



On Indonesian-English Translation Company Profile Produced by Regional Government

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Abstract— To promote abroad about its potencies of area and also superiority of its products, the local government, Sragen regency, uses bilingual (Indonesian-English) company profile book. It is not only a media to promote Sragen regency, but it also becomes the quickest access to general understanding of this regency. This paper analyzes the translation techniques found in that company profile book. This research belongs to qualitative research. The data are all phrases and sentences in Indonesian – English version in Company Profile Book of Sragen regency. The data were analyzed by using interactive model of Miles and Huberman. From the analysis, it could be concluded that the translation techniques appeared in this company profile book are calque, transposition, literal translation

Keywords: *company profile, translation technique, bilingual, literal translation*

I. INTRODUCTION

Advertisements (Ads) have become parts of modern societies. It can be seen now they come to all level in human activities. As one of the most effective media of communication, text of ads should determine communicative aspect that is having a function to convince someone in making decision toward a company that is advertised (Bihunov, Dmytro & Ernest Ivashkevych, 2021). On the other hand, the father of advertisement, David Ogilvy, stated that the advertiser is impossible to force someone to buy the product that advertised. The easiest thing to do is only trying to attract the ones to buy the product (Ogilvy, 1985).

Persuading in the term of advertisements is not a simple thing, though between producers and consumers use one language to communicate that both can understand it. That is why in modern era integration and globalization tend to the development of international trade. In this case, of course, the translation of high quality ads text becomes one of the needed requirements to make the ads become successful.

Company profile as one of the ads type is specific form of “*soft article marketing*”. Compared to other forms of ads, company profile has some benefits from its marketing side: they only need minimum cost, can attract more attentions. In a short, people can see from this company profile how big the development of one company or institution (Yin, 2016). Company profile is the window of promoted enterprises. Company profile with 2 languages becomes the convenient and effective way for companies to enter in the international market better.

Ads field is also seen having many contributions to transmitting of values and ideas to people due to some reasons. The first reason, one of the factors determining the success of ads is about the language. The second reason, ads can be appeared in everywhere (where the people are). People can find ads at newspapers, magazines, televisions, other social medias even when people are in the road (Rodriguez, 1996: 221)

The policy of district autonomy that had been being started in the beginning of the 2000 brought the logical consequences to authority of the local government. It also happened in Sragen regency, Central Java. Sragen tries to explore and enrich the sources of its income through some sectors, for examples trade sector and tourism sector. Trade sector can be handicrafts produced by empowering the natural resources such as batik clothes handicraft and furnitures. On the other side, tourism sector can be explored by empowering some natural potencies, such as museum, water tourism object, batik village and the burial of Pangeran Samudra, son of Majapahit.

All the superiority products and natural potencies can become the sources of potential income for Sragen that is needed to introduce and promote to local and foreign societies. In this case, it is necessary to have good marketing strategy to improve the attraction region potencies. One of the strategies that can be handled by regional government of Sragen is overviewing Sragen and its all potencies through company profile.

A book of company profile with two languages of course involves translation area. In translating ads, it is often found as copy adaptation. The translator tends to use the original terms in source text than translating them to target text. It can be the problem for the translator in doing this because two languages involve two different cultures. More than that in translating a book of company profile, the translator must also pay attention the strategy of translation both two languages (Garcia, 2018:66)

II. LITERATURE REVIEW

A. *Meaning of Company Profile*

According to Agustrijanto, company profile is about general description of an institution or company that would like to do a series of integrated promotion in a book (2001: 133). An institution or a company needs to promote itself in order to make people will know about it and attract to buy the products or do something to give the profit of the institution or company. Company profile is usually used as ‘the identity card’ of the institution or company in having good communication or relationship in that company, business partners or other related sides. It has an important role to do business to business because it can represent the vision, mission of the institution or company or anything that would like to offer to consumers. More than that, company profile has another advantage, that is as a means of presentation. Having presentation by using company profile can shorten the time, so it can make the time more effective.

There are some forms of company profiles. According to Zackhy et.al (2010): 1. Text company profile, this company profile contains written text and must care the way how to transfer the message, written systematically, and the language must be easy to understand. 2. Graphic company profile, it is more varied than text company profile for combining the element of text, picture/photo/illustration. 3. Video company profile, this is multimedia form build on a concept and storyboard. 4. Interactive company profile, this is the newest innovation based on interactive concept, it means that the consumers involve to choose the needed information. 5. Online company profile, it appears on website having the uniqueness and all info about the company or institution. From the above information, actually it is very easy to choose the types of company profile that can be appropriated to the purpose of company profile production.

B. *Translation Technique*

As we see that translation field becomes a bridge for understanding two different languages (Nababan, 2003). Translation is not only transferring the messages but it is also transferring the culture of both two languages. This part sometimes is not simple, because translator will find some cultures that might have not been in in SL and TL as well. Translator must be brave to take decision immediately in determining the correct meaning in the text. Besides that, the translator must use the appropriate technique of translation in order the result of translation is much better.

Translation techniques based on Molina & Albir (2002: 509) are as follow:

1. Adaptation, is a translation technique of cultural replacement in SL with something having same characteristics in TL. Newmark said that this technique was called ‘cultural equivalent’ (1988:82), while Baker said it was as cultural substitution. For example, in English-Indonesian translation we have ‘Dear Sir’ becomes Yang terhormat in Indonesian.

2. Amplification, is a translation technique that paraphrase implicit information into TL. This technique is done to clarify an ellipsis expression, to avoid ambiguity. For example: Ramadhan is paraphrased into a fasting month for Muslims. In other word, it is the opposite of reduction.
 3. Borrowing, is a translation technique that translator borrows a term from SL. There are 2 types of borrowing, they are pure borrowing and naturalized borrowing. Pure borrowing, the translator still use the term of SL (something like mouse, flash disk) while naturalized borrowing the translator takes the sound of that word in SL then it is adjusted with the pronunciation of the word in TL. Example: bottle becomes botol, computer becomes komputer, music becomes musik, and so on.
 4. Calque, is a translation technique to transfer word or phrase from SL to TL literally both lexically and structurally. Example: Vice President becomes wakil presiden. It can also happen in such example formal education becomes pendidikan formal. Here, it involves the interference of SL structure to TL structure.
 5. Compensation, is a translation technique that used stylistic effect in other place of SL for it was not placed in the same position in TL. Example: Never did she visit her aunt is translated to Wanita itu benar-benar tega tidak menemui ibunya.
 6. Description, is a translation technique that change the term into a description of form or function. Example: the word 'Gado-gado' is translated into 'a kind of food, consisting of some vegetable (like spinach, bean sprout, carrot, cucumber, string bean, cabbage, with tofu and tempeh and peanut sauce and shrimp chips).
 7. Discursive Creation, is a translation technique that tries to determine or create temporary equivalence that is unpredictable and out of context. This technique is usually used to translate the title. Example: a book entitled Si Malin Kundang then is translated to be a betrayed son si Malin Kundang.
 8. Established Equivalent, is a usage of terms that are common in dictionary or in TL as the equivalence of SL. Example: the usage of effective and efficient is more common than the word 'mangkus' and 'sangkal' in Indonesian.
 9. Generalization, is a technique of usage more general terms in TL. Example: the word 'penthouse' is translated to be place to stay, or the word 'becak' is translated into 'vehicle'.
 10. Linguistic Amplification, is a technique of linguistic element addition so the translation becomes longer. Example: I get it then was translated into Biar saya saja yang mengangkat telepon.
 11. Linguistic compression, this technique synthesizes linguistic element becomes simpler. Example: 'You must find out' is translated into 'Carilah!'
 12. Literal Translation, translation technique that translated word by word. Example: I will ring you becomes Saya akan menelpon Anda.
 13. Modulation, a translation technique that the translator used other point of view in SL, and can be in the form of structurally and lexically. Example: "You are going to have a child" is translated into 'Anda akan menjadi seorang Bapak'.
 14. Particularization, is a technique of usage the terms that are more specific. This is the opposite of generalization technique. Example: Air transportation is translated into helicopter.
 15. Reduction, is a technique to omit (reduce) some information because they are already known in TL Example: The month of fasting is translated into Ramadhan.
 16. Substitution, is a technique of changing linguistic elements to paralinguistic or vice versa. Example: He shakes his head means dia tidak setuju in Indonesian.
 17. Transposition, is a technique of changing grammar category. It is same as rank shift.
- Variation, is a technique of changing linguistic elements or paralinguistic that can affect the aspect of linguistic variation. Example: the changing of social dialect, geographical dialect, etc.

III. METHOD

This research belongs to qualitative research. It is the method that has a function to describe the objects being researched through collected data as what they are and do the analysis without making generalization (Walidin, et.al, 2015: 52). This research is also called as descriptive research because it results the description of the problems shown in the translation of company profile book. Besides that, it also describe the translation technique used by the translator in translating company profile book of Sragen.

The research of language also has research location because language is social process having social process location to finish its social purpose. The focus of this research is company profile book of Sragen regency. This book is a media, so the limitation is the media itself. The research location consists of setting, participant, action. Location determined through media represents the reality of place, participant, and action that have social-cultural values in the place presented in that media (Spradley dalam Santosa, 2017: 49, 51). So, the location of this research is the book of company profile of Sragen regency that present all informations about tourism object, culinary, superiority products and local culture.

About the data, this research has many data. They are Indonesian phrases and sentences and their translations in English about tourism object, culinary, superiority products and local culture of regional government, while the data source is a book of company profile of Sragen.

Sampling in qualitative research is done to guide the researcher getting the purpose of the research. Sampling is done purposively or sometimes is called criterion-based sampling that is determining a number of criteria used to selected sample in order to appropriate to research goals.

Techniques of data collection in this research are documentation and content analysis. In documentation technique, the researcher collected the book of company profile of Sragen regency. After the researcher got the document, the researcher collected the data by using the technique of content analysis. The instruments needed here were document company profile itself and data cards.

In qualitative research, the data validity is called triangulation. There are many types of triangulations, four of them are data/source triangulation, method triangulation, theory triangulation and researcher triangulation (Sutopo, 2009). This research used method triangulation because the researcher used two methods to get the data validity.

After getting the data validity, the researcher analyzed the data by using interactive model analysis of Miles and Huberman. It has four steps to do, they are collecting the data, reducing the data, displaying the data and getting conclusion

IV. RESULT AND DISCUSSION

In doing translation project, translator faces many things that must be decided by himself/herself. He/she must work to decide the vocabs or diction that he must be chosen, structure or grammar of each sentence, culture terms of both languages (Source Language (SL) and Target Language (TL)) and the main point of all is about meaning.

In translating ads (in this case is text of company profile book produced by regional government, Sragen regency), the translator must be careful in transferring messages from SL and TL because of cultural terms of both languages. Cultural terms can be about geographical terms or something refers to food, arts or others. To make high quality ads translation, the translator must understand translation techniques that must be applied. By using good technique of translation, the ads still look well and attracting.

Based on the data analysis, the researcher got 55 Indonesian sentences that consist of 26 phrases and 29 sentences. In this research, the researcher didn't do any reduction because there wasn't any same data. So the researcher used all data (55 data) to analyze. The detail data can be presented in the following table:

Table 1
Result of Data

No	Type of Data	Number	Percentage (%)
1	Phrases	26	37,3
2	Sentences	29	62,7
	Total	55	100

After getting the data, the next step is analyzing the translation technique. The researcher got some technique used by the translator even some data become the modification of some techniques. To know the technique used by the translator, the researcher presented the data in table below:

Table 2
Technique of Translation used in Company Profile Book of Sragen Regency

No	Technique of Translation	Number	Data number	Percentage (%)
1	Amplification, calque	1	1	1,8
2	Transposition, reduction	4	2,4,9, 29	7,3
3	Borrowing, calque	15	3,8,12,13,17,21 22,23, 31, 32, 36, 43, 53, 54, 55	27,3
4	Transposition	24	5,6, 10, 24, 25, 26, 27, 28, 33, 34, 35, 37, 38, 39, 40, 41, 44, 45, 46, 47, 48, 50, 51, 52	43,6
5	Literal Translation	3	11,16, 42,	5,4
6	Calque	3	14, 19, 30	5,4
7	Reduction	1	15	1,8
8	Borrowing, transposition	4	7, 20, 49,53	7,3
	Total	55		100,0

Through the analysis of translation technique of company profile produced by Sragen regency, the researcher found the two most dominant technique used, namely transposition (36,4%) and borrowing calque (29,1%). It means that besides using translation technique by Molina & Albir, the translator also combined among the techniques. It happened because the source text contain some cultural terms and adjust the structure of target text.

To elaborate the translation technique found in the book of company profile of Sragen regency, the researcher tried to discuss some of them.

1. Calque, amplification

SL : Pesona wisata Sragen

TL : Charm tourism of Sragen regency

(Datum no. 1)

This datum belongs to phrase, and the translator used preposition 'of' to combine head and modifier. The structure of source language (SL) can be same as target language (TL), so it was called the technique of calque. It is a technique that transfer word or phrase literally to TL both lexically and structurally (Molina & Albir, 2002:509). Besides that, it was seen that the translator added the word 'regency' to explain the word Sragen. In this case the translator used the technique of amplification. Molina & Albir said that this technique was done to clarify ellipsis expression, avoiding ambiguity (2002:502).

2. Transposition, reduction

SL : Dinas Pemuda Olahraga dan Pariwisata Kabupaten Sragen

TL : Youth Sport and Tourism Department

(Datum no.2)

This datum was classified into transposition because the structure of TL had structure adjustment of English structure. Besides that, there was a reduction of phrase Kabupaten Sragen in TL.

3. Borrowing, Calque

SL : Museum Klaster Bukuran

TL : The Museum Cluster Bukuran

(Datum no. 8)

It was clear here that the translator translated word by word (calque) and he also still used same terms as in SL (museum, cluster, bukuran). This technique was called borrowing, both pure borrowing (the word museum, Bukuran) and naturalized borrowing (kluster became cluster).

4. Transposition

SL : Sragen dikenal sebagai penghasil batik dengan ciri khas berbeda dari batik batik di daerah lain

TL : Sragen is known as batik producers with different characteristics from batik in other areas

(Datum No.45)

This datum belongs to transposition because the translator made some adjustment for the structure in TL. Examples : penghasil batik was translated into batik producers, ciri khas berbeda was translated into different characteristics.

5. Literal Translation

SL : Museum klaster Bukuran ini berisi tentang teori-teori evolusi dan semua materi disajikan secara menarik melalui visual dan interaktif.

TL : The museum cluster Bukuran contains about the theories of evolution and all material presented in an interesting through visual and interactive.

(datum No.11)

The translator used a technique of Literal translation in translating this datum because it was translated word by word (Molina & Albir, 2002: 509)

6. Calque

SL : Museum Klaster Manyarejo

TL : The Museum Cluster Manyarejo

(Datum No. 19)

This datum was classified into calque technique because it transferred word or phrase literally to TL both lexically and structurally (Molina & Albir, 2002:509)

7. Reduction

- SL : Museum klaster Ngebung memiliki nilai sejarah yang signifikan karena di sanalah pertama kali dilakukan penggalian secara sistematis
- TL : Ngebung cluster represents the museum of historical value is because that's where it was first performed in a systematic excavation

(Datum No. 15)

The translation technique used here was reduction because the translator reduced the word museum and significant in target language.

8. Borrowing, Transposition

SL : Fasilitas: Museum purbakala- Mini zoo- Mess peneliti –Rest area- Kios souvenir- Arena permainan anak- Kafetaria

TL : Facilities: Archeological museums- Mini zoo- Mess researchers- Rest areas- Souvenir Kiosk- Arena Game- Cafeteria

(Datum No.7)

This translation used technique of borrowing because many words are still same in TL, for example the words museums, mess, mini zoo, rest area, even the word kios. So technique of borrowing here can be both pure borrowing and naturalized borrowing. On the other hand, technique of transposition was also used in this translation to make adjustment in the structure of TL. Examples: Museum purbakala became archeological museums, kios souvenir became souvenir kios.

V. CONCLUSION

Through the above analysis, it can be found that the translation techniques in a book of company profile of Sragen regency are the mixed of some translation techniques by Molina & Albir. They are amplification calque, borrowing calque, transposition reduction, borrowing transposition. Besides that, it was also found other techniques such as transposition, literal translation, calque and reduction. From all the techniques, the most dominant used by translator is transposition. It can happen like this because the adjustment of structure in TL is of course needed by translator.

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