

Techniques and Translation Ideology Analysis in a Political Interview Subtitle

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Abstract—The impact of translator’s technique used, and ideology would be undeniably significant to the translation product. Thus, this research focuses on the analysis of the translating process of technique and ideology translator used to transfer meaning in the target language in a political interview that is “Interview with Presidential Candidate Prabowo Subianto with Babita Sharma from BBC News July 11, 2014” Subtitle. The aim of the study is to identify and describe the technique and ideology translation in “interview with presidential candidate Prabowo Subianto with Babita Sharma from bbc news july 11, 2014 “subtitle. The researcher used simak catat method to collect the data and then did data display, data reduction and then data verification. The result shows there are six techniques; borrowing techniques, calque techniques, modulation techniques, adaptation techniques, reduction techniques, and addition techniques used. Translator’s ideology is more likely towards domestication. It can be seen from the number of adaptation techniques on the level of 15 speeches conducted by the translator compared with the technique of borrowing that is only applied to 7 speeches only.

Keywords—*technique, ideology, translation, interview, subtitle*

I. INTRODUCTION

Politics’ leadership is often discussed. In the era of democracy, audiences of various backgrounds are involved in politics, although often without the need to understand the true politics. Just like what happened sometimes ago in Indonesia when the issue of political issues facing the election of July 9, 2014 ago, many sticking to the political facts of various parties with their respective objectives through political interviews. The public interest about political issues is so high that interviews from various languages are targeted by the public to satisfy their curiosity. One of the media is through political interviews. The public interest about political issues is so high that interviews from various languages are targeted by the public to satisfy their curiosity to finally create the process of translation becomes more demanding.

Translation is understood as activity of transferring the source language text (SL) to the text of the text equivalent targets (TL) text to reproduce the text in the same language or in different languages and thus making it available to a wider audience. In this activity, it may involve many languages with different cultural backgrounds. A good

translation should be able to convey all the source language messages (SL) into the target language (TL) naturally and correctly as they are written in ordinary language. In this case, the translation should include the transfer of cultural significance from the source to the target language to give the concept of an identifiable reader and which is familiar to them [1]. Translation is not new subject anymore. In a loose definition, the practice of translation is done daily anytime and by anyone in everyday life. Today many things are translated from one language (source language) to another language (target language). Some of them are books, novels, journals, magazines, and some other works. They are being translated for many purposes. Some are for academic purposes and some are for entertainment purposes. Some works that include academic fields are academic books, journals, anthologies, papers and so on. Some of the works included in the field of entertainment are novels, comics, films, and others.

Translation can be interpreted as a total translation of the text, sentence by sentence by considering the emotional aspects, styles and cultural nuances of the original authors. The main purpose of translating is to divert the message written in ST into the TT by prioritizing the equivalence of meaning [2]. The attainment of the equivalence of meaning is determined by the competence or the ability of the translator in understanding the ST and pouring the message of meaning into the TT. Translators must master and understand the linguistic and extra linguistic aspects of ST and TT. These aspects are very different between ST and TT. One is the use of the term in the source language is different from the use of the term in the target language. In this case, the translator is confronted with two options often called ideology, namely domestication and foreignization.

Saricoban in [3] stated that translation gives a big contribution to language skills. According to Newmark in [2], the main purpose of translating is to divert the message written in ST into the TT by prioritizing the equivalence of meaning. Mansourabadi and Karimnia in [4] believe that in the last few decades, translation experts that create theories have taken translation differently and they have concerned on the variation of factors that is possible to affect translation. As stated by Al almer, *et al.* in [5] stated that the most important is the way of delivering meaning of experience rather than delivering written text. Zainudin and Awal in [6] stated that choosing appropriate translation techniques capability is an essential proficiency for the translators. The techniques unanalyzed in this study is

limited on the techniques that are supportive to discover the translation ideology of the translation. Based on Patrescu in [7] As "control", Ideology and its indicator has lately come to be an increasingly significant matter in studies of translation as a product of a moderately widespread research in the field of what possibly labeled as "ideologized" language. Thus, Magdalena in [1] stated that encompassing the transfer of cultural significance from the source to the target language in purpose giving the idea of an identifiable reader and which is acquainted to them is one of the concerns. Preliminary based on Patrescu in [7] stated that the previous study has discovered that following Beaton's line of demonstration, major experts in translating living in the totalitarian systems of government should be putting their background ideologies employers'. Based on the previous explanation, the researcher chose a political interview in English with an Indonesian subtitle entitled "Interview with Presidential Candidate Prabowo Subianto with Babita Sharma from BBC News July 11, 2014" as a research subject.

The rest of this paper is organized as follow: Section II describes the notion of translation, techniques of translation, ideology of translation, and the interview. Section III describes methodology of this work. Section IV presents obtained results. Finally, Section V discusses and concludes this work.

II. TRANSLATION

A. The Definition of Translation

Translation has been referred in several ways by different experts, depending on the language and its translation. According to Meetham and Hudson in [8] stated that translation is the replacement of text representation in one language with equivalent text representation in a second language. In addition, Nida in [9] mentions that the translation consists of reproducing in the near natural equivalent receptor language of the source language message, first in terms of meaning and second in terms of style. The two definitions above imply that the translation involves two languages: the source language (SL) and the target language or receptor (TL or RL), and that the act of translation is the act of reproducing the meaning of the SL text into the TL text.

B. Techniques Of Translation

According to Molina and Hurtado in [10] the technique of translation is a procedure for analyzing and classifying the extent to which the equivalence of meaning is achieved in translation.

There are 18 translation techniques the researcher used to identify the ideology of translation based on Molina and Hurtado in [10], is the technique of taking a word or term directly from the source language. This direct borrowing is called pure lending, while lending that uses phonetic adjustment and target language morphology is a natural lending technique, (2) (Calque), is a technique that translates a foreign word or phrase in a target language by adjusting the structure of the target language. For example: beautiful girl translated into *gadis cantik*, (3) (Literal translation), is a word-by-word translation. For example, I go to house

translated as *saya pergi ke rumah*, (4) (Transposition), is a technique that replaces the grammatical category. For example: neurological disorders into *kelainan neurological*, (5) (Modulation), is a translation technique that changes the point of view. For example: She hits the car translated into *mobilnya ditabrak*, (6) (Adaptation), is a translation technique that replaces the source language elements with elements that are accepted and known in the target language. For example: cricket becomes *kasti*, (7) (Amplification), is a technique that provides detailed descriptions of a single term in the target language, (8) (Description), is a technique that provides an explanation or description of the form and function of a term from the source language into the target language, (9) (Reduction), is a reduction or elimination technique with the aim of compressing information from the source language into the target language, (10) variation. Techniques by replacing linguistic or paralinguistic elements (intonation, cues) that have an impact on linguistic variation., (11) (Inversion), is a technique that moves one term in the source language to another part of a sentence in the target language, (12) Particularization is a technique for using more specific and concrete terms. For example, the window translates into *ventilasi*, (13) Substitution, is a technique of replacing linguistic elements to be paralinguistic or otherwise, (14) Generalization is a technique for using more general terms, or the opposite of particularization. For example, the mansion into *rumah*. (15) (discursive creation) Translation technique with the use of comparable words that out of context to attract the reader, (16) (establish equivalence) The technique with the use of the word or phrase that is common in daily using or dictionary based, (17) (linguistic compression) The technique is completed by combining linguistic features in the target language. (18) (linguistic amplification) Translation technique that is carried out by adding linguistic features in the target language. A translation technique adds detail-detail information that is not listed in the source language. This is done to assist in the delivery of information to the reader but does not reduce the message to be conveyed.

C. Ideology Of Translation

The significance of the spreading of the domain of translation studies is that it must include together specialists from an extensive variety of backgrounds [2]. Barthes in [11] stated that ideology is an ingrained mythology in the social sphere. The ideology in translation can thus be regarded as a principle believed to be true by a society or a belief about right and wrong in translation. The correctness-correctness concept of translation according to Nida and Taber in [9] is based on "for whom" the translation was made. The "right" translation is the one that manages to divert the message contained in the source language text into the translated text. The interpretation of "right-wrong" in translation cannot be separated from factors other than translation itself, the success in diverting the message, thus becoming relative too. A translator translates based on his or her ideology, publisher pressure, or desire to satisfy the reader's taste. In this case the translator interferes with the translation process. An interpreter is meant to determine one

option of the two opposite poles, ie, foreignization or domestication. The ideology of foreignization is a translation-oriented ideology that is oriented to the Source Language, ie that the "true" and "acceptable" and good translations are appropriate to the tastes and expectations of readers, publishers, who want a cultural presence or sources language term, or which assume the presence of foreign culture is beneficial to society. In this case the translator is entirely within the control of the source text writer. The resulting translation will highlight the cultural aspects or foreign terms expressed in the language of the reader. Associated with the V diagram of Newmark, the method chosen is usually a method that tends to side with source languages such as literal translation methods and semantic translation.

The ideology of domestication is a goal-oriented translation ideology. This ideology is used in translation of poetry, children's stories, movie dubbing and text (subtitle). As an example of the domestication ideology, we can draw from Nida and Taber's book on the translation of the gospels. According to them the translation of this book encourages translators to use the ideology of domestication, "correctness must be determined by the extent to which the average reader for which a translation is intended to be likely to understand correctly". "Anything can be said in one language, can be said in another, unless the form is an essential element of the message" and "equivalence rather than identity". This ideology believes that "right", "acceptable" translations are appropriate to the tastes of readers who want the text of the translation in accordance with the culture of Target audiences. In other words, a translation work is expected not to feel like a translation. Comparable with V's diagram from Newmark, usually the preferred method is the target-oriented method of language such as adaptation, idiomatic translation, and communicative translation.

D. Interview

a. Interview

Reported from Wikipedia (ejected in May 2018), the interview is a conversation conducted by two or more people and each act as a resource and interviewer. The main function of the interview is to obtain accurate information from trusted sources. Interviews were conducted by way of several questions from the interviewer to the resource person.

b. Interview Presidential Candidate Prabowo Subianto with Babita Sharma from BBC News July 11, 2014.

This interview contains a questioning process between Prabowo Subianto and BBC News presenter. The main idea of this interview is to peel Prabowo Subianto as a candidate for the presidential candidate of the Republic of Indonesia with his political style regarding his rivals, his views on the quality of his rival versus his own qualities. In this interview the interviewer asks about the possibility of Prabowo Subianto to emerge victorious in the presidential election, and about how to deal with defeat.

III. METHODOLOGY

This study is a qualitative study. The data source is an interview video and a dialogue transcript pronounced by Prabowo Subianto and BBC News Presenter on July 11, 2014 transcribed by Eddy Roesdiono. Researchers used *simak catat* method to collect the data. After categorizing the data has been done, they were sorted. Information that needs to be collected may be exchanged under a classification. The next step is to classify translated words based on their characteristics and types of translation. Then the classified data were analyzed to describe the technique and ideology of the translation of the subtitle. Discussing the data was the next step. The authors confirmed the finding with the hypothesis used in the examination. After that, he also demonstrates the findings so that they will achieve the aims of the research. After finishing the discussion, the researcher states the conclusions and research results and adds some additional suggestions and suggestions as the reports. As Miles and Huberman stated in [12] to have the obtainable result to analyze the qualitative data, the researcher did three steps they are; the process of data reduction, data display and verification.

IV. RESULTS

In this section the data are grouped according to the translation techniques used which will then be analyzed the translation ideology used by the translator based on the grouped data. The table below will show some categories of translation techniques used by the translator concerned in translating the object from the research completed with the unit level. Note that the level other than the one included in the analysis below is a kind of literal translation which may begin, as it were, from a word-for-word translation, but make changes according to the grammar of the target language that dominates the translation techniques used by the translator concerned.

A. Translation Techniques

From the analysis, there are six translation techniques used by translators in translating "Interview Presidential Candidate Prabowo Subianto with Babita Sharma from BBC News July 11, 2014". The six techniques are; borrowing techniques, calque techniques, modulation techniques, adaptation techniques, reduction techniques, and modification (addition) techniques. Table 1 shows the translation techniques used by the translator followed by the examples.

TABLE I. TRANSLATION TECHNIQUES FOUND AND EXAMPLES

No	Translation Techniques	Examples		Data
		ST	TT	
1	borrowing	All the real counts that	<i>Semua hasil real counts yang</i>	8
		A lot of polls that we have been	<i>Dari banyak hasil poll yang kami</i>	
2	calque	the human rights allegation	<i>tuduhan pelanggaran hak asasi itu.</i>	3
		clean	<i>politik bersih</i>	

		politician		
3	modulation	and I don't think that's	dan menurut saya bukan begitu	1
4	adaptation	election commission nothing... look. with all your respects	<i>KPU</i> <i>tidak ada apa-apa mohon perhatian</i>	15
5	reduction	we should of course wait until I beg your pardon...I beg your pardon.	<i>bahwa kita harus menunggu</i> <i>maaf...maaf.</i>	11
6	modification (addition)	<i>you address what happened and these allegations directly?</i> <i>Unlike yours for the last may be one year.</i>	<i>Anda membeberkan apa yang terjadi dan mengklarifikasi tuduhan-tuduhan itu secara langsung?)</i> <i>Tidak seperti kampanye Anda mungkin kurang lebih satu tahun</i>	2

From the above Table I it can be concluded that there are several levels of translation units translated by translators with such techniques. For example, borrowing techniques in order to achieve accurate translation because the translator does not translate them into the target language. The translator borrows a term already used in the source language. Using this technique means the translator wants to add foreign vocabulary to the target language. Some translation of terms with this technique resulted in the reader a little difficulty in achieving a perfect understanding of the text content. And the other example is technique calque. This technique translates in a foreign language into the target language. This technique is safe enough to translate a speech, but not all terms can be translated with this technique. There are several words in the source language that are translated by calque technique to be less accurate and worth it. Then technique Cultural adaptation becomes the benchmark for an interpreter in using this technique. Translators replace existing cultural elements with similar cultural elements and exist in the TT. This is done because the cultural elements in BSu are not found in the TT, nor the cultural elements of the BSa are more familiar to the target audience. On the above level can be seen some adaptation techniques undertaken by the translator. Such as in "Polling station" if translated literally will be "*stasiun pemilihan*" but the translator considers the cultural elements as well as the word choice preferences so that the translator uses the word "TPU" which stands for "Elections Place". In the reduction or disappearance technique occurs the depreciation or deletion of the component word or part of the Source Language text in the Target Language. In other words, deletion means not translating the word or text section ST into TT text. Suppose in the phrase "I beg your pardon I beg your pardon" just directly translated with word replace "*maaf maaf*". Thus, there is reduction in translation. This is

because the interpreter assumes that the word in the reduction will not change the meaning and affect the reader. On the other hand, the translator believes the reduction process will make the reader understand the reading. In the table above shows the translator apply the technique of addition on the translation result. A translation technique adds detail-detail information that is not listed in the source language. This is done to assist in the delivery of information to the reader but does not reduce the message to be conveyed. Such as "unlike yours", in order to facilitate the reader in understanding the contents of the translator's readings add "*kampanye*" so readers understand that what is meant by "yours" is a campaign.

B. Translation Ideology

Translators can use their work as a tool to support expressing the purpose of an ideology they like or dislike, but at the same time the reader may choose to agree or disagree with the translation. In the ideology there are two opposite poles. The first pole that tends to side with the ideology of the source language then the second is the ideology that favors the target language. The translator applies a literal translation method in which the source language form is as far as possible obeyed and maintained in the target language. It is difficult for the translator to undertake only foreignization or absolute domestication alone. That is the tendency of foreignization or the tendency of domestication.

The concept of domestication and foreignization theory facilitates translators in mixing and matching the source language to the target language by understanding the linguistic and cultural elements between languages to produce a translation product with a good level of acceptability.

According to Venuti in [13] stated that criteria translation of the ideology of foreignization is including translation methods word-for-word translation, literal translation, faithful translation, and semantic translation. The ideology applies words or terms that "borrow" from the source language. Additionally, the ideology of domestication includes methods of translation of adaptation, free translation, idiomatic translation, and communicative translation. In addition, the domestication ideology uses words or terms translated into the target language. Based on the theory it can be concluded that the translator's ideology in translating the translation level entitled "Interview with Presidential Candidate Prabowo Subianto with Babita Sharma from BBC News July 11, 2014" is more likely towards domestication. This is seen from the number of adaptation techniques on the level of 15 speeches conducted by the translator compared with the technique of borrowing that is only applied to 7 speeches only. Nevertheless, an interpreter can not focus on one ideology only because of the importance of the original value and the acceptance that must be an absolute balance for a work of translation.

V. DISCUSSION AND CONCLUSION

There are six translation techniques used by translators in translating "Interview Presidential Candidate Prabowo Subianto with Babita Sharma from BBC News July 11,

2014" to support the idea of finding translation ideology. The six techniques are; borrowing techniques, *kalke* techniques, modulation techniques, adaptation techniques, reduction techniques, and addition techniques. Translator's ideology in translating the translation stage entitled "Interview with Presidential Candidate Prabowo Subianto with Babita Sharma from BBC News July 11, 2014" is more likely towards domestication. This is seen from the number of adaptation techniques on the level of 15 speeches conducted by the translator compared with the technique of borrowing that is only applied to 7 speeches only. The researcher suggest that the technique used by the translator would be necessarily domestication in order to make the reader of the subtitle would be easier to understand the translation.

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