plus explanation. The word cyber is adopted into *siber*. There is an adaptation by using the target language pronunciation. However, it is a loan word. This strategy is usually used in dealing with culture-specific items, modern concepts, and buzz words. Using the loan word with an explanation is very useful when a word is repeated several times in the text. For the first time, the word is mentioned by the explanation and in the next times, the word can be used on its own. Another equivalent is *perundungan dunia maya*. The translation strategy is by paraphrasing related words. This strategy is used when the source item is lexicalized in the target language but in a different form, and when the frequency with which a certain form is used in the source text is higher than it would be natural in the target language. In conclusion, the type of translation tends to use two strategies: Translation by paraphrase using related words and translation using a loan word or loan word plus explanation.

Data 5 shows that the word copy and paste are translated into *salin rekat* or *salin temple*. The translation product omits the word and. This may be a drastic kind of strategy, but it may be even useful to omit to translate a word or expression in some contexts. If the meaning conveyed by a particular item or expression is not necessary to mention in the understanding of the translation, translators use this strategy to avoid lengthy explanations. Therefore, the strategy is called Translation by omission.

The second finding is the strategy used in translating terminology as shown in Table III. The strategy in the process shows that translation by a more general word is 10 %; translation by a more neutral/ less expressive word is 16.4%; translation using a loan word or loan word plus explanation is 13.5%; translation by paraphrase using a related word is 22.4%; translation by paraphrase using unrelated words is 29.2%; and translation by omission is 5.7%, and Translation by illustration

is 2.8%. Based on the table above, the highest frequency is the strategy of translation by paraphrase using unrelated words (29.2%). It means that if there is not the equivalent, it can be given by creation. The creation should be based on the context and content in the SL. While the lowest frequency is the strategy of translation by illustration (2.8%). Translating by paraphrase using unrelated words can be due to the characteristic of terminology translation that should be simple, understandable, unique, or positive meaning.

TABLE III. THE TRANSLATION STRATEGY

No	Strategy	Percentage
1.	Translation by paraphrase using related words	22.4%
2.	Translation by paraphrase using unrelated words	29.2%
3.	Translation by a more neutral/ less expressive word	16.4%
4.	Translation by a more general word	10 %
5.	Translation using a loan word or loan word plus explanation	13.5%

IV. CONCLUSION

To conclude, the writer has found how significant the context is and what strategy is used in the data in this study. The first finding is the process of translation terminology conducted in three stages: stage one is to search the meaning from corpus or corpora. In this stage, it is very important to understand content and context by searching a definition from the dictionary and corpus. Stage two is searching equivalent in the target language. In finding the equivalent, there are some steps by looking up the literal meaning, loan words, possible meaning in the corpus, and creation. Stage three is deciding whether the product in the form of literal or creation translation (new words). There are some data indicated that the translation is in the acronym. Why the translator uses the strategy as most of the Indonesian equivalent has in a phrase or a clause. The creation strategy is used to accommodate the characteristics. Another case also emerges in the finding that there are new words in Indonesian entry. It is intended to enrich the Great Indonesian dictionary.

As the data is chosen purposively, the research is still limited in the analysis. Further research can be done based on a certain register, such as tourism, medicine, transportation, communication, information technology, and business and

industry. Hence, it will be great if the findings are in other types of research, such as, applying other theories that make the finding more various. Hence, the research should be taken further study.

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