

## **Translation Procedures Analysis: English - Indonesian Motivational Book**

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**Abstract.** *This study deals with the investigation of translation procedures used in the process of translation of an English motivational book into Indonesian. The type of this study is descriptive-qualitative that focuses on translation product analysis. The collecting of data that consist of word, phrase, clause and sentence was done with purposive sampling technique. The sample of the study is 430 data pairs of both text (English and Indonesian). The findings revealed nine translation procedures identified in this study. Those procedures and its frequency are as follows: Literal (181), Calque (5), Borrowing (32), Addition (105), Omission (33), Modulation (27), Transposition (24), Equivalence (21), and Adaptation (2). The first three of techniques (literal, borrowing and calque) are oriented to source text while the rest (addition, omission, modulation, transposition, equivalence, and adaptation) are oriented to target text. Procedures that oriented to source text is referred to direct translation, while those to target text is referred to oblique translation. The finding revealed the proportion of literal translation and communicative translation are 50.70% and 49.30% respectively.*

**Keywords:** *translation, procedures, direct, oblique, motivational book.*

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### **I. INTRODUCTION**

#### **1. Background of Study**

Language as a guide to social reality has become the medium of expression for the our society. However, there is no two languages are ever sufficiently similar to be considered as representing the same social reality. Hence, the translation works play the important roles, such as the source of knowledge about foreign.

Millions foreign books have been translated into Indonesian. In 2015 alone, there were 1,400 publishing houses in Indonesia which publish an average of around 24,000 titles foreign books per year. (Abrams, 2015). Murtisari (2015) proposed that translation is paramount in the development of national languages by enlarging their capacities as a medium of communication, be it in vocabulary and organisation of ideas. Thus, the translation plays the critical role in knowledge transfer and nation building. Not surprisingly, it also draws great attention of Indonesian scholars who interested in translation study.

The proposed study focuses on the analysis of translation techniques used in the process of translation of "Chapter 5: Express Your Voice" of Stephen R. Covey's Book into Indonesian. Covey's work has influenced millions upon millions of people worldwide, including Indonesian.

### **II. LITERATURE REVIEW**

#### **2.1 Translation**

Etymologically, the word "translate" is formed from the Latin "trans+latus", which means "carried across". Translation, whose beginning can be traced back to the Tower of Babel is defined as "a bilingual mediated process of communication which ordinarily aims at the production of a TL text that is functionally equivalent to a SL text" (Reiss, 1971:161). To translate adequately, a translator must do his or her best to find a proper means of expression.

There are two very basic approaches to translation. The first is to express as exactly as possible the full force and meaning of every word and turn of phrase in the original, and the second is to produce a result that does not read like a translation at all, but rather expresses itself with the same ease as in its native rendering.

Translation consists of reproducing the message of the source language in target language firstly in terms of meaning, secondly in terms of style. Translating can be simply defined as transferring the message from the source language (SL) into the target language (TL), both in terms of meaning and style. So the ideal translation should make sense and be easily understood by the target readers. However, the message in the TL should be equivalent with that in the SL. The structure of a given language determines the way in which the speakers of that language view the world. (Nida, 1975:79). Related to rendering SL text to TL text, a translator should ensure that the surface meaning of the two text will be approximately similar, and the structure of the SL will be preserved as closely as possible but not so closely that the TL structures will be seriously distorted. Bassnett (1994:2)

Different languages reflect different values and cultures; therefore, in an attempt to mediate different languages, values or cultures, translations "nearly always contain attempts to naturalize the different culture to make it conform more to what the reader of the translation is used to" (Lefevere, 1999: 237). Translation involves the transfer of meaning from a text in one language into a text in another language. Bell (1991:8)

Considering the translator as a learner, Robinson puts forward that translation is an intelligent activity involving complex processes of conscious and unconscious learning. It requiring creative problem-solving in novel, textual, social, and cultural conditions". Robinson (1997:51)

## 2.2 Translation Procedures

Translation procedures are methods applied by translators when they formulate an equivalence for the purpose of transferring elements of meaning from the Source Text (ST) to the Target Text (TT). Jean Paul Vinay and Jean Darbelnet in the 1950s came up with seven procedures of translation and as many ways to attain equivalence.

Vinay and Darbelnet proposed seven methods or procedures, they are borrowing, calque, literal, transposition, modulation, equivalence, adaptation. Their view was that if literal translation or direct translation was impossible, then the translator would have to resort to what they termed oblique translation. Oblique translation is another term for free translation where the translator exercises his/her freedom to attain equivalence; this might perhaps result in what Catford terms 'shifts'.

Due to structural and metalinguistic parallelisms that occur between languages it is often possible to overcome gaps between the SL and the TL by transposing the SL message piece by piece into the TL. In such cases, when the translator notices a gap in the target language, they can employ either a parallel category or a parallel concept to convey the meaning of the source text. This can be accomplished with one of the following direct translation procedures:

1. Borrowing is usually used in terms of new technical or unknown concepts, to overcome a gap, usually a metalinguistic one. Borrowing is the simplest of all translation methods. Borrowing is mostly applied to introduce the flavor of the source language color is a matter of style, but at the same time it may have a significant effects on the message contained,
2. *Calque* is a special kind of borrowing whereby a language borrows an expression from another, but the translator translates literally each of its elements. The result is either a lexical *calque* i.e. one which respects the syntactic structure of the target language while introducing a new mode of expression,
3. Literal translation is a direct transfer of the source text into grammatical and idiomatically appropriate target text.

In dealing with structural and metalinguistic differences between languages certain stylistic effects are unattainable without upsetting the lexis or the syntactic order in the target language. In such cases more complex methods must be employed to convey the meaning of the source text. Although at a cursory glance they might look fairly sophisticated, or even unusual, the oblique translation procedures allow translators to exert a strict control over the reliability of their efforts. (Vinay and Darbelnet, 1989).

4. Transposition is a procedure which involves replacing one word class with another class without changing the message. There are two types of transposition, namely obligatory and optional transposition. Obligatory transposition occurs when the target language has no other choices because of the language system.
5. Modulation is the varying of the language, obtained by a change in the point of view, this change can be justified, although literal even transposed. There are two types of modulation, namely free or optional is generally adopted because of nonlinguistic reason. It is mostly used to stress the meaning, to affect coherence or to find out natural form in the TL.
6. Equivalent is often desirable for the translator to use an entirely different structure with different meaning from that of the source language text so long as it is considered appropriate in the communicative situational equivalent to that of the source language text.
7. Adaptation is the extreme limit of translation which is used in cases the translator has to create a new situation that can be considered equivalent.

Some of the source language data do not have exact equivalents in the target language because of the different cultural backgrounds between the source language and target language. Therefore, not all of the source language terms can be translated into the target language if the source language terms are considered as not having the equivalents.

## 2.3 Equivalence in Translation

The definitions of translation suggested previously, imply that the main objective of a translator is producing the same meaning or message in the target language text as intended by the original author. This

notion of 'sameness' is often understood as an equivalence relation between the SL and TL. This equivalence relation is generally considered the most salient feature of a quality translation.

Lauscher, (2000: 151) adds no translator would hinder the reader's comprehension by using absolute expressions in order to achieve equivalent effect. Because the target text can never be equivalent to the source text at all levels, researchers have distinguished different types of equivalence. Nida (1964:159) suggests formal and dynamic or functional equivalence. Formal equivalence focuses attention on the message itself, in both form and content. It requires that the message in the target language should match as closely as possible the different elements in the source language. Dynamic equivalence is based on the principle of equivalent effect, where the relationship between the receptor and message should be substantially the same as that which existed between the original receptors and the message.

Munday (2001:47) describes these five different types of equivalence, i.e. : (1) denotative equivalence is related to equivalence of the extralinguistic content of a text; (2) connotative equivalence is related to the lexical choices, especially between near-synonyms; (3) text-normative equivalence is related to text types, with texts behaving in different ways; (4) pragmatic equivalence, or 'communicative equivalence', is oriented towards the receiver of the text or message, and (5) formal equivalence is related to the form and aesthetics of the text, includes word plays and the individual stylistic features of the source text.

Since language is strongly influenced by the culture, it is then difficult to find such the same equivalent form from the source language into the target language. To cope these phenomena, Larson (1998) suggests some alternative ways to find the equivalent. Snell-Hornby (1988:13) clarifies when the target text is expected to be a faithful reproduction of the source text, then equivalence is defined as identity (of meaning and/or form), not necessarily in the strict sense of interchangeability and complete reversibility, but more often in the sense of equal value or correspondence. Types of equivalence were suggested in order to specify the relationship between SL-text and TL-text, for example Nida's (1964) formal equivalence and dynamic equivalence, or Koller's (1979:215) denotative, connotative, text-normative, pragmatic, and formal-aesthetic equivalence.

## 2.4 Shift in Translation

Baker (2000:226) mentions that the term shifts is used in the literature to refer to changes which occur or may occur in the process of translating. Since translating is a type of language use, the notion of shift belongs to the domain of linguistic performance, as opposed to that of theories of competence. Hence, the shifts of translation can be distinguished from the systemic differences which exist between SL and TL and culture. According to Catford (1965:73), a shift is departures from formal correspondence in the process of going from the SL (source language) to TL (target language). Shifts can be occurred in grammatical and lexical levels.

## 2.6 Translatability and Untranslatability

Translatability/untranslatability is a classic yet vast and fuzzy topic; for instance, Catford (1965: 93) writes that translatability appears "intuitively, to be a *cline* rather than a clear-cut dichotomy", and "SL texts and items are *more or less* translatable rather than absolutely *translatable or untranslatable*". To deal with the topic, Catford (1965: 94) distinguishes linguistic and cultural untranslatability: "In linguistic untranslatability the functionally relevant features include some which are in fact formal features of the language of the SL text. If the TL has no formally corresponding feature, the text, or the item, is (relatively) untranslatable." For cultural untranslatability (1965: 99), "What appears to be a quite different problem arises, however, when a situational feature, functionally relevant for the SL text, is completely absent in the culture of which the TL is a part." For the term '(un)translatability', Hatim and Munday (2004: 15) describe it as "a relative notion", and it "has to do with the extent to which, despite obvious differences in linguistic structure (grammar, vocabulary, etc), meaning can still be adequately expressed across languages".

### III. DATA ANALYSIS AND FINDINGS

Translation procedures understood as an instrument of textual analysis that in combination with other instruments allows us to study how translation product was resulted. This study use the single technique analysis. By observing the data, there are 9 translation procedures used in translation process of Chapter 5: Express Your Voice of Stephen R. Covey . Those procedures are identified among 430 data pairs in the units of word, phrase, clause and sentences.

Table 3.1 Translation procedure and frequency

No.	Techniques	Frequency	Percentage
1	borrowing	32	7.44
2	calque	5	1.16
3	literal	181	42.09
4	transposition	24	5.58

5	modulation	27	6.28
6	equivalence	21	4.88
7	adaptation	2	0.47
8	addition	105	24.42
9	omission/deletion	33	7.67
<b>Total data</b>		<b>430</b>	<b>100</b>

### 3.1 Borrowing

There are 32 (7.44 %) of data pairs used borrowing.

007	<u>Vision</u> is seeing with the mind's eye what is possible in people, in projects, in causes and in enterprises.	<i>Visi</i> berarti dengan mata batin melihat kemungkinan yang terdapat di dalam diri orang, dalam proyek, dalam hal-hal yang pantas diperjuangkan, dan dalam usaha kita.
369	This is true <u>synergy</u> , where the whole is greater than the sum of the parts.	<i>Ini merupakan sinergi yang sesungguhnya, di mana keseluruhannya lebih besar daripada jumlah total dari bagian-bagiannya.</i>

### 3.2 Calque

There are 5 (1.16%) data pairs identified as *calque* translation.

030	The visionary leader thinks big, thinks new, thinks ahead – and most important, is in touch with the deep structure of human consciousness and <u>creative potentials</u> .	<i>Pemimpin visioner berpikir besar, berpikir secara baru, berpikir ke depan, dan yang lebih penting lagi, bersentuhan dengan struktur yang mendalam dari kesadaran dan <u>potensi kreatif</u> manusia.</i>
066	He built one of the most disciplined <u>military-industrial machines</u> that the world has ever seen.	<i>Dia membangun salah satu <u>mesin industri-militer</u> yang paling disiplin yang pernah disaksikan oleh dunia.</i>

### 3.3 Literal

Out of 430 data pairs, 181 (42.09%) are literal translation.

1) Literal translation in the form of word

013	commitment	<i>komitmen</i>
018	social mirror	<i>cermin sosial</i>
035	attribute	<i>atribut</i>
038	expansion	<i>ekspansi</i>
045	community	<i>komunitas</i>
373	foundation	<i>fondasi</i>
393	harmony	<i>harmoni</i>
426	organization	<i>organisasi</i>

2) Literal Translation in the form of phrase

043	formal position	<i>posisi formal</i>
045	international community	<i>komunitas internasional</i>
049	economic recession	<i>resesi ekonomi</i>
066	military-industrial machine	<i>mesin industri-militer</i>
067	emotional intelligence	<i>kecerdasan emosional</i>
146	positive energy	<i>energi positif</i>
256	religious tradition	<i>tradisi agama</i>
379	professional career	<i>karir profesional</i>

3) Literal Translation in the form clauses and sentences

010	When people have no vision, when they neglect the development of the mind's capacity to create, they fall prey to the human tendency toward <i>victimism</i> (see the lower road of Figure 5.1).	<i>Bila orang tak punya visi, bila mereka mengabaikan perkembangan kemampuan pikiran untuk mencipta, mereka akan jatuh pada kecenderungan manusiawi ke arah <i>victimism</i> (<i>viktimismo</i>, merasa menjadi korban) (lihat jalur bawah pada Gambar 5.1).</i>
025	When conscience governs vision, discipline and passion, leadership endures and changes the world for good.	<i>Bila nurani mengarahkan visi, disiplin, dan gairah, kepemimpinan akan terus bertahan dan mengubah dunia ke arah yang baik.</i>

### 3.4 Transposition

The result showed that 24 (5.58%) of data pairs used transposition.

- |     |   |  |
|-----|---|--|
| 077 | <u>Lack of conscience</u> was his downfall  | <i>Kehancurannya disebabkan oleh <u>tiadanya nurani</u>.</i>   |
| 388 | You might be interested to know that a long-time colleague of mine <u>visited</u> Stone in Uganda several years after this film was made. | <i>Sekembali dari <u>kunjungannya</u> kepada Stone di Uganda, salah seorang teman saya mengungkapkan kesannya,</i> |

### 3.5 Modulation

There are 27 (6.28%) data pairs that identified use the modulation.

- |     |  |   |
|-----|--|---|
| 134 | <u>Does it give me a sense</u> of "calling," a cause worthy of my commitment?  | <i><u>Apakah dengan visi itu</u> saya merasa punya "panggilan" tertentu, suatu alasan atau tujuan yang pantas mendapat komitmen dari diri saya?</i>   |
| 222 | <u>In fact</u> , enthusiasm becomes a moral imperative, making the person part of the solution rather than part of the problem of feeling essentially hopeless and helpless. | <i><u>Bagi orang seperti itu</u>, antusiasme menjadi tuntutan moral, yang membuat dia menjadi bagian dari pemecahan masalah, dan bukan menjadi bagian dari masalah dengan merasa tak berdaya dan putus asa.</i> |

### 3.6 Equivalence

Based on the analysis there are 21 (4.88%) of data pairs that identified use equivalent translation.

- |     |  |  |
|-----|--|--|
| 078 | Gandhi's vision, discipline and passion were driven by conscience, and he became a <u>servant</u> to the cause and the people. | <i>Visi, disiplin, dan gairah hidup Gandhi, didorong oleh nuraninya, dan dia menjadi <u>pelayan rakyat</u> dalam mengejar tujuan mulianya.</i> |
| 322 | People are illogical, <u>unreasonable</u> , and self-centered. Love them anyway.   | <i>Orang sering <u>keterlaluan</u>, tidak logis, dan hanya mementingkan diri; bagaimanapun, maafkanlah mereka.</i>                             |

### 3.7 Adaptation

There are 2 (0.47%) of data pairs using adaptation.

- |     |  |  |
|-----|--|--|
| 327 | The biggest men and women with the biggest ideas can be shot down by the smallest men and women with the smallest minds. Think big anyway. | <i>Bila engkau mendapat ketenangan dan kebahagiaan, mungkin saja orang lain jadi iri; bagaimanapun, berbabagialah.</i>             |
| 330 | People really need help but may attack you if you do help them. Help people anyway.  | <i>Engkau lihat, akhirnya ini adalah urusan antara engkau dan Tuhanmu; bagaimanapun ini bukan urusan antara engkau dan mereka.</i> |

### 3.8 Addition

Based on this definition, there are 105 (24.42%) data pairs use additional.

- |     |   |   |
|-----|---|---|
| 094 | Each of us has immeasurable power and capacity to reinvent our lives. | <i>Masing-masing dari kita memiliki kekuatan dan kemampuan tak terkira untuk menemukan kembali <u>dan menata ulang hidup kita</u>.</i>                            |
| 276 | Conscience sees life on a continuum.                                  | <i>Nurani memandang kehidupan ini sebagai kontinum, <u>suatu rentang perkara yang tidak bisa dibagi dengan begitu mudahnya seperti pembagian hitam-putih</u>.</i> |

### 3.9 Omission

The results of analysis showed that 33 (7.67%) data pairs using omission.

- |     |   |   |
|-----|---|---|
| 020 | <i>Conscience</i> is the <u>inward</u> moral sense of what is right and what is wrong, the drive toward meaning and contribution. | <i>Nurani adalah kesadaran moral kita mengenai apa yang baik dan buruk, dan dorongan untuk menggapai makna dan memberi sumbangan nyata.</i> |
| 117 | I completed graduate school and began teaching at a <u>historically</u> black college in Little Rock, Arkansas.                   | <i>Setelah lulus S2, saya mulai mengajar di sebuah kampus, khusus untuk warga kulit hitam, di Little Rock, Arkansas.</i>                    |

Beside the part omission of source text, the full omission or deletion also conveyed. It is evident in following data pairs:

- 328 People favor underdogs but follow only top dogs. Fight for a few underdogs anyway. --
- 331 Give the world the best you have and you'll get kicked in the teeth. --

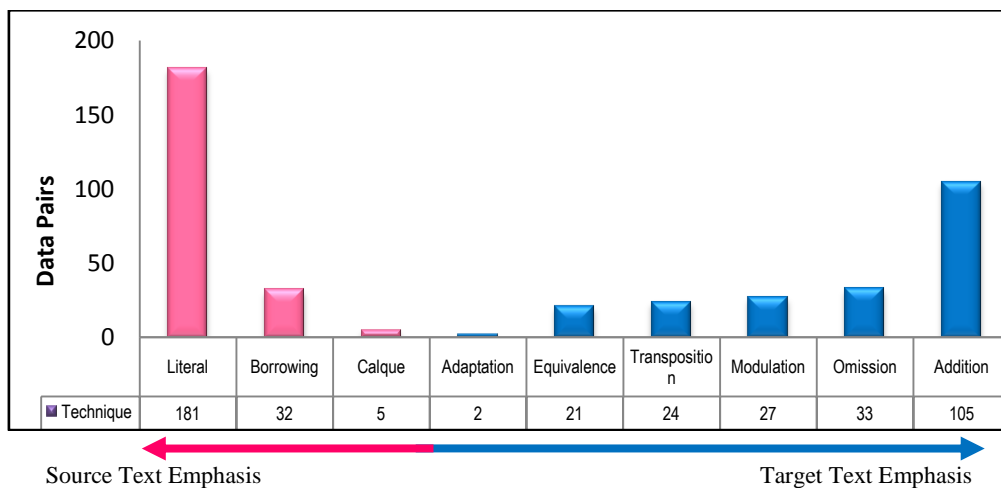


Figure 3.1 Translation Procedures Orientation

#### IV. CONCLUSION

This result reveals us the process of establishing equivalence between the source language texts (50.70%) and target language texts (49.30%) that aimed to passing on an understanding to people in their own language and create the same impact as the original text. The most frequently procedure used is literal that reflects the direct translation.

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