

Translation Techniques and Acceptance Level of Indonesian Traditional Art Culture Articles

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ABSTRACT

This research aimed to identify the translation techniques used in translating Indonesian traditional art terminology from the source language into the target language, it was from Bahasa into English and to assess the translation quality in terms of the acceptability of Indonesian traditional art terminology. The research was conducted using a qualitative descriptive method. The data were analyzed using Spradley's theory which consisted of domain, taxonomy, and componential analysis. The results showed that there were three groups of traditional art terminology translated in online articles with the title Indonesian Traditional Art Culture, including music, dances and theatre. It was found that from 7 identified terminology, there were only two techniques used in the translation, they were description and borrowing techniques, especially pure borrowing. Furthermore, it was found that there were 4 terminology whose translation was acceptable and 3 terminology data that was less acceptable.

Keywords: Translation Techniques, Acceptance Level, Traditional Art Culture

INTRODUCTION

Indonesia is an archipelagic country that has enormous tourism potential such as natural wealth, cultural diversity, ethnic diversity, food types diversity, handicrafts diversity, and so on, make it one of the main tourist destinations for foreign tourists. It is not surprising that the level of tourist visits to Indonesia from year to year tends to increase (Maruanaya et al, 2020:1). The development of this tourism will inevitably bring understanding between cultures through the interaction of tourist visitors with the local community. From this interaction, tourists will be able to recognize and appreciate the culture of the local community and the local cultural background adopted. This proves that the tourism sector is a market-driven industry, so there are many opportunities to market tourism products in Indonesia, especially in the free market today where the dynamics of tourism development are faced with increasingly fierce competition. The biggest challenge for national tourism is how to strategy to survive and

remain competitive in both regional and international environments.

Offering tourism products online make it easier for potential tourists to find information on which tourist destinations are considered attractive by the tourists themselves. With religious destinations and tourist attractions in Indonesia, it is clear that online tourism product marketing is more effective compared to flyers or booklets in hardcopy form, but there is something we need to remember in marketing tourism products that the information provided is information that can be understood and trusted. One form of online tourism promotion is articles written by both individuals and companies and related institutions. To attract foreign tourists, of course, the articles are written in English. This means that tourist information in Indonesian must be translated into English.

The translation process itself is not an easy thing, because a translator must be able to convey the overall meaning to readers who have different cultures so that it can be said that a translator has a very important role in interlingual communication. Translation is not only a process that involves two different languages, but also between two different cultures. According to Larson in (Nurhayati, 2019:1) translation from one language to another cannot be done without knowledge of the culture and structure of the language. One thing to keep in mind that the process requires accuracy in putting the word equivalent.

The use of translation techniques such as adaptation techniques, amplification, borrowing, calke, compensation, description, discursive creation, common equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation (Molina & Albir in Rachmawati 2016:213) will assist translators in determining the form and structure of words, phrases, clauses, and sentences in translation. Apart from that, the translator will also be helped in determining the most appropriate equivalent in the target language. Translation equivalence can be applied in various lingual units. In addition, the use of translation techniques will not only produce accurate translations but also be acceptable and easy to read by the target text readers (Nababan in Dhyaningrum et al, 2016:13). Acceptability of translation results is a process related to the ability to transfer meaning from one language to another. Acceptability in translation is important to produce a good translation. The meaning contained in the source text must be acceptable when translated into the target text, both at the level of meaning and form. Ideally, before translating, a translator needs to know for whom and for what purpose he is translating. This process is one of the steps that cannot be ignored in translating so that the translator can determine the translation technique to be used. Based on the explanation above, the researcher is interested in conducting research with the aim of identifying the translation techniques used by translators in translating Indonesian traditional art terminology from the source language into the target language, it was from Bahasa into English and assessing the quality of the translation in terms of the acceptability of Indonesia traditional art terminology.

LITERATURE REVIEW

According to Larson as quoted by Alawiyah *et al.* (2016: 218) translation is the transfer of thoughts or ideas from one source language into another language. In other words, translation is changing the source language text into the target language text by considering the meaning of the two languages so that it is attempted to be as similar as possible and must follow the rules that apply in the target language. Translation consists of studying the lexicon, grammatical structure, communication situation, and cultural context of the source language text, analyzing it to determine its meaning, then reconstructing the same meaning using the appropriate lexicon and grammatical structure in the receptor language and cultural context.

Furthermore, Nababan *et al.* (2012:44-45) state that a translated text can be said to be of good quality if: 1) the translated text is accurate in terms of its content (in other words, the message contained in the translated text must be the same as the message contained in the original text), 2) the translated text is expressed according to the rules that apply in the target language and does not conflict with the prevailing norms and culture in the target language, and 3) the translated text can be easily understood by the target readers. It is described as accuracy, acceptability, and readability. Accuracy is a term used in evaluating translations to refer to whether the source language text and the target language text are commensurate or not. The term acceptability refers to whether a translation has been expressed in accordance with the applicable rules, norms and culture in the target language or not, both at the micro and macro level. Meanwhile, the readability aspect refers to the ease or difficulty of understanding a translated text. In the context of translation, the term readability basically does not only concern the readability of the source language text but also the readability of the target language text.

The result of the translation of a text is influenced by the competence of the translator. Each translator has a different experience in translating the source language into the target language, for example in terms of using the right translation techniques. Literally, technique means the method used to carry out a job so that it can be done well and get good results. In the translation process, technique means a systematic plan and way of doing translation. A translator must have a clear translation technique in carrying out the translation according to what has been planned, for example, when translating a text for children, the translator has planned whether or not to eliminate difficult terms that might cause difficulties for the target reader. Translators often encounter problems in the translation process. Translation techniques are needed to solve these problems. Translation technique is a method used to transfer messages from the source language to the target language, applied at the level of words, phrases, clauses and sentences (Nurhayati, 2019:4). According to Molina and Albir (2002), translation techniques have five characteristics, including 1) influencing the translation results, 2) being classified by comparison to the source language text, 3) being at the micro level, 4) not interrelated but based on a certain context, and 5) functional. The use of translation techniques will assist the translator in determining the form and structure of words, phrases, clauses, and sentences in the translation. Apart from that, the translator will also be helped in determining the most appropriate equivalent in the target language. Translation equivalence can be applied in various lingual units. In addition, the use of translation techniques will not only produce accurate translations but also acceptable and easy to read by the target text readers.

The translation techniques proposed by Molina & Albir (2002: 509) include:

1. Adaptation, a technique of replacing cultural elements in the source language with the same thing in the target language culture.
2. Amplification, a translation technique that makes explicit or paraphrases information that is implicit in the source language.
3. Borrowing, a translation technique where the translator borrows words or expressions from the source language. The loan can be pure borrowing or naturalized borrowing.
4. Calque, a translation technique by transferring words or phrases from SL literally to TL both lexically and structurally.
5. Compensation, a technique of introducing information elements or other stylistic effects in other places in the target text because they are not placed in the same position as in the source text.
6. Description, a technique that replaces the term with a description of its form or function.

RESEARCH METHODOLOGY

In accordance with the problem and research objectives, the researchers used a qualitative descriptive method approach, because what was being studied was the text of Indonesian traditional art terminology in articles on Indonesian traditional arts culture. In order for the entire translated text to be examined, the researchers took several steps, including: reading, listening, identifying, and classifying the data into several translation techniques. All of the data were then analyzed to obtain results in accordance with the objectives of this research.

Data and Data Sources

The data used in this research were data on Indonesian traditional arts terminology in Bahasa and their translations in English contained in online articles of Indonesian traditional arts culture which were accessed from <https://www.text.co.id/artikel-bahasa-inggris-tentang-seni-tradisional-indonesia/>

Data collection technique

Data collection was carried out by means of content analysis which was a variation of the form of document analysis. In practice, content analysis in this research was carried out by: 1) reading online articles entitled Indonesian Traditional Art Culture, both in Bahasa and its translation in English. 2) collecting and classifying sentences. 3) providing data code. 4) analyzing the translation techniques used in translating Indonesian traditional art terminology. 5) analyzing the quality of the translation in terms of the acceptability of Indonesian traditional art terminology.

Data analysis technique

The data analysis technique in this research was Spradley's theory (Dhyaning et al, 2016: 220) which consisted of domain, taxonomy, and componential analysis. Domain analysis was carried out to sort between data and non-data. Sentences containing expressions of traditional Indonesian art terminology were data, and other than that, they were not data. If domain analysis provided broad and general results, taxonomic analysis was carried out to deepen data collection, it was by classifying data based on its category. After that, a componential analysis was carried out to link the relationship between data classifications and the quality of the translation. At this stage, acceptability was related to the complexity of sentences containing the terminology of traditional Indonesian art and translation techniques, as well as the quality of the translation. The acceptability of the data was measured using the acceptability instrument according to Nababan (Nababan in Umam, 2018: 48) as follows:

- **Acceptable:**
The translation feels natural, the technical terms used were familiar to the reader, the words, phrases, clauses and sentences used were in accordance with the rules of the target language.
- **Less Acceptable:**
In general, the translation feels natural, but there are a few problems with the use of technical terms or a few grammatical errors.
- **Unacceptable:**
The translation was unnatural or feels like a translated work and the technical terms used were unacceptable.

RESULTS AND DISCUSSION

The following is a list of Indonesian traditional art terminology and translation techniques contained in the online article on Indonesian Traditional Art Culture.

Table 1. Techniques for translating Indonesian traditional art terminology related to music

No.	Source Language	Target Language	Translation Technique
1	Keroncong	musical genre that uses guitars and ukulele as the main musical instruments	Description
2	Angklung	instrument made from bamboo	Description
3	Sasando	instrument made from a split leaf of the Lontar palm (<i>Borassus flabellifer</i>), which bears some resemblance to a harp.	Description

The analysis of data 1, the word Keroncong was replaced with a description of its form and function, it was musical genre that uses guitars and ukulele as the main musical instruments. The results of the translation were acceptable because there was a match between the meaning of the word keroncong and its explanation in the target language. The words chosen to describe keroncong music and the language structure used were precise and clear. Data 2, Angklung was also translated using a descriptive technique where angklung was described as an instrument made from bamboo. Grammatically this description was acceptable but the meaning contained in it was very general, that was, it did not explain specifically how it looks, how to play it and the sound it makes. Thus the reader did not have a definite picture of this musical instrument, other than only made of bamboo. Therefore, it can be said that the translation of the word angklung was not acceptable. Furthermore, the translation technique used for data 3, Sasando, was a descriptive technique. Sasando was described as an instrument made from a split leaf of the Lontar palm (*Borassus flabellifer*), which bears some resemblance to a harp. This translation was acceptable because the technical terms used are familiar to the reader. Grammatically the translation was also very precise, so it can be understood by the reader.

Table 2. Techniques for translating Indonesian traditional art terminology related to dances

No.	Source Language	Target Language	Translation Technique
4	Saman	Saman	Pure Borrowing
5	Reog Ponorogo	Reog Ponorogo	Pure Borrowing

Data 4 was the word Saman translated using pure borrowing techniques with the aim of maintaining the integrity of the meaning in the Source Language. Likewise, data 5 was translated using pure borrowing techniques. In context, it surely was difficult for readers to understand the meaning of the two words above. So, it can be said that the use of pure borrowing translation techniques in this context was not acceptable.

Table 3. Techniques for translating Indonesian traditional arts terminology related to theatre

No.	Source Language	Target Language	Translation Technique
6	Wayang	shadow puppet theatre	Description
7	Randai	folk theatre tradition of the Minangkabau people of West Sumatra, that incorporates music, singing, dance and drama	Description

The analysis of data 6, the word wayang was replaced with a description of its form and function, it was shadow puppet theatre. The result of the translation was acceptable because there was a match between the meaning of the word wayang and its explanation in the target language. The words chosen to describe the wayang and the language structure used were precise and clear. Furthermore, the translation technique used for data 7, Randai was a descriptive technique. Sasando was described as a folk theater tradition of Minangkabau people of West Sumatra, which incorporated music, singing, dance and drama. This translation was acceptable because the technical terms used were familiar to the reader. Grammatically the translation was also very precise, so it can be understood by the reader.

CONCLUSION

Based on the results of data identification, it was known that there were three groups of traditional art terminology translated in online articles with the title Indonesian Traditional Art Culture, including music, dances and theater. Music group consisted of 3 terms, dance with 2 terminology and theater with 2 terminology. It can be said that there were only two techniques used in this translation, they were description and borrowing techniques. Furthermore, it was found that there were 4 terminology whose translations were acceptable. The translation feels natural, the technical terms used were familiar to the reader, words, phrases, clauses and sentences used were in accordance with the rules of the target language. On the other hand, there were 3 data terminology that was not acceptable due to two things, including less detailed explanation of the terminology described and pure borrowing without explanation so that the reader cannot understand the meaning of the terminology.

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