

**TRANSLATION TECHNIQUES TO THE ACCEPTABILITY AND EQUIVALENCE  
IN THE TARGET LANGUAGE**



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# TRANSLATION TECHNIQUES TO THE ACCEPTABILITY AND EQUIVALENCE IN THE TARGET LANGUAGE

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## ABSTRACT

*Tulisan ini membahas tentang tehnik penerjemahan yang dapat diterapkan dalam sebuah kegiatan penerjemahan. Tujuan utama penerjemahan adalah menyampaikan makna yang terdapat dalam bahasa sumber ke dalam bahasa sasaran. Kedua bahasa, yaitu bahasa sumber dan bahasa sasaran adalah dua bahasa yang berbeda yang memiliki sistem yang berbeda dan memiliki latar belakang budaya yang berdeda pula. Namun dalam kegiatan penerjemahan diupayakan bahasa target sedekat mungkin memiliki makna yang sama dengan bahasa sumbernya. Untuk itu dibutuhkan strategi dalam penerjemahan yaitu dengan menerapkan tehnik – tehnik penerjemahan yang berorientasi pada bahasa sasaran.*

*This writing concerns with the application of several techniques during the translation process. The primary aim of translation is delivering the meaning embedded in the source language to the target language. Both, source and target languages are two different languages that have different language system as well as live in different social and cultural background. However, on the translation activity, the target language is aimed to have the closest natural equivalence with the source language. Thus, there must be translation strategies. The application of several translation techniques oriented to the target language is one thing to cope with this.*

*Keywords : Source language, target language, equivalence*

## I. Introduction

The establishment of the ASEAN Economic Community in 2015 is a major milestone in the regional economic integration agenda in ASEAN, offering opportunities in the form of a huge market of US\$2.6 trillion and over 622 million people. In 2014, AEC was collectively the third largest economy in Asia and the seventh largest in the world. Indonesia as one of the members of the AEC has been facing challenges in order to be able to compete with other members of the AEC especially and so with other

countries in the world because AEC is touching all aspects of social lives. Equitable of economic development and the competitive economic region which becomes the main concern of AEC demands a large amount of world class human resources.

Moreover with the establishment of the constitution of the civilian state apparatus, i.e. *UU ASN Nomor 5 Tahun 2014* has becoming a good start of our awareness of how important the development of human resources is. *UU ASN Nomor 5 Tahun 2014* also urges bureaucrats with integrity and professionalism. As the AEC concerns, the global competitive cannot be neglected. It requires bureaucrats who have world class competitiveness. Therefore, the development of competence becomes a significant field to be accelerated. General and technical competences for bureaucrats are two major fields that must be improved because they will be facing with their tasks as public servers. As the global competitiveness concerns and the world class bureaucrats are demanded, the mastery of foreign languages especially English becomes beneficial. It is one general competence that must be mastered. English as an international means of communication, has been spoken by more than 300 million people in the world (New York Times book Review : 1990). English is the most important language in the world. Two third of all scientific papers are published in English (New York Times book Review : 1990). Without any doubt, English has also been becoming an important language that must be mastered by bureaucrats. This global economic is facing bureaucrats with jobs dealing with the activity of speaking or even writing in English. And so will be the translation becoming part of the activities.

To digest an idea of a scientific writing, translation is a must. It is not easy to grab the meaning of an English writing if people do not have competence in English or particularly in translation. To get the meaning of an English sentence is not as simple as changing the English words into the Indonesian lexical items or vice versa. Translation is not merely an activity of transferring one language to another language. Some people did an English writing activity gained by translating their Indonesian version or vice versa, as an instance, they are obliged to make a report by

translating the English source. A maximum result is the aim. However, the writing tends to be awkward and it cannot establish the closest equivalence in the target language norm which results in the misunderstanding of the meaning of the source language. To get the closest equivalence, the process of gaining the meaning of the text is much more important, then continued by transforming in the target language. It is prominent to comprehend the idea of translation and the techniques applied during the process, as translation is not a matter of language transfer. It is meaning that must be held constant.

## II. Problems

Referring to the previous background and concerning with a translation activity, there are problems which are commonly faced by non-native speakers of English, among others :

1. What is translation?
2. What are the techniques of translation?

## III. Aims of The Writing

The aim of this writing is to explain the concept and techniques of translation.

## IV. Literature Review

Translation is a part of the social and cultural activities and a translation product is part of a society culture (Benny,HH,2003). Translation is also one aspect of language because translation involves the use of more than one language. Translation is not a matter of language transfer, it is also a process involving the transfer of meaning. Larson,1988, states that translation is an activity of transferring the meaning from one language to another language or what is called as the source language and the target language by way of semantic structure. It is meaning which is being transferred and must be held constant.

As a matter of fact, it is very difficult to find an exact equivalent between one language and another language because they have different cultural background. The lexical meaning of the two languages will not exactly be the same. Here, translating consists of producing in the receptor language the closest natural equivalent of the message of the source language, first in meaning and secondly in style. Nida (1974)

states that translating consists in producing in the receptor language the closest natural equivalent to the message of the source language, first in meaning and secondly in style. It emphasizes on the closest natural equivalent. The source language and the target language in translation are two different languages that obviously have different language systems and they also exist in different social and cultural backgrounds. However, languages are inter-translatable (Jakendoff,1985), the stock of semantic structure is available to be used by particular languages that must be universal. It does not mean that all of the words or concepts of the source language can be easily transferred to the target language. Jakendoff (1995) mentions that languages may be limited by its lexicon, grammatical, structure and correspondence rules. Therefore, there tends to be loss, gain and skewing of information potentially occurring in translation. Culler (1976) If languages were simply a nomenclature for a set of a universal concept, it would be easy to translate one language to another. However, there was a direct proof that language is not a nomenclature for a set of a universal concept that the concept of one language may differ radically from those of another.

Regarding the primary concern of translation is communicating the overall meaning of a stretch of language, translation need strategies or procedures and techniques. The application of strategies or procedures and techniques hopefully contribute to the acceptability and equivalences of the product of translation, therefore, the exact message intended by the Source Language can be delivered well to the Target language, moreover misinterpretation can be avoided, therefore the closest natural equivalent can be maximized.

#### V. Techniques of Translation

Translation technique is a strategy of transferring the meaning of the source language text to the target language text which affects the micro unit of the text. It will affect the way of translating the units of the translated text. Molina & Albir proposed translation techniques as procedures to analyse and classify how translation equivalence works. There five basic characteristics of translation techniques, among others :

- a. They affect the result of the translation

- b. They are classified by comparison with the original
- c. They affect the micro unit of the text
- d. They are by nature and contextual
- e. They are functional

Referring to the concept of translation technique proposed by Molina & Albir (2002) mention several techniques of translation which are oriented to the source language, among others :

a. Borrowing

The application of this technique is to take or to borrow a word or expression straight from another language. The translator would maintain the original word of the expression of the source language and then being adopted in the target language. This technique can be done in two ways, first is by taking the original word or expression of the source language or without any change (pure borrowing), for example : the word STOP is purely used in the Indonesian context of the traffic sign, while STOP is originally English word. And the second is by naturalized borrowing, pronunciation of the expression of the source language is being naturalized in the target language, for example : microwave oven is being pronounced *mikrowef open*. This expression is still maintained in *Bahasa* Indonesia but the pronunciation is being adapted in accordance with the Indonesian pronunciation.

b. Calque / literal translation

It is literal translation of a foreign word or phrase; it can be lexical or structural. The application of this technique is done by the interference of the source language, for example : prime minister id being translated into *perdana menteri*. Literal translation is done by adjusting the structural system of the source language to the target language system, for example : it is a piece of cake which is translated *into ini hanya sepotong kue*. It is clearly seen that the transfer of meaning is done literally in accordance to the source language, however the intended meaning could be *itu sama sekali tidak berarti apa – apa*.

c. Transposition

It is a translation technique applied by changing a grammatical category. In English Indonesian translation or vice versa, changing grammatical category is needed because both languages have different language systems. For example : the plural form in English which is done by adding –s or –es to the nouns must bge translated in accordance to the way of making plurality in *Bahasa* Indonesia, such as the word *banyak* or *para* or even by making reduplication. Another example is how to translate this text :

The Governor of Bali welcome delegates of the ASEAN summit is translated into *Gubernur Bali menyambut semua delegasi konferensi tingkat tinggi ASEAN.*

d. Adaptation

It is applied by replacing an source language cultural element with one from the target language. This technique is also known as cultural adaptation. For example : *kutu buku* is not translated into book louse : however it is translated into bookworm. *Kutu* is not given its equivalence into louse but it is preferred worm even it refers *to cacing* in *Bahasa* Indonesia

e. Amplification

It is to introduce details that are not formulated in the source language information, explicative paraphrasing, e.g. when translating *Ramadan* into Moslem month of fasting.

f. Established equivalence

It is to use a term or expression recognized (by dictionaries or language in use) as an equivalent in the target language. For example : the word formal, which is the equivalent of formal, is preferred to be used than the word *resmi* in *Bahasa* Indonesia.

g. Generalization

It is the use of a more general or neutral term. This technique is applied when the source language expression does not have a specific equivalent in the target language. The word boulevard does not have its specific equivalent in *Bahasa* Indonesia and it is translated into *jalan*.

h. Particularization

It is the use of a more precise or concrete term in the target language as the equivalent of a more general term in the source language, this is the opposite of the generalization technique.

i. Modulation

It is to change the point of view, focus or cognitive category in relation to the ST; it can be lexical or structural. The change of point of view can result in : text compression, text stretching, focus to the second or third person as well as the focus of the actors. The sentence, nobody does not give any support to him can be translated by changing the point of view so the translation can become *semuanya memberi dukungan kepada laki – laki itu*.

j. Reduction

It is suppressing an ST information item in the TT. As the term concerns, reduction is applied by reducing the ST information in the TL partially. This kind of technique is applied without reducing the meaning or the intended message of the SL in the TL. The Governor of Bali, Made Mangku Pastika, gave financial assistance to several villages in Bali, this expression can be translated into *Made Mangku Pastika menyerahkan bantuan kepada beberapa desa di Bali*. The Governor of Bali is deleted in the TL without reducing the message of the SL because Made Mangku Pastika must be the Governor of Bali

k. Discursive creation

It is to establish a temporary equivalence that is totally unpredictable out of context. This kinde of technique is usually done based on the translator's preference.

l. Description

It is to replace a term or expression with a description of its form or/and function. For example : *lawar* can be translated by making description of what lawar is made of so the translation can be possibly a kind of Balinese dish which is made of copped meat and vegetable mixed with some spices and grated coconut.

m. Addition is a translation technique which is applied by giving additional information which is not existed in the source language. It is aimed to elaborate some expression or concepts of the source language which

do not have an exact equivalence in the target language. *Menciptakan keharmonisan adalah makna dari Tri Hita Karana*. *Tri Hita Karana* has no best equivalence in the English language so the translator usually maintains this term in the target language but additional information is given in order to give clarification in the target readers and at last they will be able to understand the meaning of the source language text. The additional information of the text could be : *Tri Hita Karana* (It is a Balinese concept which is derived from Sanskrit language which consist of three words, i.e. *Tri*, *Hita* and *Karana*. *Tri* means three, *Hita* means good, happy or preserved, and *Karana* means cause. So *Tri Hita Karana* means three elements that can cause the arising of harmonious and balanced relationship toward goodness. The three elements of the harmonious relationship are harmonious behaviour between people and the God, harmonious behaviour among people themselves and harmonious behaviour between people and their environment.

## VI. Conclusion

1. Translation is not a matter of language process, instead it is a matter of equivalence, difficulties will vary during the process of translation. Problems will arise from two general factors; they are linguistic and extra linguistic factor. The extra linguistic factors are closely related to social and culture of both languages. And the linguistic factors deal with phonology, morphology, syntax and semantic of the language.
2. Translation is a product oriented. The translation process is focused on the target language. The choice of one technique instead of another is based on the acceptability and equivalence in the target language without neglecting the intended message of the source language.
3. The chosen techniques are oriented toward the target language so becoming communicative and the product of the translation becomes acceptable in the target language.
4. Translation is a relative and functional activity. It is very much dependent upon the system of the target language, the culture of the target language, the function of the translation, the target readers and the social condition when the translation is done.

5. The problem of untranslatability would occur during the translation activity when the two languages come from very different language systems. Then translator must seek for certain strategies and techniques to cope with this problem.

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