

## CHAPTER 2

### THEORETICAL FRAMEWORK

#### 2.1 Definition of Translation

Newmark (1988:5) states translation is rendering the meaning of the text into another language in the way that the author intended in the text. This statement means that translator needs to know what the author want to tell the reader about when translating the text. On the other hand, Bell (1991:5) states translation is the expression in another language of what has been expressed in another, source language, preserving semantic and stylistic equivalences. According to Bell, translator should prioritize to deliver the meaning of source text although the form of text has been changed.

Similar to Bell (1991:5), Nida (1982:12) states translation is reproducing the receptor language the closest natural equivalent of the source language message, first of terms of meaning and secondly in terms of style. In this statement, translator initially has to focus to find equivalence, in other words, the translation that has most similar meaning from source text. In addition, the translation should be also natural, it is proven when one read the translation, yet that person does not think it is a translation.

Larson (as cited in Cahyaningrum, 2013:13) also states that translation has a process analyzing the text of the source text. After grasping the meaning of that text, translator will move to target text. The translator should transfer the meaning of ST but in the semantic form of text in Target Language (TL). The definition of translation from Larson can be seen below:

“Translation consists of translating the meaning of the source language into the receptor language. This is done by going from the form of the first language to the form of a second language by way of semantic structure. It is meaning which is being transferred and must be held constant. Only the form changes.” (Larson, as cited in Cahyaningrum, 2013:3)

From the definition of translation above, it can be concluded that translation is a reconstruction process from ST to TT with the closest meaning of what the writer or speaker wants to deliver. After understanding the intention of the writer, translator has to make the closest meaning in the target language. The translation also is supposed to be read smoothly by the readers, they should not have any weird feeling reading it. In the end, the translation has to be accurate and natural.

## 2.2 Process of Translation

Process of translation is the steps that must be done in translating from the beginning until the end by translator. Machali (2000:45) states there are three steps in the process of translation. They are analysis, transfer, and finding equivalence. The process of analysis may be repeated although translator has reached the second step. It is occurred because translator faces difficulties in the process. The difficulties can be caused by the cultural differences and misinterpretation of translator from analysis process before. The steps can be seen as below:



Figure 2.1 Process of Translation Nida and Taber (1982:33)

The process of translation by Nida and Taber (1982:33) can be explained as following steps:

- a. Analysis, a (source) is source language, the source language in this step is being analyzed. Translator is challenged to comprehend the meaning of source

text, it sometimes takes much time because words or phrases that should be comprehended have many meaning, and the meaning really depends on the context. The grammatical structure is also analyzed in this step

- b. Transfer, after analyzing the source text, translator has to think each word in the target text. This step occurs inside translator's head. In this step, translator has not yet arranged the whole sentence in target text. The translator still think in what way to deliver the meaning.
- c. Restructuring, translator has been trying to make the final product in target text, b (receptor), that is equivalent and acceptable to the reader in target language. That final product, translation, should not challenge the norms and rules in target language, this should help the translator to make translation sound natural and acceptable.

There is also another step which completes the steps in process of translation by Nida and Taber (1982:33). Suryawinata and Hariyanto (2016:10) add *evaluasi dan revisi* as the last step after restructuring step. After the addition from them, the process of translation becomes:

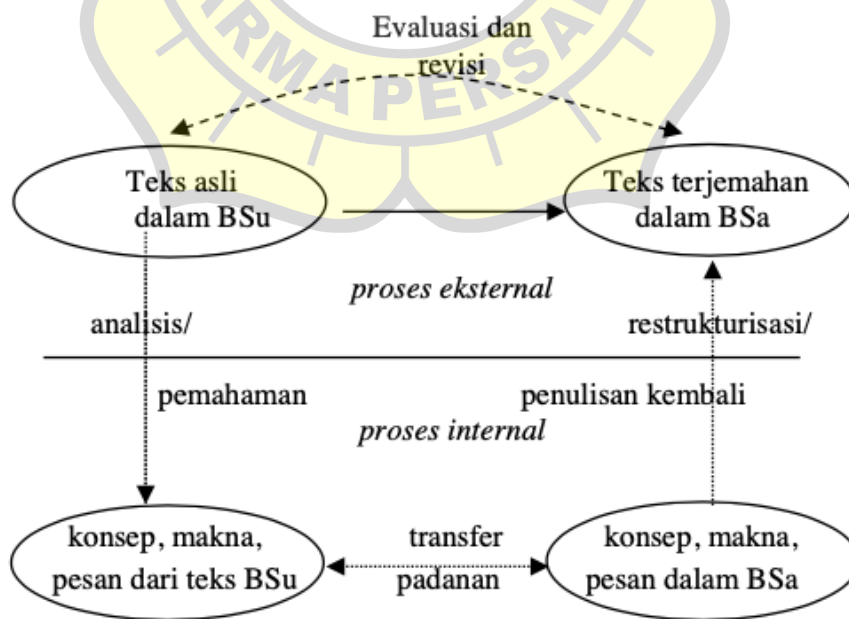


Figure 2.2 Process of Translation Suryawinata and Hariyanto (2016:9)

The addition, *evaluasi dan revisi*, by Suryawinata and Hariyanto means that after the translator has made the final product, translator should double-check whether the translation has been accurate and acceptable or not. In case the translator still feels something off with the translation. Translator may ask other translator fellows for some advice, then do revision.

I can conclude that the process of translation from some experts above has quite similar to each other, they are: 1) deep analysis or interpretation of source text, 2) transfer that is internal process in translator's mind, 3) reconstruction which translator has started to write down the whole text in target language, and lastly 4) evaluation and revision as the last step to check the result of translation process.

## **2.3 Translation Technique and Method**

### **2.3.1 Translation Method**

Molina and Albir (2002:507) argue translation method refers to the way a particular translation process is carried out in term of the translator's objective, that is a global option that affects the whole text. Based on that statement, translation method is a manner of translator to face a text, it means translator method is used in macro level. Translation method works on the result of translation process based on translator's objective. Thus, the result can be different according to translation methods the translator choose.

Initially the definition of method in Macquarie dictionary (as cited in Machali, 2000:48), a method is a way of doing something, especially in accordance with a definite plan from this definition, method is used with the definite plan. Based on Machali (2000:49), 'plan' in translating is the three important steps, they are analysis, transfer, and finding equivalence. In practice, those three steps is done with a specific way, it is called method.

In analysis step, Newmark (1988:11-13) argues that translator reads and interprets the source text to understand the writer's intention and the stylistic, then translator should also pay attention to the target readership/audience, to what kind

of reader will read the translation. Related to Molina and Albir (2002:507) statement above, translation method chosen by translator depends on translator's intention, and translator should try his best to deliver writer's intention to the reader. Therefore, translator will choose the translator method based on the writer's intention, target audience, and stylistic or the kind of text.

After a few definitions of translation method above, Newmark (1988:45) suggests eight translation methods. These methods have two emphasis, four methods tend to source language and others tend to target language. The methods can be seen in the following diagram.

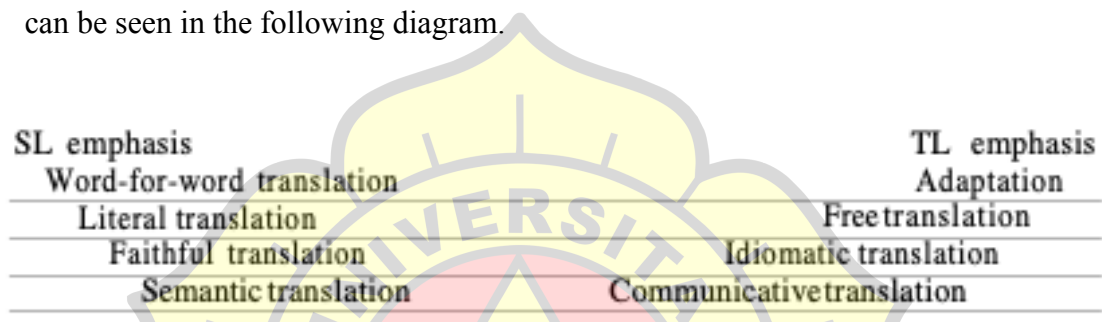


Figure 2.3 Translation Methods Newmark (1988:45)

From the diagram above, the emphasis means two ideologies in translation. The SL emphasis methods such as word-for-word translation, literal translation, faithful translation, and semantic translation are foreignization. They tend to give and maintain the sense of translation. On the other hand, adaptation, free translation, idiomatic translation, and communicative translation are domestication that tend to give the sense of natural translation in target language. The ideology which the translator holds will affect the translation.

From the explanation above, I can conclude that every translator tends to belief one of these ideologies when doing translation. The translation method used can also not just one, translator may use two or three methods that have the same emphasis. The methods are used to face a whole text, macro level. Translation methods affect the translation, they are chosen by translator according to target audience, kind of text, and writer's intention.

### 2.3.2 Translation Technique

As I have mentioned in Chapter 1, I will analyze phrases and clauses in the comic. Phrases and clauses are in micro level, same with words and sentences. Translator must face difficulties in the process of translation, and the difficulties may be in the micro level. Translation technique exists to solve the difficulties. Actually, translation technique is sometimes confusing and has similar meaning with translation procedure and strategy. Here, I will try to explain the definition of each terms.

According to Macquarie dictionary (as cited in Machali, 2000:62), a procedure is the act or manner of proceeding in any action or process. Moreover, translation procedure is used for sentences and smaller unit of a text, clauses, phrases, and words (Newmark, 1988:81). Thus, Newmark and Machali have described definition of translation procedure, it is the act of translator in the process of translation towards the micro level of language.

Suryawinata and Hariyanto (2016:64) argue translation strategy as translator's tactic to translate words and phrases, or the whole sentence if that sentence cannot be divided to the smaller unit in translation. From the definition above, translation strategy and procedure are more or less the same thing. Machali (2000:77) also proposes the concept translation technique, different from translation procedure, she argues technique is more practical than method and procedure, as method and procedure are more normative. Practical means technique is related directly to practical translation difficulties and their solution instead of the norm translation guidelines. Translation technique does not concern about basic norm of a language such as lexis, syntax, etc.

Molina and Albir (2002:508) differ translation strategy and technique to the process and the product of translation. Translation strategies are procedure (conscious or unconscious verbal or non-verbal) used by the translator to solve problems that emerge when carrying out the translation process with a particular objective in mind (Hutardo Albir as cited in Molina and Albir, 2002:508).

Strategies are used by translator for comprehension e.g. distinguish main and secondary ideas, establish conceptual relationship, search for information, and for reformulation such as paraphrase, retranslate, say out loud, avoid words that are close to the original.

Translation strategy is used to open the way to find a suitable solution for a translation unit. That solution is manifested in using particular translation technique. Thus, strategies are part of the process of translation that occur in the head of translator, technique affect the result. For example, paraphrasing can be used to solve problems in the process (this can be a reformulation strategy) and it can be an amplification technique used in a translated text (a cultural item paraphrased to make it intelligible to TT readers) (Molina and Albir, 2002:508).

Translation technique has a purpose to describe the actual steps taken by the translators in each textual micro-unit and obtain clear data about the general methodological option chosen (Molina and Albir, 2002:509). They also state that translation technique has five characteristics, 1) they affect the result of the translation, 2) they are classified by comparison with the original, 3) they affect micro units of text, 4) they are by nature discursive and contextual, 5) they are functional.

From the explanation above, I can conclude that translation strategy and procedure have the same definition, but translation technique is slightly different. The difference is translation technique can be seen and functionally affect the result of translation, while strategies are part of process of translation. Translation procedure, strategy, and technique are used to solve the problem found in the micro level of a text.

I use the translation techniques that are proposed by Molina and Albir (2002:509-510) as the foundation of analysis in chapter 4. The reason I choose translation technique by Molina and Albir because they have included all techniques from other experts. The translation techniques have been classified by Molina and Albir as follows:

### a. Adaptation

It is the replacement of the cultural element of the source text (ST) into the culture of target text (TT) (Molina and Albir, 2002:509-510). For example:

SL : The height of the door was **six feet**

TL : *Tinggi pintunya sekitar 180cm*

Six feet is translated into *sekitar 180cm* because the usual measure of height in TL is cm (centimeter).

### b. Amplification

The translator uses this technique by introducing details that are not formulated in the ST: information, explicative paraphrasing. Footnotes are a type of amplification. Amplification is in opposition to reduction (Molina and Albir, 2002:509-510).

For example:

SL : I heard some **Indonesians** as the victim of that incident.

TL : *Aku dengar beberapa warga negara Indonesia yang menjadi korban dari insiden tersebut.*

Indonesians are translated into *warga negara Indonesia*, translator adds some information.

### c. Borrowing

It is by taking a word or expression straight from another language. It can be pure (without any change), or it can be naturalized (to fit the spelling rules in the TL) (Molina and Albir, 2002:509-510). For example:

- Pure borrowing

SL : Tsunami

TL : Tsunami



Tsunami in SL is translated with the exact same spelling in TL because tsunami is commonly used.

- Naturalized borrowing

SL : Holistic

TL : *Holistik*

Holistic is translated into *holistik*, the spelling is slightly different in TL because of the norm of language.

d. Calque

Literal translation of a foreign word or phrase; it can be lexical or structural (Molina and Albir, 2002:509-510). For example:

SL : White hair

TL : *Rambut putih*

White hair is translated into *rambut putih*, the structure of phrase is changing because the norm of language.

e. Compensation

It is by introducing a ST element of information or stylistic effect in another place in the TT because it cannot be reflected in the same place as in the ST (Molina and Albir, 2002:509-510). For example:

SL : No worries

TL : *Santai*

*Santai* does not fully reflect the meaning no worries from SL, but is still acceptable and deliver the meaning.

f. Description

Translator replaces a term or expression with a description of its form or/ and function (Molina and Albir, 2002:509-510). For example:

SL : My friends and I really love to eat **ratatouille**

TL : *Aku dan teman-temanku sangat suka makan **makanan khas Perancis yang diolah dari sayur-sayuran yang telah dibumbui lalu setelah itu dipanggang***

Ratatouille is not common in TL, so the description is provided in TL.

g. Discursive creation

Translator establishes a temporary equivalence that is totally unpredictable out of context. This technique usually is used to translate title of a book or film (Molina and Albir, 2002:509-510). For example:

SL : Cinderella

TL : *bawang merah bawang putih*

Cinderella is translated into *bawang merah bawang putih* because those two films have similar story concept, wicked mother-in-law and sisters.

h. Established equivalent

Translator uses a term or expression recognized (by dictionaries or language in use) as an equivalent in the TL (Molina and Albir, 2002:509-510). For example:

SL : Terms and conditions

TL : *Syarat dan ketentuan*

Terms and conditions are translated into *syarat dan ketentuan* because they refer to the same thing as in the SL.

i. Generalization

It is used by using a more general or neutral term (Molina and Albir, 2002:509-510). For example:

SL : I really saw that **flamingo**.

TL : *Aku sungguh melihat **unggas itu**.*

Flamingo which is subordinate is translated to *unggas* which is superordinate and more known by many people.

j. Linguistic amplification

It is used by adding linguistic elements. This is often used in consecutive interpreting and dubbing (Molina and Albir, 2002:509-510). For example:

SL : **What is** your problem?!

TL : ***Apa sih** masalahmu?!*

**What is** is translated into *apa sih* in TL, *sih* is linguistic element that is added.

k. Linguistic compression

Translator synthesizes linguistic elements in the TT. This is often used in simultaneous interpreting and in subtitling (Molina and Albir, 2002:509-510). For Example:

SL : Are you sure?

TL : *yakin?*

Are you sure is translated into *yakin* because it has delivered the same meaning in the context of interpreting or a conversation in subtitling.

l. Literal translation

It is by translating a word or an expression word for word (Molina and Albir, 2002:509-510). For example:

SL : You can do it.

TL : *Kamu bisa melakukan itu.*

You can do it is translated into *kamu bisa melakukan itu*, the word is translated without considering the structural norm of the language.

m. Modulation

It is by changing the point of view, focus or cognitive category in relation to the ST; it can be lexical or structural (Molina and Albir, 2002:509-510). For example:

SL : He broke my leg.

TL : *Kakinya patah.*

The focus of the sentence is changing. In SL, the focus of the sentence is he, a person, while *kaki*, part of the body, is the focus of the sentence in TL.

#### n. Particularization

Translator uses a more precise or concrete term. It is in opposition to generalization (Molina and Albir, 2002:509-510).

SL : These are all **Korean food**.

TL : *ini adalah tteokbokki, japchae, dan bibimbap.*

Korean food is translated into *tteokbokki, japchae, dan bibimbap* that they are the specific ones of Korean food.

#### o. Reduction

Translator suppresses a ST information item in the TT. It is in opposition to amplification (Molina and Albir, 2002:509-510). For Example:

SL : *Surat ini telah ditandatangani dan dicap.*

TL : This letter has been **signed**.

Signed in TL has represented the meaning of *dicap* in TL.

#### p. Substitution (linguistic, paralinguistic)

To change linguistic elements for paralinguistic elements (intonation, gestures) or vice versa (Molina and Albir, 2002:509-510). For example:

SL : shaking heads (gesture in India)

TL : *iya*

The gesture shaking heads in India means *iya* or nodding in TL.

q. Transposition

It is by changing a grammatical category (Molina and Albir, 2002:509-510). For example:

SL : You are **in charge** of attacking the king.

TL : *Kau yang **memimpin** penyerangan raja.*

In charge in SL is an adverb, however *memimpin* is a verb in TL.

r. Variation

It is by changing linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation: changes of textual tone, style, social dialect, geographical dialect, etc., this technique is usually used for play script (Molina and Albir, 2002:509-510). For example:

SL : you are so cruel

TL : *Tega kali la kau memang*

the geographical dialect is ordinary In SL, but it is the geographical dialect of North Sumatera, a province in Indonesia, in TL.

## 2.4 Translation Quality Assessment (TQA)

According to Nababan (2012:44), a good translation has to fulfill to three aspects, they are accuracy, acceptability, and readability. Those three aspect are known as indicators to assess how good a translation is, translation quality. There will be some instruments developed by Nababan, Nuraeni, and Sumardiono to assess translation quality below. I will use the instruments to assess translation quality of the Siren's Lament season 2 because the instruments developed by them are considered as holistic.

### 2.4.1 Accuracy

Shuttleworth and Cowie (2014:3) argue accuracy is a term used in translation evaluation to refer to the extent to which a translation matches its original. Accuracy is the matter of equivalence which translator has to evaluate the meaning after reconstructing the text. It is in line with Nababan (2012:44), a text is considered as translation if the text has the same meaning or message from SL. In addition, Machali (2000:112) also states accuracy of a translation can be seen from the linguistic aspect, semantic, and pragmatic. It means the grammar, the meaning, and the context of a text can reflect the accuracy of a translation.

To assess the translation accuracy, Nababan, et al,(2012:50) propose the following instrument:

Table 2.1 Instrument of Translation Accuracy Assessment Nababan, et al, (2012:50)

Translation Category	Score	Qualitative Parameter
Accurate	3	The meaning of words, terms, phrases, clauses, sentences or text in SL are translated accurately to TL; there is not any distorted meaning
Less Accurate	2	Most of the meaning of words, terms, phrases, clauses, sentences or text in SL are translated accurately. However, distorted or multiple or missing meaning is occurred, that alter some of the meaning.
Inaccurate	1	The meaning of words, terms, phrases, clauses, sentences or text in SL are translated inaccurately or deleted.

### 2.4.2 Acceptability

Acceptability is the second parameter, it is related to the norms, rules, or habit of language in a culture. Acceptability is also known as naturalness of a translation. Nababan (2012:45) states that even though a translation is accurate in

meaning, it will be rejected by the reader if the way of expressing the text is against the norms and culture of the TL. Shuttleworth and Cowie (2014:6) also say the similar statement, acceptability is a term of translator's faith in linguistic rules and textual norms of TL. Furthermore, Toury (as cited in Shuttleworth and Cowie, 2014:3) argues translations which lean towards acceptability can thus be thought of as fulfilling the requirement of 'reading as *an* original' written in TL rather than that of 'reading as *the* original' It means that translator has to vastly own the knowledge about the cultural background and the norms of TL to make a translation that gives natural feeling to the reader.

To assess the translation acceptability, Nababan, et al,(2012:51) propose the following instrument:

Table 2.2 Instrument of Translation Acceptability Assessment Nababan, et al,(2012:51)

Translation Category	Score	Qualitative Parameter
Acceptable	3	The translation feels natural; the terms used are common and familiar; the phrases, clauses, sentences used have conform the norms of target language
Less Acceptable	2	Most of the translations have been natural. However, there are few problems with the terms used or grammatical error
Unacceptable	1	The translation feels unnatural; terms used are not common and unfamiliar; the phrases, clauses, sentences used are against the norms of target language

### 2.4.3 Readability

According to Sakri (as cited in Cahyaningrum, 2013:22), readability is the degree of how easy the content of a written material can be read and understood. It means the translation is considered as readable if the translation is easy to read, and the reader can easily understand the meaning implied. Thus, readers play a role as the subject to assess the translation readability. Richard et al. (2002:442) state that readability depends on some factors, such as the length of sentences in a

passage, the number of new words a passage contains, and the grammatical complexity of the language used. Therefore, a sentence that is too long or too short is hard to read, the more common words is the easier a passage to read, and simple sentence helps the reader to understand the passage instead of complex sentence.

To assess the translation readability, Nababan, et al,(2012:51) propose the following instrument:

Table 2.3 Instrument of Translation Readability Assessment Nababan, et al,(2012:51)

Translation Category	Score	Qualitative Parameter
Readable	3	The translation of words, terms, phrases, clauses, sentences or text is easily understood by reader
Less Readable	2	Most of the translations can be understood by reader. However, there are few part need to be read twice or more to understand the translation
Unreadable	1	The translation is hard to be understood by reader

## 2.5. Previous Related Studies

There are some related studies about translation quality and translation technique. The first study is conducted by Handayani (2009) as partial fulfillment of the requirement for Postgraduate Program in Linguistics, Majoring in translation. Her research is about *analisis ideologi penerjemahan dan penilaian kualitas terjemahan istilah kedokteran dalam buku "lecture notes on clinical medicine"*. She analyzed the ideology and translation quality assessment in lecture notes on clinical medicine book. The objectives of her research are to describe the technique, method and ideology of translation and also the quality translation of medical terminology translation on Lecture Note *Kedokteran Klinis*.

The method was qualitative descriptive research. The data was taken from medical terminology of Lecture Notes on Clinical Medicine. Supportive data was collected from 3 raters who gave information about accuracy, acceptability and



readability on medical terminology translation. She used purposive sampling in this research. Techniques of collecting data were content analysis, questionnaire, and Focus Group Discussion (FGD).

The results of her research were out of 643 data, the most frequent technique which was applied to translate the medical terminology was calque 233 times, and the second place was transposition 122 times, naturalized borrowing 115 times, followed by amplification 47 times, pure borrowing 36 times, Borrowing English-Latin 32 times, addition 19 times, borrowing English-Greece 5 times, description 5 times, literal translation 4 times, and inversion 3 times. The accuracy, acceptability and readability of medical translation was affected by calque technique and borrowing technique. The accuracy of those techniques were accurate enough, acceptability is considered acceptable and readability is considered readable.

The second study is organized by Cahyaningrum (2013) as partial fulfillment of the requirement for Postgraduate Program in Linguistics, Majoring in translation. Her research is about *Analisis Teknik Dan Kualitas Terjemahan Kalimat Tanya pada Subtitle Film “Sherlock Holmes”*. She analyzed the translation technique and quality on interrogative sentences in “Sherlock Holmes” film subtitle. The objectives of her research are to describe the types and functions of questions in source text, to identify the translation techniques applied on the film subtitle, and to identify translation quality on the film subtitle as the impact of techniques in terms of accuracy, acceptability, and readability.

Her research was a qualitative descriptive research. The source of data was the film transcript of Sherlock Holmes and its subtitle in Indonesian language, and the supportive data was collected from respondents or rater. The collecting data technique were content analysis, questionnaire, and in-depth interview. The data collection process and the analysis was conducted at the same time.

The result of her research showed that there were three kinds of questions used in the film such as wh question, yes-no question and alternative question. The

pragmatics functions of questions were mostly as rhetorical question, hence not only used for asking informations but also to show emotion to others. There were 11 kinds of translation technique out of 121 data in translating Sherlock Holmes's movie. According to the frequency, the techniques were literal translation 36 times, transposition 20 times, linguistic compression 11 times, linguistic amplification 10 times, modulation and amplification 9 times, reduction 8 times, particularization 6 times, borrowing 5 times, established equivalent 4 times, and discursive creation 3 times. The impact of the application of those translation techniques to the translation quality was the overall quality score 2,82 with the average score of accuracy 2,74, acceptability 2,88, and readability 2,98. These indicated that the subtitle had a good quality.

The third study is carried out by Sari (2018) as partial fulfillment of requirement of the Sarjana Degree. The title of her research is analysis of translation of compliment expressions in the utterances in Webtoon entitled Siren's Lament. Her research is about the translation quality and translation technique on compliment expressions in the "Siren's Lament" Comic Webtoon. The objectives of her research were to identify translation techniques of compliment expressions on "Siren's Lament" Comic Webtoon, and to describe translation quality of compliment expressions translation of the comic. She used descriptive qualitative method in this research. The data of the research were utterances of compliment expressions in English as source text and its translation in Indonesian language as target text. The collecting data technique were content analysis and focus group discussion.

The results of the data analysis showed that there were 221 data of compliment expression found. There are 20 compliment expressions in topic of personal appearance, 6 compliment expression in topic of possession, 28 compliment expression in topic of general ability, 7 compliment expression in topic of specific-act ability. There were 14 techniques found in this study. However, the most frequent technique used was established equivalent which was

used 89 times, followed by the variation technique with 67 times, and literal translation with 15 times. The translation quality in terms of accuracy, acceptability, and readability showed the score in each aspect; the score of accuracy was 2.67, the score of acceptability was 2.85, and the score of readability was 2.82. Therefore, the total score of the translation quality was 2.75 which was categorized as high-quality translation.

There is similarity from the three previous researches above to my research. They are the objective of the research such as to describe the translation quality, and to identify the translation technique applied on the data of the research. However, Those three researches are thesis, that are more complex than my research. The dissimilarities are found from the objectives of the research as well. In the first study, Handayani (2009) also identified the translation methods and ideology. Meanwhile, Cahyaningrum (2013) described the types and functions of questions in source text.

The first two studies have different object of the research, the first one used clinical book, and the second one used film subtitle, yet I use Webtoon. Sari's research has many similarities to mine in the objectives of the research and the object of the research, Webtoon, but she analyzed clauses indicating compliment expression in the whole season of Siren's Lament comic, meanwhile I limit my research on phrases and clauses just on the season 2 of Siren's Lament. Therefore, my research is the simpler version of previous studies and variation.