THE TRANSLATION PROCEDURES OF CULTURAL WORDS IN AN INDONESIAN PHRASEBOOK

Rizky Frihatmawati[1], Leny Hikmah Rentiana[2], Ulfa Rahma Dhini[3]

[1, 2, 3]Universitas Bina Sarana Informatika, Jl. Kramat Raya No.98, RT.2/RW.9, Jakarta Pusat, Jakarta, Indonesia

Email: rizky.rzt@bsi.ac.id

Abstract. The research aimed to find out what kind of translation procedures were used in cultural words in an Indonesian Phrasebook, how they were applied, and the most dominant procedure used in the translation. The writer took the data from the Indonesian Phrasebook by Lonely Planet. This research employed qualitative method with content analysis technique. The writer concluded that the translator used four procedures in translating Indonesian cultural words. The translation procedures were descriptive equivalent, cultural equivalent, couplet, and naturalization. The most dominant translation procedure is descriptive equivalent, and the least is naturalization. The translator tended to use descriptive equivalence procedures in the translation to keep the cultural features of the source text complete in the target language, and the description provides further information about the cultural words for the readers.

Keywords: Translation Procedure, Cultural Words

Abstrak. Penelitian ini bertujuan untuk mengetahui jenis prosedur terjemahan apa yang digunakan dalam kata-kata budaya pada Indonesian *Phrasebook*, bagaimana penerapan dan prosedur yang paling dominan digunakan dalam penerjemahan. Pengumpulan data bersumber dari *Indonesian Phrasebook* yang diterbitkan oleh Lonely Planet. Penelitian ini menggunakan metode kualitatif dengan teknik analisis konten. Hasil analisis data menunjukan bahwa penerjemah menggunakan empat prosedur dalam menerjemahkan kata-kata budaya Indonesia. Prosedur terjemahan. yang digunakan adalah descriptive *equivalent*, *cultural equivalent*, *couplet* dan *naturalization*. Prosedur terjemahan yang paling dominan adalah *descriptive equivalent*, dan yang paling sedikit adalah *naturalization*. Penerjemah cenderung menggunakan prosedur *descriptive equivalent* dalam terjemahan untuk menjaga karakteristik budaya teks sumber secara lengkap dalam bahasa target, dan deskripsi memberikan informasi lebih lanjut tentang kata-kata budaya untuk pembaca.

Kata Kunci: Prosedur Terjemahan, Kata-Kata Budaya

INTRODUCTION

People most effectively share their ideas, thoughts, feelings, and goals with others through language. It is a way to show what society is really like. Rabiah (2012) stated that every individual uses language to convey information and arguments to others daily. In addition, Qizi (2020) said that language deals with communication and refers to a nation's culture, customs, way of life, and history. From the statements above, it can be inferred that every country or

nation has its language to communicate, and it has cultural elements. Everyone cannot master all languages, so one may master a language proficiently. It then makes people attempt to learn the strategies to understand other languages to acquire comprehensible input, such as reading translated books. The books can be from various sources such as literature, economics, science, technology, tourism, and so on. The English language provides plenty of information through books that help Indonesian people keep up with the world's development. However, Indonesia is also well-known for its tourism, which attracts other countries.

Indonesia is a multicultural country with a wide variety of tribes, races, arts, and cultures of the region. Indonesia's cultural diversities, including traditions, art, and religious rituals, greatly attract tourists, especially foreign tourists, to visit Indonesia. It indicates that Indonesia has become one of the destinations of tourists worldwide. The Indonesian Phrasebook by Lonely Planet is a guidebook that provides information about Indonesian tourism and essential Indonesian expressions intended for use by travelers. This book is very interesting for all foreigners who want to learn about many aspects of life in Indonesia.

A phrasebook contains idiomatic expressions of a foreign language and their translation (Merriam-Webster, 2023). Travelers who intend to visit other countries typically use this type of book to aid their interactions with locals and understand their culture. Indonesian phrasebooks include lists of several cultural terms associated with everyday Indonesian living, so the writers found it interesting to analyze in the context of translation.

One of the challenges a translator may encounter is translating cultural words because each language has its own culture. Cultural words are interesting to study in translation. These words reflect certain cultures and cannot be translated literally. As (Larson, 1998) says, the cultural word is the most difficult problem in translating. Furthermore, (Newmark, 1988) explains that cultural word is defined as words that refer to objects, processes, institutions, customs, and notions that are unique to a particular group of people. It implies that the translator needs to have "background knowledge," which means they must be experts in all things connected to the source text. The translator's general knowledge and cross-cultural understanding of the translator will affect the translation results. The translator's broad knowledge and comprehension of different cultures will significantly impact the translation outcomes.

A translator must adhere to specific procedures when translating cultural words to accurately convey the meaning of the source language into the target language. Graedler (2000, Ordudari, 2007) provides some guidelines for translating CSCs (culture-specific concepts). The first is inventing a new word, the second is in exchange for translating, the third is explaining

the meaning of the SL expression and preserving the authenticity of the SL term. The last is choosing a word in the TL that resembles the SL term or has the same "relevance."

Vinay & Darbelnet (1958, in Hatim & Munday, 2004) classify these translation procedures as direct or indirect. When the message of the source language can be transmitted precisely into the message of the target language, direct or literal translation is used. This approach involves literal translation, plagiarism, and calque. Then, oblique translation is used when the source language cannot be translated into the target language without requiring semantic or lexical changes. This approach consists of four procedures: adaptation, modulation, transposition, and equivalence. In addition Newmark (1988) provides additional alternative methods that can be implemented. They are descriptive equivalent, paraphrase, functional equivalent, note, and annotation. According to Hatim & Munday (2004), meaning shifts occur frequently when translating cultural words. Catford (1965) states in the same source that translation shift refers to deviations from formal correspondence that occur during the transmission of information from the source language to the target language. It occurred especially when the translator selected a word that was simpler to comprehend for the reader. It can result in a shift in translation because the source and target languages are culturally distinct. This implies that the element or component of a source language must be positioned in the target language as closely as feasible.

Translation procedures refer to the appropriate techniques or methods translators employ while converting the source language into the target language (Widiarto, 2016). KBBI (2005) mentions 'prosedur adalah tahap kegiatan untuk menyelesaikan suatu aktivitas'; 'procedure is process stage of finishing an activity'. Translation procedures are the sequential steps required to complete a translation task. Newmark (1988) stated that the distinction between translation methods and translation procedures lies in their respective approaches to translating. Translation processes are used for sentences and smaller linguistic units, while translation methods apply to full texts.

A relevant translation procedures model that underpins the textual analysis of this paper is from Peter Newmark, a British scholar of translation studies at Cambridge. Newmark (1988) provides the following summary of various translation procedures:

- Transference: The process involves converting an SL word into a TL text. It is the same as Catford's transference and incorporates transliteration, which deals with translating various alphabets into English, such as Greek, Arabic, Chinese, and Russian (Cyrillic). After that, the word was a loan word.

- Naturalization: It first adapts the SL word to the standard pronunciation, then to the standard morphology of the TL.

- Cultural equivalent: SL cultural words are translated into TL cultural words in translation.

- Functional equivalent: It is standard practice, when applied to cultural words, to use a culture-free word, sometimes in conjunction with a new specific term.; it, therefore, neutralizes or generalizes the SL word.

- Descriptive equivalent: It is an equivalent modified by describing the source language term, such as tukang panjat pohon, which translates to "men who climbed trees for money." Based on Larson's suggestion, it can be classified as modifying a generic or loan word. Modifying a generic term includes form-based modifications, such as lumbung padi—the rice-raised barn, and comparison-based modifications, such as gonggo—animals resembling spiders. In the meantime, there are two ways to modify a loan word: with a description of the form, as with keris—the knife called keris is small but hazardous to use— and with a cassifier, as with Belitong—the district named Belitong. This procedure explains the meaning of the CBT (culture-bound term) in detail, e.g., Samurai is defined as "the Japanese aristocracy from the eleventh to the nineteenth centuries."

- Synonymy: Translator uses synonyms in the sense of a close TL equivalent to an SL word in a context where an exact equivalent may or may not exist.

- Through-translation: It is a literal translation of frequently used collocations, company names, and components of compounds. Through-translations should often only be employed when the terms are already well-known. It can be considered as calque or loan translation.

- Shifts or transpositions: It is a translation process where the grammar is changed from SL to TL., for example, (i) the change from singular to plural, (ii) the change necessary when a particular SL structure is absent from TL, (iii) the changes from an SL verb to a TL word, from an SL noun group to a TL noun, and so on.

- Modulation: Modulation occurs when the translator reproduces the message of the original text in the TL text following the current norms of the TL, given that the SL and TL may appear to have different points of view. However, this procedure should only be avoided if it is essential for the translation's naturalness.

- Recognized translation occurs when a translator employs an institutional term's official or commonly accepted translation.

- Compensation occurs when one portion of a sentence compensates for losing meaning in another.

- Reductions and Expansion: The translator employs an intuitive translation procedure in certain translation cases. (i) SL adjective of subtances plus general noun, TL noun: atteintes inflammatoires et infectieuses, 'inflammations and infections'; science linguistique, 'linguistics'.

- Paraphrase: This procedure explains the CBT's definition. The explanation provided here is significantly more detailed than the descriptive equivalent.

- Couplets: It occurs when the translator combines two, three, or four of the previously mentioned procedures to solve a single problem.

- Notes: Notes are extra information included in a translation. It is regarded as footnotes.

METHOD

The present study employed a qualitative methodology to conduct its analysis. The qualitative method is a procedure in which the data are explained through descriptive sentences according to the data's characteristics and nature (Djajasudarma, 2010). With this approach, the researcher developed a notion and gathered data without testing any hypotheses. This study was conducted by observing Indonesian-language data sources and their English translation to identify Indonesian cultural terms and their English equivalents. This study then provided a detailed description of how Indonesian cultural words are translated into English. In this translation study, the translation procedures used by the translator in the Indonesian Phrasebook were the most significant variable to examine.

The technique that is used in this research is content analysis technique, which is a research method for studying observed document, the researcher comes to do the analysis to reach the research questions. The researcher implemented the data analysis techniques proposed by (Sudaryanto, 2015). They are gathering data, analyzing data, and presenting analysis results. In starting the process of data analysis, the researcher collected the data from the Indonesian Phrasebook by Lonely Planet. Its 4th edition was published in 2003. This guidebook provides information about Indonesian tourism, essential Indonesian expressions, and Indonesian cultural words with their translation into English. After identifying Indonesian cultural words and the translations, the researcher analyzed translation procedures used by the translator based on theory from Newmark, (1988). All results of the process of collecting, classification, and description of translation procedures presented into a table. In presenting the types of translation procedures, the researcher listed from the most dominant to the least.

RESULTS

From the data collected, the writer found 27 samples of cultural words in the first six subtitles in the book. The writer found four types of translation procedures in cultural word translations from the analysis.

Table 1. The result of translation procedures

Kind of Procedures	Total	Percentage
Descriptive Equivalent	15	55.5%
Cultural Equivalent	6	22.2%
Couplet	5	18.5%
Naturalization	1	3.7%
Total	**27**	**100%**

Table 1 reveals that the cultural words from the Indonesian Phrasebook are translated utilizing four distinct procedures: descriptive equivalent, cultural equivalent, couplet, and naturalization. The most frequently used translation procedure is descriptive equivalent, with 15 cases (55.5%), while the least frequently used translation procedure is naturalization with a total frequency of 1 (3.7%). The other translation procedures are couplet 5 (18.5%) and cultural equivalent with 6 (22.2%). Descriptive equivalent, the most common procedure of translation used in the Indonesian Phrasebook is intended to facilitate the reader's comprehension of the cultural words. This procedure keeps the cultural features of the source language complete in the target language.

DISCUSSION

Based on the data presented above, the discussion that follows is organized into four sections, corresponding with Newmark's translation procedure categories. This classification is employed due to cultural words translated in the Indonesian phrasebook contains only four translation procedures.

Descriptive Equivalent

Data 1: SL: Becak

TL: Bicycle-rickshaw

In data 1 of the samples, it employs the descriptive equivalent. It is an equivalent modified by describing the source language term, The word "becak," which translates to "bicycle-rickshaw." Based on Larson's suggestion, it can be classified as modifying a generic or loan word. The generic word "becak" is translated to "bicycle." The component of the word

"rickshaw" is added. So, the translator used" rickshaw" to compare the word "becak." It can be inferred that the translator employed the descriptive equivalent procedure.

Data 2: SL: Bajaj

TL: Three-wheeler powered by a noisy two-stroke-engine

In data 2 of the samples, the word "bajaj" is translated to "three-wheeler." The word "*bajaj*" is described by adding the phrase *powered by a noisy two-stroke-engine* as the component of the word's meaning. The procedure for translating the word "bajaj" is descriptive equivalent.

Data 3: SL: Andong or dokar

TL: Horse or pony carts with two or four wheels

In data 3 of the samples, the phrase "*Horse or pony carts,"* as the generic word of "andong or dokar*,"* is described by adding the phrase with two or four wheels as the component of the word's meaning.

Data 4: SL: Bak

TL: A Large trough-like vessel used as an over-sized washbasin.

In data 4 of the samples, the word "bak*" is translated to "*a large trough-like vessel*" and* is described by adding the phrase used as over-sized washbasin as the component of the meaning of the word. This procedure explains the meaning of the CBT (culture-bound term) in detail.

Data 5: SL: Warteg

TL: Stall selling food from Tegal.

In data 5 of the samples, The word *"warteg" is translated to "* stall*".* It is described by adding the phrase "selling food from Tegal" as the component of the word's meaning. The translator employed the procedure of descriptive equivalent in translating SL words.

Cultural Equivalent

Data 1: SL: Gayung

TL: Pail

In data 1 of samples in cultural equivalent, the translator selected words that closely approach the meaning of the source language words. The translator selected the word "pail" because it is more common in English. The translation method used in this instance is cultural equivalent, in which the approximate term was used to translate the SL word.

Data 2: **SL**: Dalang

TL: Puppeteer

In data 2 of samples in the cultural equivalent procedure, the translator selected "puppeteer" to translate "dalang." The translator approximated the meaning of the text from SL to TL. The procedure for translating the word dalang is culturally equivalent.

Data3: **SL**: Kendang

TL: Drum

In data 3 of samples in the cultural equivalent procedure, the translator approximated the kendang with the term "drum." Kendang is an instrument used in dangdut music; it differs significantly from the drums. In this instance, the cultural equivalent is used to translate the SL words, with the translator employing approximate words.

Couplet

Data 1 SL: Ketok magic

TL: Lit: Magic Knocker.

These Garages are easily recognizable as they are completely enclosed. It is so curious to see how the mechanic works. The believers say they use magic-the skeptics say they use tools like any other mechanic.

In this case, it consists of a couplet translation procedure: the combination of literal translation and paraphrase translation procedure in a single translation problem. The literal translation has occurred from the source language part, that is 'ketok magic' phrase in SL, which is translated into Magic knocker in TL because there is no equivalent in the TL. After that, the translator paraphrased to explain the phrase 'ketok magic' to make the meaning clearer in TL. It also happened in some data below; the translator used a couplet translation procedure in translating terms related to nationalism.

Data 2 SL: Indonesia Raya

TL: Indonesia The Great(The National anthem)

Data 3 SL: Tanah air

TL: Land and Water (Lit: Native land)

Data 4 SL: Merah Putih

TL: Red and White (refers to the Indonesian flag)

Data 5 SL: Merdeka

TL: Free/ Independent (a revolutionary cry)

Naturalization

> **Data 1 SL**: Sarung
>
> **TL**: Sarong

In data 1 of the Naturalization procedure, the translator used naturalization as the procedure to translate the word "sarung" from the SL. The TL culture needs to become more familiar with the consonant -u, so the translator made it easier by changing the letter 'u' to 'o'. This procedure converts the source language word to its pronunciation, followed by its morphology (original form) in the target language. The translator employed naturalization procedure in translating the word "sarung" to "sarong".

CONCLUSION

In the first six subtitles of the Indonesian Phrasebook, the author discovered 27 examples of cultural terms. Analysis by the author revealed four categories of translation procedures for cultural word translations. The categories include descriptive equivalent, cultural equivalent, couplet, and naturalization. The translator used the procedure of descriptive equivalent in translating some cultural words. It makes the meaning of these cultural words clear. The cultural word is explained in several words as a description in order to facilitate the reader's comprehension of the cultural words. This procedure keeps the cultural features of the source text complete in the target language. Some cultural terms are translated within the cultural equivalent procedure. The translator creates a comparable concept in the target language. The translator selected an English word that is simpler to comprehend. It can result in a shift in translation because the source and target languages are culturally distinct.

In some cases, it employs a couplet translation procedure; that is, more than one translation procedure is used in a single translation problem. The translator employed literal translation and paraphrase or literal translation and descriptive equivalent. The translator wants to give a clear explanation of the word. The translator used procedures to preserve cultural elements in the source language and provide clear explanations in the target language, as the purpose of the phrasebook is to provide readers, especially tourists, with simple details. Translation procedures play an important role for facilitating readers' comprehension of texts that contain concepts from other cultures. The translation results indicate that a translator must have a thorough knowledge of the source and target languages, the cultures of both SL and TL, and the theories of translation procedure.

REFERENCES

Catford, J. (1965). *A Linguistic Theory of Translation*. Oxford University Press.

Djajasudarma, F. (2010). *Metode Linguistik: Ancangan Metode Penelitian dan Kajian. Bandung: PT Refika Aditama.* PT Refika Aditama.

Hatim, Basil & Munday, J. (2004). *Translation: An Advanced Resource Book*. Psychology Press.

Larson, M. L. (1998). *Meaning-based Translation: A Guide to Cross-language Equivalence* (2nd ed.). University Press of America.

Merriam-Webster. (2023). *Phrase book*. Merriam-Webster.Com Dictionary.

Newmark, P. (1988). *A Textbook of Translation*. Prentice Hall International.

Ordudari, M. (2007). Translation procedures, techniques and methods. *Translation Journal*, *11*(3).

Qizi, T. M. . (2020). Language is the mirror of a nation. *International Journal of Engineering and Information Systems (IJEAIS)*, *4*(11), 223–224.

Rabiah, S. (2012). Language as A Tool for Communication and Cultural Reality. *Proceeding of 1st International Conference on Media, Communication, and Culture "Rethinking Multiculturalism: Media in Multicultural Society,"* 34–47.

Sudaryanto. (2015). *Metode dan aneka teknik analisis bahasa*. Sanata Dharma University Press.

Widiarto. (2016). The translation procedures of cultural expressions applied in "A gameof Thrones ." LITE Journal, 12(2), 20. *LITE Journal*, *12*(2).