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The Translation Techniques Of The Cultural Terms In Yogyakarta Calendar Of Events

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Abstrak

Masalah utama penerjemahan istilah budaya adalah tidak adanya padanan budaya dari istilah bahasa sumber ke bahasa target karena budaya setiap bangsa berbeda. Tujuan dari penelitian ini adalah untuk mendeskripsikan jenis-jenis budaya Yogyakarta dan teknik penerjemahan yang digunakan oleh penerjemah dalam menerjemahkan istilah-istilah dalam Kalender Acara Yogyakarta. Peneliti menggunakan metode kualitatif untuk menganalisis penelitian ini. Sumber data penelitian ini adalah kalender panduan wisata dwibahasa Yogyakarta yang berjudul Kalender Acara Yogyakarta. Kalender panduan wisata dwibahasa ini diterbitkan oleh Dinas Pariwisata Yogyakarta. Peneliti hanya memilih kata atau frasa yang berhubungan dengan istilah budaya Yogyakarta dan terjemahannya dalam bahasa Inggris. Hasilnya menunjukkan bahwa jenis-jenis budaya Yogyakarta adalah upacara adat, upacara keagamaan, objek wisata tradisional, dan benda-benda bersejarah. Selain itu, teknik penerjemahan yang digunakan oleh penerjemah dalam menerjemahkan istilah budaya Indonesia dalam Kalender Acara Yogyakarta adalah pergeseran/transposisi, naturalisasi, transferensi/pinjaman kata (borrowing), padanan budaya, penerjemahan harfiah, padanan fungsional, reduksi, sinonim, modulasi, penambahan. Untuk penelitian selanjutnya dapat difokuskan pada analisis untuk mengukur kualitas akurasi dan kealamian penerjemahan istilah budaya.

Abstract

The main problems of cultural terms translation is there is not cultural equivalence of the terms form source language into target language because culture of every nation is different. The aim of this research is to describe the types of Yogyakarta cultures and the translation techniques used by the translator in translating the terms in Yogyakarta Calendar of Events. The researcher uses qualitative method to analyze this research. Data source of the research is a Yogyakarta bilingual tourism guide Calendar entitled Yogyakarta Calendar of Event. This bilingual tourism guide Calendar is published by Yogyakarta Tourism Authority. The researcher only selects the words or phrases which that has relation to the Yogyakarta cultural terms and their English translations. The results show that the types

of Yogyakarta cultures are traditional ceremony, religious ceremony, traditional attractions, and historical things. In addition, the translation techniques used by the translator in translating Indonesian cultural terms in Yogyakarta Calendar of Events are shift/ transposition, naturalisation, transference/ loan word (borrowing), cultural equivalent, literal translation, functional equivalent, reduction, synonymy, modulation, addition. For the future research can be focused on the analysis to measure the quality of accuracy and naturalness of cultural terms translation.

INTRODUCTION

Today, the role of translation has become necessary for human life. It is one of the enormous information sources. It delivers the information from source language to target language, including messages for the purpose of education, culture, entertainment and information from all around the world. Translation is also a way for the translators to share value that draws the real life events to the readers so they become aware about themselves and everything that is necessary for their lives from one language into readers' language. In short, translation is an act for transfering meaning from source language (SL) to target language (TL).

Translation is one of communication processes. It can happen between two languages. Translation is also a process of changing text from one language into another. Translation can refer to (1) the process of translating forms that are written or spoken into another language; (2) a text or work that has been converted from one language to another. (3) The process of shifting into a new shape (Hornby, 1989).

Translation is also defined as the process of changing information and conveying the meaning in order to make the readers using different language of the author can get an understandable and meaningful reading. Translation is defined as conveying the meaning of a text into another language in the same way that the author intended it. It means that the purpose of translation is to ensure that the meaning of a text in the source language matches the meaning of the text in the target language (Newmark, 1988). It means that translation tries to transfer the messages from source language into the target language with the closest meaning.

In translating a text is very complicated. It consists of a series activity that constitutes a process. The target text should be as natural, accurate, and communicative as the original text to make the text is easily understood by the readers. In a translation process, after discovering the meaning, is then re-expressed or reconstructed by using the grammatical structures which are appropriate in the receptor language and its cultural context (Larson, 1998) in Universum Translation (2009).

Translation is one of activities that is interesting and challenging. It has to make the readers understand the translation without any confusing to the meaning so they get the satisfying translation. In this case, the translator should produce a translation that is not like a translation. It should be a natural translation. In a natural translation, the language that is used by the translator is easily to understand without any change in meaning. It means that the readers can accept the translation without any change in information. In other words, a translator has important role to deliver accurately the message.

In translating process, a translator does not only have knowledge of source language, but also the target language. Even, the translator must have the deep understanding both source language and target language to create an acceptable translation. It is also expected that the translators understand linguistic and cultural aspects of both languages because sometimes they have to change the words, phrases or expressions in their translations caused by cultural factors.

Translation is quite related to culture. It is a manner to communicate among different cultures. Many choices in translation process, including procedures and style are determined by cultural considerations. It is simply because every nation that has different language, has

different culture. So, if a translator focuses only on linguistic aspect and form of translation, it will not guarantee to produce an acceptable translation. In short, translation is culturally embedded.

There are many difficulties found in translating cultural terms because cultural differences both source language and target language. Culture is related to identity of a nation. Cultural term have their own styles and meanings. The terms considered to the cultural context and situations. It creates a cultural gaps of two languages. So, it is difficult to find the cultural equivalents of source language and target language.

The lack of cultural knowledge makes the translator fails to underline the differences type, function, value and degree of the terms when delivering the meaning of cultural terms from source language to target language. It is important for a translator to have deep understanding about cultures of source and target language. The translators also have to find the suitable procedures and strategies in translating those terms so they can be conveyed accurately and naturally.

Furthermore, Newmark (1988) states that when doing a translation work, a translator translates with four levels more or less consciously in mind. Those are the textual level, the referential level, the cohesive level, and the level of naturalness. There are some techniques of translation that can be option for translator to solve some translation problems, such as grammatical structure, communication situation, and cultural context of the original and translated texts. The following translation techniques are explained by Newmark (1988).

a. Shift/ Transposition: shift, also known as transposition, involves changing the grammar from SL to TL.
b. Naturalisation: this technique succeeds transference by first adapting the SL word to its normal pronunciation. Then return to the TL's normal morphology (word-form).
c. Transference/ Loan word (Borrowing): transference/Loan word (borrowing) is typically used when there is no equivalent for a specific word or to appreciate the SL word/term. It is done simply by inserting a borrowing word from the SL into the TL. Generally, only cultural "object" or concept that should be conveyed.
d. Cultural equivalent: the cultural equivalency technique is used when translating an SL cultural word into a TL cultural word.
e. Literal Translation: normally, literal translation should only be utilized when the terms are previously known.
f. Functional Equivalent: this strategy is employed when there is no TL counterpart for an SL cultural word. This applies to cultural issues and necessitates the usage of a culture-free word.
g. Reduction: this is a strategy in which the information or message is implicitly conveyed in the TL. In contrast, the SL information is explicitly stated. This technique is in contrast to the amplification technique. This is a somewhat imperfect translation approach used intuitively in some instances.

Synonymy: the term'synonym' refers to a near TL counterpart to an SL word in a setting where a precise equivalent may not exist.

h. Modulation: a variation caused by a shift in viewpoint, perspective, or, in many cases, category of thought.
i. Addition: This strategy is widely employed with supplementary information. It is typically used in culturally-based translation.

Nowdays, the increase of translation demand is caused by the increase of translated books readers, both fiction and scientific books readers. There are many fiction books, like novel that have been translated into Bahasa Indonesia or other languages. The translated scientific books of politics, economics, social, culture, tourism and technology are also important for study,

research and developing knowledge. So the translation demand of the translated scientific books are also increase.

Some tourism guide books in Indonesian have been translated into English. One of them is Yogyakarta Calendar of Events which is published by the Yogyakarta Cultural and Tourism Office. This bilingual Calendar of events contains many cultural terms and it is important for the readers to know the terms, schedule and locations of the events will be held. In translating from Indonesian into English on the bilingual Calendar of events, some variations may occur especially the variations of translation techniques.

The researcher is interested in analyzing the Yogyakarta Calendar of Events because some reasons. First, Yogyakarta Calendar of Events is written by Yogyakarta Culture and Tourism Office. Second, this billingual Calendar of events contains many cultural terms of Yogyakarta in Indonesian such as traditional ceremony, religious ceremony, traditional attractions, historical things, etc and their cultural term translations in English. Third, the differences of grammatical structures of two languages are translated, moreover the linguistic and cultural are embadded. Fourth, it has potential issues to be investigated how the cultural terms are translated and the variation of translation techniques.

In translating process, it is needed some skills and knowledge both source language and target language. It includes grammatical rules understanding of the two languages and skill for arranging the translated version that is acceptable fo the readers. E. Nida (1964) in As-Safi (2013) explains the definitions of proper translation are virtually as numerous and diverse as the people who have chosen to explore the subject. This variance is entirely understandable, because there are significant differences in the contents translated, the goal of the publication, and the needs of the potential audience. The researcher concludes that translation is a process of changing original text translated one in the form of a written product is presentable for readers who are not familiar with the original version by using complicated rules and skills.

Based on the statements above, it can be said that translation is a process of adaptation, rewriting and transferring meaning from source language into target language by having much knowledge of the two languages including grammatical rules, meaning equivalences and cultural context. So, in translating process, it is needed for giving much attention to the details for finding its closest natural meaning to the original version to give the sense of the original and the naturalness of the expressions.

This research focuses on the analysis on how accurate and natural are translated from Indonesian into English. In conducting this research, the researcher uses *Yogyakarta Calendar of Events* containing cultural terms and its translated version in English language as the object of the research. Additionally, the researcher also explore variations of translation techniques used by the translator in translating the cultural terms that are also difficult to be analyzed.

METHOD

The researcher uses qualitative method to analyze this research. Regarding to the object of the research, the researcher believes that this research will be analyzed by descriptive qualitative method because the researcher will describe the translation technique of cultural terms. Data source of the research is a Yogyakarta bilingual tourism guide Calendar entitled *Calendar of Event.* This bilingual tourism guide Calendar is published by Yogyakarta Tourism Authority. It consists of 85 pages.

The researcher does the library research to collect the data. In collecting the data, the researcher reads the Yogyakarta Calendar of Events, and uses other sources, such as books, dictionaries and internet to find out the supporting data. The data are about the Indonesian cultural terms and their English translation. The data are collected by focusing on cultural terms

to find out the quality on accuracy and naturalness in the tourism guide book, what kinds or translation technique are used by the translator in translating the cultural terms, and whether the translation has fulfilled the Larson's criterion of a good translation.

The researcher only selects the words or phrases which that has relation to the Yogyakarta cultural terms and their English translations. The other phrases or expressions such as idiomatic, metaphore, slang, etc are not included as the data of this research.

FINDINGS AND DISCUSSION

Findings

1. Yogyakarta Calendar of Events

This Calendar's title is Calendar of Events. It is a bilingual Calendar that is written in two languages, Indonesian and English. It is published by Yogyakarta Tourism and Authority. The English version in the Calendar of events is also translated by the official staff. Both domestic and foreign tourists can get freely this Calendar of events in Yogyakarta Tourism and Cultural Office on Malioboro street no. 56. It can be one of great references for guiding tourism in Yogyakarta because it contains the schedules and locations in which every event will be held.

There are many Indonesian cultural terms especially about Yogyakarta cultures in this Calendar of events. The content itself is very complete for guiding the tourists when they want to find the schedule of cultural attractions in Yogyakarta, and some descriptions about the events. So, the complete information of Yogyakarta cultures can be found in this Calendar of events.

Yogyakarta Calendar of events contains some informations about Yogyakarta cultures, they are mentioned below

a. Traditional Ceremony : Rebo Pungkasan, Numplak Wajik, Kondur Gongso, Merti Dusun Krebet, Labuhan Kraton Ngayogyakarta, etc.

b. Religious Ceremony : Grebeg Maulud, Grebeg Gunungan, Grebeg Agung, Melasti Ceremony, Tawur Agung, Bunda Maria Pilgrimage, etc

c. Traditional Attractions : Ketoprak Festival, Macapatan Wednesday Pon Night, Cultural Tourism Week Kotagede, Karawitan Orchestra Performances, Dances Festival Between The Regencies in DIY, etc.

d. Historical Things : Yogyakarta palace, pusaka tombak Kyai Manggala Dewa, Songsong Manggala Murti, etc.

2. Translation Techniques

There are some techniques of translation that can be option for translator to solve some translation problems, such as grammatical structure, communication situation, and cultural context of the original and translated texts. The following translation techniques are found in Yogyakarta Calendar of Events.

a. Shift/ Transposition

SL (Indonesian) : Upacara Melasti

TL (English) : Melasti Ceremony

In Indonesian, the word "Upacara" must precede its modifier "Melasti". Meanwhile, in English, the word "Melasti" that functions as modifier precedes the word "Ceremony". The example above proves that shift occurs when the SL grammatical structure does not exist in the TL.

b. Naturalisation

SL (Indonesian) : impor

TL (English) : import
The example above is a kind of translation technique that succeeds the borrowing technique.

c. Transference/ Loan word (Borrowing)
SL (Indonesian) : Nama Tuk Si Bedug diambil dari waktu Sunan Kalijaga akan melaksanakan sholat dzuhur.
TL (English) : The name Tuk Si Bedug was taken when Sunan Kalijaga will perform dzuhur in prayer.
From example above, the phrase "Tuk Si Bedug" and "Sunan Kalijaga" are not translated into English because there is not equivalent meaning in English.

d. Cultural equivalent
SL (Indonesian) : Tradisi Kraton Ngayogyakarta Hadiningrat.
TL (English) : The tradition of Ngayogyakarta Hadiningrat Palace.
From example above, the translator uses cultural equivalence technique to find out the proper translation the cultural terms equivalence of "Kraton" and in English. In this way, because the translators need cultural understanding of the two languages.

e. Literal Translation
SL (Indonesian) : Tradisi penghomatan kepada Bunda Maria.
TL (English) : The tribute tradition to Virgin Mary.
From example above, translator translates word-for word translation of "Bunda Maria" into "Virgin Mary"

f. Functional Equivalent
SL (Indonesian) : Manunggal Fair
TL (English) : Exhibition of Kulon Progo products

g. Reduction
SL (Indonesian) : Hari Jumat kedua Bulan Sapar (bulan Jawa)
TL (English) : Second Friday in sapar
From the example above, it is clear that source language text contains more information that the other one.

h. Synonymy
SL (Indonesian) : Jodang hasil bumi
TL (English) : Jodang agricultural products
The translator uses synonymy technique because there is not clear word for word equivalent of "hasil bumi" into English.

i. Modulation
SL (Indonesian) : Dalam ritual ini masyarakat mengagungkan nama Hyang Illahi dan memohon rahmat dan perlindunganNya, agar mereka mendapat kesejahteraan lahir dan batin.
TL (English) : In this ritual, people pray for God, so that they get prosperity.

j. Addition
SL (Indonesian) : Kupatan Jolosutro
TL (English) : Traditional Ceremony of Kupatan Jolosutro

Discussion

An important consideration in translation work is accuracy. Accuracy, as defined by Shuttleworth and Cowie (1997) in Anari and Zahra (2009), is a term used in translation evaluation to describe how closely the translated text matches the source text. The main objectives of a translator, according to Larson (1984) in Anari and Zahra (ibid), are to

accurately convey the meaning of the source material and to use naturally occurring idiomatic terms in the target language. He argues that the translator ought to maintain both the receptor language's structure and the original text's meaning.

It speaks of accurately comprehending the original language and accurately translating the meaning into the target language. If a word is chosen incorrectly by the translation, the text will be inaccurate. Because the translator did not select the appropriate words to convey the same notion in the target language, the translation is difficult for the target reader to understand. Lastly, it is thought that the translation is of poor quality.

The translator also aims to communicate the message in a way that people can readily understand because a good translation is sounds natural in target language. Naturalness in translation is defined as the degree to which a translation is communicated in the target language in a clear, effortless manner and is as near to the native speakers' style of expression as possible, according to Shuttleworth and Cowie (1997) in Anari and Zahra (2009). Additionally, according to Mollanazar (2001) in Anari and Zahra (ibid), naturalness is defined as "acceptability" in pragmatics and sociolinguistics, "well-formedness" in linguistics, and "naturalness" or "acceptability" in translation studies. Additionally, As-Safi & Incam (2013) list a few characteristics of naturalness in translation.

Primary and secondary characteristics of naturalness can be distinguished, with the latter—like readability, accessibility, or intelligibility—arising from the former. Compared to the secondary ones, the basic ones—well-formedness, acceptability, idiomaticity, authenticity, and contemporaneity—are more stringent.

It can be said that the translators should be familiar with the target language system including ordinary language, the common grammar, idioms, and words that are used based on the context. The use of target language in the translation should not be sound strange. In short, naturalness in translation refers to the target text that should be natural and make sense to the target readers.

CONCLUSION

Each nation in a word has its own system of language and culture that is differs from the others. Those language system and cultural differences cause problems in translation. Translator also has to decide on missing background information should be provided. Other reasons why cultural term is difficult to be translated is the wide range of cultural translation, including semantic and syntactic overview. It is also difficult to differenciate between common words and cultural terms. Surely, it becomes one of translators confusing in choosing the proper translation technique.

In this case, the main problems of cultural terms translation is there is not cultural equivalence of the terms form source language into target language because culture of every nation is different. The translator should be able to find and change the cultural terms with its translation. It is choosed to keep identity of a nation culture and originality of cultural terms. It is also allowed for the translator to give additional background information that have equaivalent meaning.

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