ANALYSIS OF TRANSLATION CATEGORIES, TECHNIQUES AND METHOD OF CULTURAL EXPRESSIONS FROM ENGLISH TO INDONESIAN IN KEVIN KWAN'S *CRAZY RICH ASIANS*

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ABSTRACT

The aims of this study are to identify and to analyze the translation categories, techniques and method applied by the translator in translating cultural expressions found in Kevin Kwan's 2013 novel *Crazy Rich Asians*. This type of research is descriptive qualitative research. Sources of data in this study are *Crazy Rich Asians* novel and its Indonesian translation *Kaya Tujuh Turunan*. The data in this study are cultural expressions in the form of words, phrases and clauses in the form of narrative. Based on the results of the analysis of 102 data, found nine kinds of translation techniques were applied by the translator 144 times. These techniques are: (1) Adaptation applied 2 times (1,4%), (2) Amplification (Addition) 14 times (9,7%), (3) Amplification (Annotation) 6 times (4,1%), (4) Pure Borrowing 91 times (63,2%), (5) Naturalized Borrowing 3 kali (2%), (6) Calque 19 times (13,2%), (7) Description 5 times (3,4%), (8) Discursive Creation 3 times (2%), and (9) Generalization 1 time (1%). The method used by the translator in translating the Crazy Rich Asians novel is Faithful translation. Where the translator is still try to retained cultural expressions terms that have no equivalent words in the target language.

Keywords: cultural expressions, translation techniques, translation method.

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis kategori, teknik-teknik dan metode penerjemahan yang diterapkan oleh penerjemah dalam menerjemahkan ungkapan budaya yang ditemukan dalam novel tahun 2013 karya Kevin Kwan yang berjudul *Crazy Rich Asians*. Jenis penelitian ini adalah penelitian kualitatif deskriptif. Sumber data dalam penelitian ini adalah novel *Crazy Rich Asians* dan terjemahan bahasa Indonesianya *Kaya Tujuh Turunan*. Data dalam penelitian ini berupa kata, frasa dan klausa dalam bentuk narasi yang mengandung ungkapan budaya. Berdasarkan hasil analisis terhadap 102 data, ditemukan sembilan macam teknik penerjemahan yang diterapkan oleh penerjemah dengan frekuensi penggunaan total sebanyak 144 kali. Teknik-teknik tersebut antara lain: (1) Adaptasi sebanyak 2 kali (1,4%), (2) Amplifikasi (Adisi) sebanyak 14 kali (9,7%), (3) Amplifikasi (Anotasi) sebanyak 6 kali (4,1%), (4) Peminjaman Murni sebanyak 91 kali (63,2%), (5) Peminjaman Alamiah sebanyak

3 kali (2%), (6) Kalke sebanyak 19 kali (13,2%), (7) Deskripsi sebanyak 5 kali (3,4%), (8) Kreasi Diskursif sebanyak 3 kali (2%), dan (9) Generalisasi sebanyak 1 kali (1%). Metode yang diterapkan penerjemah dalam menerjemahkan novel *Crazy Rich Asians* adalah metode Penerjemahan Setia. Dimana penerjemah masih berusaha mempertahankan ungkapan budaya yang tidak ada padanan katanya dalam bahasa sasaran.

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

INTRODUCTION

From several theories about translation, a good translation text has several characteristics, the message of the translated-text-is faithful to-the message of-the-source language, the form of-the-target language is translated according to the its accepted language rules, and the results must look like the original text. It can be said that 'right-wrong' of the translation texts are determined by 'for whom' and 'for what purpose' a translation is done. (Nugrahani, Nababan, & Santoso, 1997)

Newmark (1988) describes translation as an activity of rendering the meaning of a text into another language according to the way author intended in the source text. This definition only focuses on rendering the meaning of the source language text into the target text.

Other experts, Nida and Taber (1982) states that translation is consists of reproducing the source language message or information so that the target language have its closest natural equivalent as the source language. This statement means that either translation or the problem of languages, meaning, and equivalence is closely related explicitly.

Translation is not an easy task to do, there are various factors that must be faced by a translator in-producing an accurate, acceptable, and readable translation text. One of the factors that very influential in translating activity is the cultural factor. Because, translating is not simply transform the meaning of one language into another, a translator-must-have enough knowledge of the both faced source and target culture.

Based-on-background above, the researcher is interested in analyzing the translation of Crazy Rich Asians novel by using a theory of translation approaches, they are cultural categories, translation techniques and translation method. The data used are cultural expressions found in Crazy Rich Asians novel.

A simple example of cultural expression found in Crazy Rich Asians novel is 'Mrs.'. 'Mrs.' is an English adressee for married women, must be used with surname or full name. Actually there is an equivalent with the same order in the target language that is Nyonya, but this term is still retained by the translator to

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present the cultural atmosphere of the source-language. This word is the data and it is included in social culture category.

The novel discussed in this thesis is Kevin Kwan's 2013 the most best-selling novel entitled Crazy Rich Asians, it has-been adapted into a film with the same title. According to the author on an interview, this film became the first All-Asians Hollywood film in the past 25 years.

This novel conveys very interesting cultural values. The readers get various lessons and knowledge about Western and Chinese culture such as customs, ancestral beliefs, and cultural symbolism. Therefore with the many discussions concerning culture in this novel, there are many cultural expressions in source language (English) that cannot be translated directly into the target language (Indonesian). The researcher choose Crazy Rich Asians novel and its Indonesian translation as the object of this research because there is no study that discusses about cultural expression in this novel before.

THEORETICAL REVIEW

1. Translation
    Translation is an activity rendering idea from one language into another language. But, translating activity is not simply transforming the meaning of words into other meanings in the same order, the greater the gap between the source language and the target language, the more difficult to translate (Venuti, 2017). Nida and Taber (1982) encourage translators by saying that anything that can be spoken in one language also can be spoken in another language, unless the form is an important point of the message.

2. Culture in Translation
    Culture is a challenge for translator when translating a text, because it is an important aspects that exists to regulate human behavior. Vermeer (1986), states that "a translator is required to be bilingual or multilingual and also to be bicultural or multicultural". It means when a language is translated into another, a translator is automatically faces with at least two different cultures. The source language can have culture that does not exist in the target one. Therefore, the task of a translator is to find the appropriate equivalent of messages or information contained in the source language. To overcome this, translator can translate the text by considering its culture and context, as long as the meaning of source language can be conveyed without reducing it at all. (Prasetyani, 2008)

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3. Cultural Categories

One of an expert in translation field, Newmark (1988) describes culture as the human way of life and its unique manifestation in a community that uses a particular language as a means of expressions. Newmark in Irawan (2017) divides cultural categories into five categories, they are; 1) ecology (flora, fauna, geographical name and environment), 2) material-culture (food, clothing, housing, transportation), 3) social culture (job, activity and leisure), 4) organizations (religion terms, greeting and title), 5) gestures or body languages and habits.

4. Translation Techniques

Translation technique is the way or process to transforming some source language message or information into the target language that is applied at the level of words, phrases, clauses, and sentences. According to Molina and Albir (2002) translation techniques are have five specific characteristics, they are, affect the results of the translation text, classified based on the comparison of both source and target language, not related but mostly based on a specific context of the text, translation technique is at the micro-level, and the last is functional. There are 18 types of translation technique determine by Molina and Albir, they 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).

5. Translation Methods

Molina and Albir (2002) describe method of translation as a systematic way or process of translation activities. A translator must have a clear method before translating a text based on the purpose. Whereas Newmark (1988) divides the translation method into two categories, as illustrated in V diagram as follows:

Word-for-word translation   Adaptation

Literal translation   Free translation

Faithful translation   Idiomatic translation

Semantic translation   Communicative translation

Figure 1. Diagram V

From the diagram above there are eight types of translation method conducted by Newmark (1988), the four types in the right side of the

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diagram are emphasizes the methods that tend to the source language, and the four others in the left side are emphasizes the target language.

RESEARCH METHOD

This kind of this research is library research which uses the descriptive-qualitative method. The data are taken from all cultural expressions found in Kevin Kwan's novel *Crazy Rich Asians* categorized based on Newmark's cultural category (1988) and translation techniques by Molina and Albir (2002).

ANALYSIS

There are three points in this analysis. First is analysis of cultural expression categories. This point will explain the categories in the cultural expressions found in the novel. Second is analysis of translation techniques applied. Third is analysis of translation method used. 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 frequency of translation techniques applied in translating the cultural expressions found.

1.   The Categorization of Cultural Expressions

Table 1. Cultural Expressions Categories

No	Cultural Expressions Categories	Quantity	Percentage
1.	Material Culture	48	47,1%
2.	Ecology	28	27,4%
3.	Social Culture	19	18,6%
4.	Organization	7	6,9%
Total		102	100%

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

1.   Material Culture

Table 2. Classification of Material Culture Category

	Classification	Quantity	Percentage
a.	Food	36	75%
b.	Clothing	7	14,6%
d.	Others	5	10,4%
Total		48	100%

The example of data analysis regarding material culture category are explained as follows:

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a. Food

From identification of the data in food classification of material culture category, the examples are as follow:

Data 1

SL: Good thing they were here to put him in boarding school, where he would have some sense knocked into him一cold morning showers and stale toast with **Bovril** was what he needed. (p. 7) [no. 3]

'Bovril' is a meat extract commonly used for flavoring any dishes like soup or stew. It has thick-like texture sauce and sometimes also eaten with toast. In the data above, 'Bovril' is a cultural expression that belong to food classification in material category.

b. Clothing

From identification of the data in clothing classification of material culture category, the example are as follow:

Data 5

SL: The closets on this end are maintained at fifty-five degrees specifically for my **Italian cashmere**, houndstooth, and fur. (p. 77) [no. 28]

'Italian cashmere' is a type of fabric that made from goat fur. This fabric is generally made into luxurious coat because it's prime quality. No wonder this fabric has a very expensive price. This cultural expression is material culture because it is kind of clothing classification.

c. Others

Data 8

SL: "I can smell you from a mile away. You need to lay off the **Blenheim Bouquet**—you're not the Prince of Wales." (p. 202) [no. 59]

'Blenheim Bouquet' is a perfume with citrus, woody and black pepper fragrance. This perfume is very popular among the British aristocrats. This cultural expression is material culture because it is kind of things.

2. Ecology

Table 3. Classification of Ecology Category

	Classification	Quantity	Percentage
a.	Flora	10	35,7%
b.	Fauna	3	10,7%
c.	Geographical Name	15	53,6%
Total		28	100%

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The examples of data analysis regarding ecology category are explained as follows:

a. Flora
    Data 10
    SL: There's an amazing **weeping beech** in Hyde Park called the upside-down tree, and its branches hand down slow that it's almost like a cave. (p. 9) [no. 5]

    'Weeping beech' is a dense deciduous tree that blooms in the spring. This tree will grow to be about 50 feet and expected to live until 120 years or more. Therefore, this data belong to flora category.

b. Fauna
    Data 13
    SL: Bernard smiled tightly, looking like a rabid **Boston terrier**. (p. 247) [no. 66]

    'Boston terrier' is a kind of dog which has a fairly small body and a short tail. This dog comes from America, also known as "The American Gentleman". This data includes fauna classification of ecology category because this word is a type of animal.

c. Geographical Name
    Data 16
    SL: There's an amazing weeping beach in **Hyde Park** called the upside-down tree, and its branches hand down slow that it's almost like a cave. (p. 9) [no. 6]

    'Hyde Park' is one of four royal garden, the biggest and the most famous royal garden in England. 'Hyde park' is a name of a garden, it is a part of geographical name, so this data is included in ecology classification.

3. Social Culture

    There are 19 out of 102 data found in the novel that is included in social culture category. The examples of data analysis regarding social culture category are explained as follows:

    Data 19
    SL: "It's after Charles IX, you know. He would present lilies of the valley to all the ladies at Fontainebleau every **May Day**," (p. 41) [no. 12]

    'May Day' is the commemoration of Labor Day around the world. But in this data, May Day had different concept. In France May Day is the day when people will give each other a small bouquet of

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lilies of the valley to all ladies and take it a sign of good luck. This cultural expression is social culture.

4. Organizations

Table 4. Classification of Organization Category

	Classification	Quantity	Percentage
a.	Greeting and title	5	83,3%
b.	Others	1	16,7%
Total		6	100%

The examples of data analysis regarding organizations category are explained as follows:

a. Greeting and Title

Data 22

SL: Widowed once, almost married a **British marquess**, and since then she's been the companion of a Norwegian tycoon. (p. 196) [no. 58]

'British marquess' is one of royal title of British. Marquess itself is under the duke and above the earl or count. The duty of a marquess is entrusted to protecting the country from potential attacks by other countries. This cultural expression is a kind of title so this word included in organizations category.

b. Others

Data 26

SL: The Harvard-**MBA** Chuppie † who was obsessed with Gordon Gekko. (p. 88) [no. 38]

'MBA' is abbreviation of Master of Business Administration. This cultural word included in organizations category.

2. **Translation Techniques**

Table 5. Translation Techniques Classification

No.	Translation Techniques	Frequency	Percentage
1.	Pure Borrowing	89	63,6%
2.	Calque	17	12,1%
3.	Amplification (Addition)	14	10%
4.	Amplification (Annotation)	6	4,3%
5.	Description	5	3,6%
6.	Discursive Creation	3	2,1%
7.	Naturalized Borrowing	3	2,1%
8.	Adaptation	2	1,5%
9.	Generalization	1	0,7%

Total	140	100%

Based on the table above, the most used technique is Pure Borrowing, it is 89 times (63,6%) out of 140 techniques. The second is Calque which applied 17 times (12,1%). The third technique that is oftenly applied is Amplification (Addition) 14 times (10%). Next, Amplification (Annotation) is used for 6 times (4,3%) and the fifth is Description that is used 5 times (3,6%). The sixth and seventh are Naturalized and Discursive Creation, they are applied 3 times (2,1%) respective fully. The eight is Adaptation technique that is applied 2 times (1,5%), and the last is Generalization that is applied 1 time (0,7%). The examples of data analysis regarding each identified translation techniques.

1. Pure Borrowing

   From the data analysis of the translation techniques, pure borrowing is applied 89 times (63,6%). The examples of applying this technique explained in the following data:

   Data 28

   SL: "Look! It says right there '**Mrs.** Eleanor Young – Lancaster Suite for four nights.' Do you not see this" (p. 5) [no. 1]

   TL: *"Lihat! Ini tertulis di sini '**Mrs.** Eleanor young – Lancaster Suite untuk empat malam.' Anda tidak melihat itu?" (hal. 13)*

   'Mrs.' is an English adressee for married women, must be used before surname or full name. This cultural expression still retained by the translator to present the cultural atmosphere of the source language. The translator used translation technique of borrowing, especially pure borrowing.

2. Calque

   From the data analysis of the translation techniques, calque is applied 17 times (12,1%). The examples of applying this technique explained in the following data:

   Amplification

   Data 32

   SL: They had a light supper of steamed whole pomfret in a **ginger-wine sauce** and clay-pot rice, (p. 75) [no. 25]

   TL: *Mereka menikmati makan malam sederhana yang terdiri dari ikan bawal kukus dan **saus anggur-jahe** dan nasi clay pot (hal. 78)*

   'Ginger-wine sauce' is a kind of wine used when cooking meat. This cultural word translated using Calque technique where the word

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is translated literally in target language but still adheres to the target language structure.

3. Amplification (Addition)

    From the data analysis of the translation techniques, amplification (addition) is applied 14 times (10%). The examples of applying this technique explained in the following data:

    Data 36
    > SL: Clutching a simple **bouquet of stephanotis**, with only a pair of antique pearl-drop earrings, (p. 369) [no. 85]
    >
    > TL: *Menggenggam **buket bunga stephanotis** sederhana, dengan hanya mengenakan sepasang anting mutiara antik, (hal. 333)*

    The translator used technique of Amplification, specifically addition to this cultural expression. Because the word "bunga" was added to make target language reader understand the context of this cultural expression.

4. Amplification (Annotation)

    From the data analysis of the translation techniques, amplification (annotation) is applied 6 times (4,3%). The examples of applying this technique explained in the following data:

    Data 37
    > SL: She knew he was going to love this bottle, which had been specially recommended to her by Manuel, the brilliant **sommelier** at Taillevent. (p. 71) [no. 20]
    >
    > TL: *Astrid tau suaminya akan menyukai anggur yang satu ini, yang direkomendasikan secara khusus padanya oleh Manuel, sommelier* brilian di Taillevent. (hal. 74)*

    'Sommelier' is a kind of job, a waiter on restaurant that knows about wine. This cultural expression is identified using amplification (annotation) technique because in the target language text this word is marked with (*) and there is an explanation of the meaning of this word. The explanation is put on the foot note.

5. Description

    From the data analysis of the translation techniques, description is applied 5 times (3,6%). The examples of applying this technique explained in the following data:

    Data 42
    > SL: He guided Rachel past the red flagstone terrace and down a graceful **allée**, where white acanthus and colorful bursts of hibiscus mingled with lavish thickets of Egyptian papyrus. (p. 332) [no. 80]

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TL: *Dia membawa Rachel melewati teras berbatu merah dan menuruni **jalan lebar yang anggun dengan pepohonan tinggi di kedua sisinya**, tempat semak acanthus putih dan semarak warna kembang sepatu berpadu dengan belukar subur papirus Mesir. (hal. 300)*

This cultural expression was translated into target language by using description technique because the translator explain the meaning of the word 'allée' by adding an explanation in the target language because there is no equivalent of this cultural expression in target language.

6. Discursive Creation

From the data analysis of the translation techniques, discursive creation is applied 3 times (2,1%). The examples of applying this technique explained in the following data:

Data 43

SL: ─cold morning showers and **stale toast** with Bovril was what he needed. (p. 7) [no. 2]

TL: ─*yang dibutuhkannya adalah mandi pagi dengan air dingin dan **roti panggang kering** dengan Bovril (kaldu sapi kental dan asin) (hal. 15)*

The cultural expression in this data was translated using discursive creation. Because the translator uses a temporary equivalent that explained about what is 'stale toast' in target language.

7. Naturalized Borrowing

From the data analysis of the translation techniques, naturalized borrowing is applied 3 times (2,1%). The examples of applying this technique explained in the following data:

Data 46

SL: The second course had just been served—a surprisingly tasty langoustine and **calamansi lime** geleé terrine. (p. 265) [no. 71]

TL: *Menu kedua baru saja dihidangkan— geleé terrine (agar-agar) langoustine (semacam lobster) dan **jeruk kalamansi** yang ternyata enak sekali. (hal. 241)*

This cultural expression was translated using naturalized borrowing. The translator uses a term which is the result of an adapted translation into target language.

8. Adaptation

From the data analysis of the translation techniques, adaptation is applied 2 times (1,5%). The examples of applying this technique explained in the following data:

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Data 47

SL: The closets on this end are maintained at **fifty-five degrees** specifically for my Italian cashmere, houndstooth, and fur. (p. 77) [no. 27]

TL: *Kamar ganti di bagian ini dijaga secara khusus dalam suhu **lima belas derajat** untuk kasmir Italiaku, tekstil houndstooth, dan bulu. (hal. 80)*

The cultural expression on this data is about temperature measurement. The concept of this cultural expression is different in the source language and the target language. The translator used technique of adaptation, because the cultural expression is translated into term that commonly used in the target language.

9. Generalization

From the data analysis of the translation techniques, generalization is applied 1 times (0,7%). The examples of applying this technique explained in the following data:

Data 49

SL: Smartly uniformed waiters walked by with trays bearing a selection of **tea cakes**, pastries, and nyonya delicacies. (p. 152) [no. 50]

TL: *Para pelayan berseragam rapi berjalan dengan beragam baki berisi berbagai macam **kue**, pastry, dan penganan nyonya. (hal. 146)*

The cultural expression 'tea cakes' was translated into 'kue' which is the general or neutral term in the target language. Therefore, the translator uses generalization technique to translating this word.

3. **Translation Method**

To find out the tendency of the method applied by the translator in the translation process, the translation techniques used must first be analyzed. Based on the results of the previous analyzes of translation techniques, it can be seen that from nine identified translation techniques, three techniques oriented to the source language (Pure Borrowing, Naturalized Borrowing, Calque) and six techniques oriented to the target language (Adaptation, Amplification (Addition), Amplification (Annotation), Description, Discursive Creation, Generalization). Because the techniques used have a tendency to the source language, the method used also has the same tendency.

Based on the previous analysis about technique, the most frequent use of translation techniques used by translator in translating cultural expressions in this novel tend to the source language. The method used also

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has the same tendency. Technique of Pure borrowing has been identified for more than 50%, it is applied 89 times (63,6%). Pure borrowing is a technique that purely taken over the source language terms into target language. It means that half of the cultural expressions found were not translated into target language.

From the four methods that are emphasize to the source language, and based on the most used translation techniques, the method used by the translator in translating this novel is Faithful translation. Based on Newmark theory, Faithful translation is a process of translating that try to reproduces target language contextual meaning based on the source language text, but still observes the grammatical structure of the target language.

The characteristic of the method used in translating cultural expressions in this novel is the selection of terms in favor of source language reader. The example is 'Mrs.' which still retains in the target language, and also some words in the material culture category (like food, clothing, and others) that do not have an equivalent in the target language.

CONCLUSION

Based on the analysis on previous chapter about analysis of cultural expressions, techniques and method of translation, the researcher concludes as follows:

1. Data of research are taken from all of cultural expressions found in Crazy Rich Asians by Kevin Kwan. There are 102 data of cultural expressions. From those 102 data, only four out of five cultural categories were found based on Newmark's theory, they are material culture, ecology, social culture and organizations. Material culture is found mostly in data, since there are many terms of food, clothing and things that have no equivalent in the target language and because this novel is tells about the daily life of a rich Chinese family.

2. Based on Molina and Albir theory, the researcher identifies nine out of eighteen techniques used by the translator on translating the cultural expressions found in Crazy Rich Asians novel. From nine identified translation techniques, three techniques tend to the source language (Pure Borrowing, Naturalized Borrowing, Calque) and six techniques tend to the target language (Adaptation, Amplification (Addition), Amplification (Annotation), Description, Discursive Creation, Generalization). Pure Borrowing is mostly applied in data, since there is no equivalent in the target language and the translator try to present the source language atmosphere to the target language reader.

3. The techniques used are tend towards source language, the method also has the same tendency. The method used is Faithful translation. Since Pure

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borrowing is the most used technique where many of the source language terms are still retained in the target language.

SUGGESTION

Here are some suggestions for readers and other researchers who are interested in studying translation. Researcher hope that this study can be useful in the future. This research is limited on techniques and method used by translator in translating cultural expressions found in Crazy Rich Asians novel. Therefore, researcher suggests to other researcher being able to conduct a research using the same theory but with different object, for example film subtitles. There are still many things that can be studied in the field of translation.

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