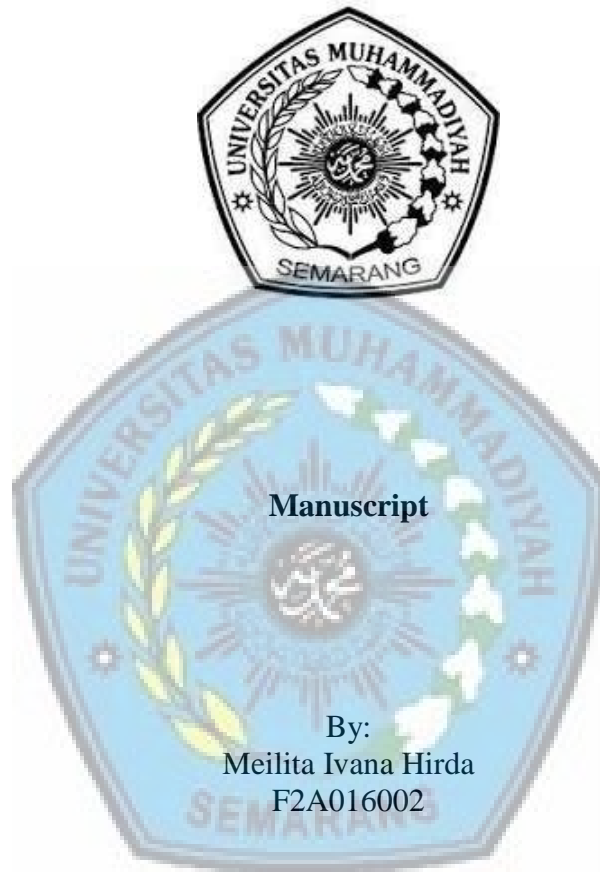


**THE TRANSLATION CATEGORIES AND TECHNIQUES OF
CULTURAL EXPRESSION FROM ENGLISH TO
INDONESIAN IN NOVEL *BORN TO DIE* BY LISA JACKSON**



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ABSTRACT

This study aims to identify and analyze the categories and techniques of translating cultural expressions applied in the novel entitled "Born to Die" by Lisa Jackson in 2011 that was translated by Elliyanti Jacob Salleh in 2013. This type of research is descriptive qualitative research because in this study the researcher explains the cultural categories in the novel and the translation techniques used on the data presentation in the form of a table to make it easier to determine the number of categories and the frequency of the techniques used. Based on the identification results, there are 154 data which are cultural expressions and fall into 4 cultural categories, there are: Ecology (48 data), Material Culture (54 data), Social Culture (42 data), and Organization (10 data). The results of the identification of this study found that there were at most cultural expressions included in the Material Culture category, because the novel tells about serial killings by psychopaths where the author explains in detail about the daily story sequence of the killer. Based on the analysis of 154 cultural expression data, it was found that 9 kinds of translation techniques were applied by the translator with a total frequency of use 183 times. These techniques are: Adaptation 26 times (14.2%), Amplification 43 times (23.5%), Lending 92 times (50.3%), Kalke 12 times (6.6%), Description 2 times (0.5%), Discursive Creation 4 times (2.2%), Generalization 2 times (1.1%), Literal Translation 2 times (1.1%), and Subtraction 1 times (0.5%). The results of the analysis of this study were found technique that mostly used is borrowing translation technique. Where the translator wants to maintain cultural words that have no equivalent in the target language therefore, the translation can be accepted by the reader.

Keywords: cultural expressions, translation, category, translation techniques.

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis kategori dan teknik penerjemahan ungkapan budaya yang diterapkan dalam Novel yang berjudul "*Born to Die*" karya Lisa Jackson tahun 2011 dan diterjemahkan oleh Elliyanti Jacob Salleh pada tahun 2013. Jenis penelitian ini adalah penelitian kualitatif deskriptif karena dalam penelitian ini peneliti menjelaskan tentang kategori budaya yang ada dalam novel serta teknik penerjemahan yang digunakan dengan bentuk

penyajian data berupa tabel untuk memudahkan menentukan jumlah kategori dan frekuensi teknik yang digunakan. Berdasarkan hasil identifikasi, terdapat 154 data yang merupakan ungkapan budaya dan termasuk dalam 4 kategori budaya, yakni: Ekologi (48 data), Budaya Material (54 data), Budaya Sosial (42 data), dan Organisasi (10 data). Hasil identifikasi penelitian ini ditemukan paling banyak terdapat ungkapan budaya yang termasuk ke dalam kategori Budaya Material, karena dalam novel menceritakan tentang pembunuhan berantai oleh psikopat dimana penulis menjelaskan secara detail runtutan cerita sehari-hari dari si pembunuh tersebut. Berdasarkan hasil analisis 154 data ungkapan budaya tersebut, ditemukan 9 macam teknik penerjemahan yang diterapkan oleh penerjemah dengan frekuensi penggunaan total sebanyak 183 kali. Teknik-teknik tersebut adalah: Adaptasi sebanyak 26 kali (14,2%), Amplifikasi sebanyak 43 kali (23,5%), Peminjaman sebanyak 92 kali (50,3%), Kalke sebanyak 12 kali (6,6%), Deskripsi sebanyak 2 kali (0,5%), Kreasi Diskursif sebanyak 4 kali (2,2%), Generalisasi sebanyak 2 kali (1,1%), Penerjemahan Literal sebanyak 2 kali (1,1%), dan Pengurangan sebanyak 1 kali (0,5%). Hasil analisis penelitian ini ditemukan paling banyak menggunakan teknik penerjemahan Peminjaman. Dimana penerjemah ingin mempertahankan kata-kata budaya yang tidak ada padanan katanya dalam bahasa sasaran agar terjemahan dapat diterima oleh pembaca.

Kata kunci: ungkapan budaya, penerjemahan, kategori, teknik penerjemahan.

INTRODUCTION

One of simple and effective ways to understand another language is translation. Complete knowledge of the source and target language is the key to understanding messages from other texts accurately. Therefore, a deep understanding of translation will help a translator in doing a good translation text (Hastyanti, 2012).

According to Newmark (1988) translation is the translator's desire to contribute a meaning text into other languages. Translation is one of the instruments in the introduction of culture from a nation to other nations. One of the problems faced in translation is the existence of cultural differences between source languages with target languages, for example differences in structure, cultural or material cultural differences, social cultural differences, organizations, and gestures or habits (Newmark, 1988).

Translation research can use a lot of scientific perspectives. One of them is to use theories in cultural studies or cultural expressions. The researcher chooses this research because translation research of cultural expressions is interesting to be discussed and there will be some differences between source language and target language. Cultural expression is the one of things that is always had by every language, and sometimes there will be different word, phrase, and clause between one language and other language.

In this case, the translator has challenges to proving whether the cultural expressions in the source language have equivalents into target language and how the translator translates these cultural expressions, especially how the techniques are used for the translation itself. Translation technique is the way the translator changed the words, phrases and clauses into other language.

The results of each person's translation will be different, which is about the techniques used of the target translation from source language and how the translator defines a cultural expression. Whether the cultural expressions will be eliminated in the translation, or explained in the Indonesian cultural system.

The researcher chooses the novel *Born to Die* by Lisa Jackson (2011) to be analysed because there is no analyse that discusses the cultural expressions of this novel before, related a lot of differences of cultural expressions between English and Indonesian. The researcher found many differences in cultural expressions between English and Indonesian. Western culture and eastern culture have significant differences, sometimes it will be related on western culture but not related on eastern culture and vice versa. The differences of western and eastern culture are about lifestyle, trend, politeness and manner, education, confidence, order or discipline, association, celebration, and the way of thinking.

Second, the researcher chooses the translation novel by Elliyanti Jacob Salleh (2013), because in the novel uses some translation technique to translate the cultural expressions. The researcher will focus to analyse the translation techniques used in cultural expression found in the novel. The researcher finds some cultural expressions in both novels.

In detail, the researcher uses translation technique theory of Molina and Albir, because the translation techniques of Molina and Albir are more complete with the data of cultural expression found in this research. Furthermore, the translation technique of Molina and Albir is often used by translation researchers and acceptable in the translation research.

The translator used some techniques in translating the novel. In this novel, cultural expressions are translated in various forms, there are adaptation, amplification, borrowing, calque, description, discursive creation, generalization, literal translation, and reduction.

THEORETICAL REVIEW

1. Translation

Translation can be interpret as a mental activity in which a meaning of given linguistic discourse is rendered from one language to another language (Hartono, 2017). According to Newmark translating the meaning of a text into

another language according to the author's intent and maintaining the author's goals is the definition of translation (Newmark, 1988:28).

2. Newmark's Classification of Cultural Expression

Culture is defined by Newmark as a way of life and its manifestations that are typical of certain people who use certain languages as a tool for expressing (Newmark, 1988). Therefore, culture is expressed by supporters with an expression medium called language or we can also conclude that language is the verbal culture of a society. Culture is an idea; language is an expression. According to Newmark (1988), there are five categories of cultural elements in translation, including Ecology; Material Culture; Social Culture; Organization/Group, Tradition, Activity, Concept; and Gestures and Habits (Mojola, 1989).

3. Molina and Albir's Translation Techniques

According to Molina and Albir (2002), translation technique is a method used to divert messages from SL to TL, applied at the level of words, phrases, clauses or sentences. Translation techniques have five characteristics: (1) Translation techniques affect the results of translation; (2) The technique is classified by comparison on the SL text; (3) The technique is at the micro level; (4) Techniques are not interrelated but based on a specific context; (5) The technique is functional.

Each expert has its own term in determining a translation technique, therefore it tends to overlap between the techniques of one expert with another. there are 18 translation techniques, there are Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive Creation, Established Equivalent, Generalization, Linguistic Amplification, Linguistic Compression, Literal Translation, Modulation, Particularization, Reduction, Substitution, Transposition, Variation (Molina & Albir, 2002).

RESEARCH METHOD

This research uses library research to analyse the data. To obtain information from previous research, field and laboratory research, as well as research using primary and secondary data, researchers can take steps through a research library. This research uses descriptive qualitative research to collect the data. In this research, data is taken from the source text novel *Born to Die* by Lisa Jackson (2011) and translation version in Indonesia *Born to Die Cengkeraman Masa Lalu* that was translated by Elliyanti Jacob Salleh (2013). Descriptive qualitative research used to calculate the data of cultural expression to make it easier for researcher to determine the translation technique used.

ANALYSIS

There are two points in this analysis. First is analysis of cultural expression categories. In this point will explain the categories classification in the cultural expressions found. Second is analysis of translation techniques used. This case will explain how the translation technique used in the data of cultural expression found. In this chapter, there will be the table on each point. The aim of the table is to show the totals data of cultural expression categories and to show the frequencies of translation techniques used in the cultural expression found.

1. Cultural Expressions Categories

Table 1. Categories of Cultural Expressions

No.	Categories of Cultural Expressions	Quantity	%
1.	Ecology	48	31,1
2.	Material Culture	54	35,1
3.	Social Culture	42	27,3
4.	Organization	10	6,5
Total		154	100 %

The results of analysis related to translation categories in cultural expressions are as follow.

1. Ecology

Table 2. Classification of Ecology Category

	Classification	Quantity	%
a.	Flora	17	11,0
b.	Fauna	17	11,0
c.	Geographical name & Environment	14	9,1
Total		48	31,1 %

The examples of data analysis regarding the cultural category of ecology are as follow.

a. Flora

From identification of the data in flora classification of ecology category, the examples are as follow:

Data 1

SL: ..as he stood shivering in the thicket of **aspen and spruce** that grew at the edge of a field near her house,.. [p. 93] (No.46)

Aspen and *Spruce* are the kinds of trees, those plants are usually used for Christmas trees. Therefore, they belong to the flora category.

b. Fauna

From identification of the data in fauna classification of ecology category, the examples are as follow:

Data 4

SL: Oh, well, maybe **the calico** was just playing games with her... [p. 2] (No.2)

Calico is a domestic cat that is typically 25% to 75% white with large orange and black patches or sometimes cream and grey patches. *Calico* is the type of Maryland State cat. In the data above, it is the fauna classification in the ecology category because, that word is a type of animal.

c. Geographical Name & Environment

Data 7

SL: She couldn't very well go back to that **Podunk town** in Montana with her tail between her legs. [p. 4] (No.4)

Podunk is the one of town an insignificant, out of the way, or even completely fictitious town in America. In the data above, the name of the town is a cultural expression and belongs to the ecology classification. It is the part of geographical name, which is not related to the concept of target language.

2. Material Culture

Table 3. Classification of Material Culture Category

	Classification	Quantity	%
a.	Food	38	24,7
b.	Clothing	2	1,3
c.	Transportation	10	6,5
d.	Others	4	2,6
Total		54	35,1 %

The examples of data analysis regarding the translation category of cultural expression of material culture are as follow.

a. Food

Data 10

SL: She had been on a real bender this weekend and had devoured **nachos**, pizza, and.... [p. 44] (No.25)

Nachos is the food from Mexico created by Ignacio Nacho Anaya, *nachos* consist of tortilla chips doused with melted cheese and scattered with *jalapeno peppers*, large green chilies from Mexico. In the data above, *nachos* is a cultural expression which belongs to the material culture of the translation category.

b. Clothing

Data 13

SL: Shoving her arms down the thick **terry** sleeves, she strained her ears, hearing nothing. [p. 92] (No.45)

Terry is the one type of fabric made from cotton fibre. This type of fabric is commonly used to make warm clothing.

c. Transportation

Data 15

SL: The interior of her **hatchback** was sweltering, and he rolled down the window. [p. 70] (No.36)

Hatchback is the type of car with a curved rear and has a hinged rear door that opens up. In data above, it is the material culture of the translation category in transportation classification.

d. Others

Data 18

SL: He slipped his **Glock** into its shoulder holster. [p. 23] (No.18)

Glock is a series of polymer-framed, short recoil-operated, locked-breech semi-automatic pistols designed and produced by Austrian manufacturer. In the data above, *Glock* is a material culture of a translation category. Therefore, the cultural expression of Glock is a type of things especially the type of weapon.

3. Social Culture

There are 42 data found of cultural expressions which are included in social culture. The examples of data analysis regarding the translation category of social culture are as follow.

Data 22

SL: And **Thanksgiving** was next week; [p. 41] (No.24)

Thanksgiving is a cultural expression since the 1536 reforms. *Thanksgiving* is a national holiday celebrated on various dates in the United States, Canada, some of the Caribbean Islands, and Liberia. It began as a day of giving thanks and sacrifice for the blessing of the harvest and of the preceding year. *Thanksgiving* is celebrated on the second Monday of October in Canada and on the fourth Thursday of November in the United States and Brazil. In the data above, *thanksgiving* is a social culture of the translation category.

4. Organization

Table 4. Classification of Organization Category

	Classification	Quantity	%
a.	Religion Terms	4	2,6
b.	Others	6	3,9

Total	10	6,5 %
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The examples of data analysis regarding the translation category of organization are as follow.

a. Religion Terms

Data 24

SL: “Sweet Jesus,” she whispered, then half crawled, half stumbled, to her small galley kitchen,... [p. 5] (No.5)

In the data above, *sweet Jesus* is a cultural expression of organization in the translation category. The cultural expression is classification of religion terms, because *sweet Jesus* is one of concept in Christian religion that is commonly used in the source language but very rarely used in the target language culture.

b. Others

Data 27

SL: Detective Jonas Hayes of the LAPD wasn't buying the setup. [p. 18] (No.15)

LAPD is an abbreviation of *Los Angeles Police Department*.

In the data above, it is an organization of translation strategy. *LAPD* is only existing in the source language because it is one department in the United States. Therefore, the cultural expression is an organization of translation category.

2. Translation Technique Used in Cultural Expressions

Table 5. Translation Techniques of Cultural Expressions

No.	Techniques of Cultural Expressions	Quantity	%
1.	Borrowing	92	50,3
2.	Amplification	43	23,5
3.	Adaptation	26	14,2
4.	Calque	12	6,6
5.	Discursive Creation	4	2,2
6.	Generalization	2	1,1
7.	Literal Translation	2	1,1
8.	Description	1	0,5
9.	Reduction	1	0,5
Total		183	100 %

The results of analysis relating to translation techniques in cultural expressions is as follow.

1. Borrowing

Table 7. Classification of Borrowing Technique

	Classification	Quantity	%
a.	Pure Borrowing	90	49,2
b.	Naturalized Borrowing	2	1,1
Total		92	50,3 %

The examples of data analysis regarding the translation technique of borrowing are as follow.

a. Pure Borrowing

Data 32

SL: ...,while Pescoli has a Reuben with extra **sauerkraut** and a diet cola. [p. 328] (No.141)

TL: ...,*sementara Pescoli memesan Reuben dengan ekstra **sauerkraut** dan kola diet.* [p. 346]

Sauerkraut is a fermented cabbage dish that has been linked to several health benefits. In the data above, the translator uses translation technique of borrowing, especially pure borrowing. In the cultural expression, the translator uses the same word on the translation in the target language, because there is no concept of that word in the target language. Therefore, the translator borrows the word and italicizes it in the translation.

b. Naturalized Borrowing

Data 33

SL: ...Constance Whitaker was a **hypochondriac** who had too much time on her hands and spent it investigating illnesses on the Internet,... [p. 17] (No.12)

TL: ...*Constance Whitaker adalah **hipokondriak** yang memiliki terlalu banyak waktu luang dan menghabiskan waktunya dengan menyelidiki berbagai macam penyakit di Internet,...* [p. 22]

In the data above, the translator uses translation technique of borrowing, especially naturalized borrowing, because the translator translates the cultural expression by changing the reading concept in the target language. There is no concept of that cultural expression in target language culture. Therefore, the translator borrows that word for translation in the target language.

2. Amplification

Table 6. Classification of Borrowing Technique

	Classification	Quantity	%
a.	Amplification	1	0,6
b.	Amplification (Addition)	31	16,9
c.	Amplification (Annotation)	11	6,0
Total		43	23,5 %

The examples of data analysis regarding the translation technique of amplification are as follow.

a. Amplification

Data 35

SL: ...pizza, and two pints of ice cream, one of mint chocolate chip, and one of **jingle-berry ribbon**, in honor of the holidays. [p. 44] (No.28)

TL: ...pizza, dan dua pint⁴ es krim, satu kue coklat mint, satu lembar **permen pita jingle-berry**, untuk menghormati hari raya. [hal. 50]

This cultural expression is a special thing in Christmas day, that is usually used as a Christmas decoration. In the data above, the translator used translation technique of amplification. The translator adds word “pita” on the target language. Unfortunately, by adding that word, the translation of data becomes wrong.

b. Amplification (Addition)

Data 37

SL: ...they'd owned an **aging Boston terrier** he'd inherited from his mother when she'd moved into a condo that prohibited pets. [p. 86] (No.43)

TL: ...mereka memiliki **anjing terrier Boston tua** yang suaminya warisi dari ibunya yang pindah ke kondominium yang tidak memperbolehkan ada hewan peliharaan. [p. 94]

The cultural expression above shows a kind of pet. In this data, the translator uses translation technique of amplification, because on the cultural expression the translator adds the word “anjing” which means “dog” to make the readers understand the meaning of word “terrier”. Moreover, the type of this pet is only common in the source language culture, not in the target language culture.

c. Amplification (Annotation)

Data 39

SL: ...then had bought her several **mai tais** and had seemed really interested? [p. 3] (No.3)

TL: ...kemudian membelikannya **mai tai¹** dan terlihat sangat tertarik? {1 Sejenis minuman keras} [p. 8]

Mai Tais belongs to a cultural expression. It is a type of cocktail based on rum, Curacao liquor, orgeat syrup, and lime juice. *Mai Tais* is a Dutch language. In the data above, the translator uses translation technique of amplification (annotation). The translator gives a number after the word and italicizes it. The

translator also gives the description of the words meaning on the bottom page (foot-note).

3. Adaptation

From the data analysis, there are 26 data of cultural expressions that are using the translation technique of adaptation. The example of data analysis regarding the translation technique of adaptation is as follow.

Data 42

SL: The door was **nearly a foot wide** and filled with sawdust. [p. 24] (No.19)

TL: *Tebal pintu itu hampir tiga puluh senti dan diisi dengan serbuk gergaji. [p. 30]*

The cultural expression above explains about the concept of dimension in the source language. The target language concept, there is no concept to use “foot” system in dimension. In data above, the translator uses translation technique of adaptation. The translator translates the data in concept of target language that is commonly used. In order to make the readers can understand easily.

4. Calque

There are 12 data of cultural expressions that used the translation technique of calque. The example of data analysis regarding the translation technique of calque is as follow.

Data 46

SL: Balancing a cup of coffee and a chocolate **macadamia nut** cookie from Joltz,... [p. 13] (No.8)

TL: *Sambil menyeimbangkan secangkir kopi dan kue kering cokelat kacang macadamia dari Joltz,... [p. 18]*

Macadamia is the type of nut, usually used for mixed cookies. In the cultural expression above, the translator uses translation technique of calque, because the translator translates the cultural expression according to conveyed message. In the data, the source language already gives explanation for word “*macadamia*” which is the one of cultural expression. Therefore, the translation becomes reasonable.

5. Discursive Creation

There are 4 data of cultural expressions that used translation technique of discursive creation. The example of data analysis regarding to the translation technique of discursive creation is as follow.

Data 48

SL: Then again, she wouldn't rule anything out that might force **Father Time** back a step or two. [p. 6] (No.6)

TL: Tapi, ia tidak akan menolak apapun yang mungkin bisa memaksa sang Takdir mundur satu atau dua langkah. [p. 11]

The cultural expression is personification of time. In recent centuries he is usually depicted as an elderly bearded man, sometimes with wings, which represents time's constant one-way movement and more generally and abstractly. In the data above, the translator uses translation technique of discursive creation, because the translator translates the cultural expression accordance with the context of the story in the novel.

6. Generalization

From the data analysis, there are 2 data of cultural expressions that used translation technique of generalization. The example of data analysis regarding the translation technique of generalization is as follow.

Data 51

SL: "Sweet Jesus," she whispered, then half crawled, half stumbled, to her small galley kitchen,... [p. 5] (No.5)

TL: "Ya Tuhan," bisiknya lirih, kemudian setengah merangkak, setengah terhuyung, melangkah kedapur kecilnya... [p. 10]

Jesus is the concept of Cristian religion that is commonly used. In the data above, the translator uses translation technique of generalization to make the translation specific, because the concept in every religion are different, the translator uses the general word that is commonly used in the target language to translate that word.

7. Literal Translation

There are 2 data of cultural expressions that used translation technique of literal translation. The example of data analysis regarding the translation technique of literal translation is as follow.

Data 53

SL: Was the pain bad enough to call 9-1-1, or should she head to ER herself? [p. 1] (No.1)

TL: Apa rasa sakitnya cukup parah untuknya menghubungi 9-1-1, atau apa sebaiknya ia pergi ke UGD sendiri? [p. 6]

In American concept, 9-1-1 is the number that used to call a hospital in an emergency situation. The concept in this data is different from the target language. In the data above, the translator uses the translation technique of literal translation, because the translator translates word by word to target language without changing the cultural expression in the target language culture.

8. Description

There are only 1 data of cultural expressions that used translation technique of description. The data analysis regarding the translation technique of description is as follow.

Data 55

SL: ...the woman was very concerned about her allergies as they finally settled on a tuna melt and **ham on rye**. [p. 327] (No.140)

TL: ...*yang wanita sangat mencemaskan alergi yang dideritanya dan akhirnya sepakat dengan tuna leleh dan **daging ham dalam roti rye***. [hal. 345]

Ham on rye belongs to a cultural expression. It is the type of food from source language culture. In the data above, the translator uses translation technique of description. The translator explains the words *ham* and *rye* by adding the word “*daging*” on the target language.

9. Reduction

In this research, The researcher finds only one cultural expression that uses translation technique of reduction. The data analysis regarding the translation technique of reduction is as follow.

Data 56

SL: This is Bonzi, breed undetermined, a **regular Heinz Fifty-seven** though if I had to guess, I'd say, probably boxer, pit bull and, oh, maybe a ridgeback somewhere back in his lineage. [p. 200] (No.104)

TL: *Ini Bonzi, jenisnya tidak bisa ditentukan, **campuran dari banyak jenis yang biasa** meski kalau harus menebak, aku akan mengatakan mungkin jenis boxer, pit bull dan oh, mungkin ridgeback di suatu tempat dalam silsilahnya*. [hal. 214]

The cultural expression above is a type of fauna. This data, the translator uses translation technique of reduction. From the data, the translator removes the word “Heinz” on the target language. Therefore, the translation becomes acceptable in the target language and the readers can understand it easily.

CONCLUSION

Based on the analysis on chapter four about translation category of cultural expressions and translation techniques in the novel *Born to Die* by Lisa Jackson, the researcher summarizes the points of the problems as follow.

1. Data of research are cultural expressions from novel *Born to Die* by Lisa Jackson. Based on Newmark's cultural category, the cultural expressions mostly found in the novel are ecology, material culture, social culture, and

organization. Material culture mostly found in the novel are food, weapon, and transportation, since there is no equivalent cultural expression in the target language. Material culture category mostly found because in the novel explains about how is the way of psychopathic killer commits serial murder to his victims where in the story explain in detail about the things used of the killer.

2. The analysis results of the translation techniques used in the novel *Born to Die* by Lisa Jackson (2011) that was translated by Elliyanti Jacob Salleh (2013) are that the researcher found the translator used nine out of eighteen techniques by Molina and Albis's theory, there are borrowing, amplification, adaptation, calque, discursive creation, generalization, literal translation, description and reduction. Borrowing of translation technique is the most commonly used in the novel. From the data, there are 92 cultural expressions that use translation technique of borrowing. Borrowing technique mostly used because the translator wants to maintain all of cultural expressions in order to make the translation result become acceptable for readers. Furthermore, there is no equivalent word in target language.

SUGGESTION

The researcher hopes this research can be useful for the readers and other researchers of translation. This research is focused on the analysis categories of cultural expression and translation techniques used. Therefore, the researcher suggests to other researchers to conduct further researches about translation, for example to continue the analysis into method and ideology. Furthermore, the next researchers conduct other researches in the translation research about metaphor or use different kinds of novels.

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