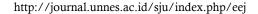# English Education Journal

Translation Strategies Used by Donna Widjajanto in Rendering Culture – Specific Items in Diterlizzi's *The Spiderwick Chronicles*

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Article Info	Abstract
	This study aimed to know the implementation of translation strategies used by the translator and equivalence achievement. Descriptive qualitative research approach is used as research design. The results of the study show that 10 translation strategies used by the translator in rendering 724 culture-specific items data. Translation by repetition or pure borrowing is mostly used the translator as translation strategy containing ecology, concepts of belief and religion, and anthroponyms. The translator intended to source language-oriented in the implementation of translation strategies in translating culture-specific items in The Spiderwick Chronicles because the culture-specific items in TL did not have equal meaning in TL culture. Dealing with equivalence of translation, the translator tends to avoid re-create the culture-specific items in SL. In order to achieve balance, the translator should reduce bringing the original words into target language and avoid the unfamiliar cultural terminologies. © 2018 Universitas Negeri Semarang

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INTRODUCTION

Translation is the challenging task involving the exchange of meaning from the SL text into the TL text in process led by the translator engaging the two different cultures. Hatim and Munday (2004) define that translation as the process of transferring a written text from the source language text into the target language text conducted by a translator in a specific socio-cultural context. It engages the SL culture and TL culture. The culture gaps of both become the main issue. It is to be obstacles for the translator in translating culture-specific items. Based on this problem, translation strategies are acquired to translate culture-specific items. The implementation of the translation strategies in rendering culture-specific items are interesting to analyze. This study aimed to explain the translation strategies used by the translator, the implementation of the translation strategies, and equivalence.

Several previous studies have become the background on this study. Elnaili (2016), Bawwaidhan (2016), Yan. M (2016), Ratnasari (2016), and Budiana (2017) investigated to the translation strategies applied by the translator. Whereas, Shekoufeh Daghoughi & Mahmood Hashemian (2016) and Fahim & Mazaheri, (2013) investigated translating culture-specific items in a novel.

This study brings the elaboration of two translation strategies theories proposed by Newmark (1988) and Aixela (1996) as follow: transference, orthographic adaptation, naturalization, universalization, componential analysis, synonymy, through translation, linguistic translation, modulation, recognized translation, compensation, paraphrase, couplet, glosses, addition, and deletion.

The culture-specific items are classified based on the elaboration of Newmark (1988) and Espindola (2005) culture-specific items classifications. The elaboration of those culture-specific items classifications are mentioned as follow: ecology, material Culture, social culture, organization customs (include activities, procedures, concepts), gesture and habit,

anthroponyms, and fictional character. Related to the equivalence, I used formal equivalence and dynamic equivalence proposed by Nida and Taber (1969).

METHODS

This study used descriptive qualitative research approach. This study focuses on analyzing the translation strategies that are used by the translator in rendering culture-specific items based on Aixela (1996) and Newmark (1988) translation strategies, the implementation of those strategies, and equivalence. In classifying culture-specific items, I applied Newmark (1988) and Espindola (2005).

RESULS AND DISCUSSIONS

After analyzing, I found out the total of the data found is 724 culture-specific items in *The Spiderwick Chronicles* novel. The samples of analysis are presented in both source languages, English and in the target language, Indonesian. The general description about the occurrences of culture-specific items in each of the five series books is shown in Table 1.

Table 1. Occurrences of culture-specific items found in the novel

No	Book	Number of occurrence	Percentage (%)
1	Book 1	69	9.53
2	Book 2	122	16.85
3	Book 3	158	21.82
4	Book 4	99	13.67
5	Book 5	276	38.12
Total		724	

After identifying the occurrences of culture-specific items, I found 166 culture-specific items related to ecology that the percentage is 22.93%. 109 culture-specific items

are found related to anthroponyms that the percentage is 15.06%. 75 culture-specific items are found related to material culture that the percentage is 10.36%. 1 culture-specific word is related to gesture and habit that percentage is 0.14%. 25 culture-specific items are found related to social culture that the percentage is 3.45%. 344 culture-specific items are found related to organizations, customs, activities, procedures; concepts that the percentage is 47.51% and 4 culture-specific items are found related to fictional character that the percentage is 0.55%.

Translation strategies applied by the translator are used as a tool to analyze the translation of culture-specific items in the source language into target language. I found 10 translation strategies used by the translator in rendering 724 totals of culture-specific items. First, repetition is applied 508 times that the percentage is 70.17%. Second, naturalization is applied 56 times that percentage is 7.74%. Third, universalization is applied 26 times that the percentage is 3.59%. Fourth, synonymy is applied 2 times that percentage is 0.28%. Fifth, through translation is implemented 95 times that the percentage is 13.12%. Sixth, linguistic translation is implemented 12 times that the percentage is 1.66%. Seventh, compensation is applied 6 times that the percentage is 0.83%. Eighth, couplet is 11 time that the percentage is 1.97%. Ninth, gloss, note, and addition are applied 7 times that the percentage is 0.97%. the last, deletion is applied 1 times that percentage is 0.14%. Based on this finding, the most translation strategy used by the translator is repetition that occurred 508 times. The percentage of it is 19.00 %. While the least translation strategies used by him is deletion that occurred 1 time. The percentage of it is 1.00%. For example, the results of the analysis can be seen as follow:

Repetition

Translation by repeating keeps as much as he can of the original reference.

SL:"***Troll***" he gasped. (book: 2, page: 54)

TL:"***Troll***" katanya dengan napas tertahan. (p. 71)

The translator repeated the word "*troll*" from the original word. It means that he used repetition as translation strategy to repeat the word from the source language in rendering "*troll*". Here, they are categorized as the ecology in culture-specific items classification.

Naturalization

Naturalization brings the culture-specific items into the inter-textual corpus felt as specific by the target language culture.

SL: The book was full of information about ***faeries***. (book: 1, page: 57)

TL: Buku itu penuh informasi tentang makhluk-mahkluk seperti ***peri***. (p. 74)

The translator naturalized the word "*faeries*" into "*peri*" in rendering the cultural word categorized to concepts of belief and religion in culture-specific items classification.

Universalization

Universalization is translation strategy by replacing the original word with a term that also belongs to the source culture but is closer to the target culture reader another cultural terms but less specific or chooses a neutral reference.

SL: "Here you must prove yourself or get nothing from this ***elf***." (book 2, p. 23)

TL: "Sekarang kau harus membuktikan diri atau tidak mendapatkan apa-apa dari si ***peri***." (p. 39)

The translator used universalization technique in rendering the word "elf" related to concept of religion and belief that is categorized into organization, customs, activities, procedures, concepts in culture-specific items classification. He translated "elf" into "peri" rather than "peri berbentuk seukuran manusia" because it would be too long description for the target reader.

Synonymy

Synonymy is translation strategy by using substitution the culture-specific words from source language to another word in the target language, which has equal meaning.

SL: He whirled around to see a small nutbrown man dressed in a doll-size shirt and pants made from a _**dress**_ sock. (book: 2, page: 9)

TL: Dia berbalik dan melihat pria kecil berkulit cokelat kacang, kaus seukuran boneka, dan celana yang terbuat dari kantong _**gaun**_. (p. 25)

The word "dress sock" is culture-specific terms related to cloth that is categorized into material culture in culture-specific items classification. "dress" is translated into "gaun" using synonymy by the translator. He translated the word "dress" into "gaun" rather than the word "pakaian" because "gaun" is more formal rather than "pakaian".

Through translation

Through translation is the process of translation by finding the literal translation of common collocations, names of organizations and components of compounds. In this translation strategy, the translator is demanded to translate the culture-specific words by word for word from source language to target language.

SL: He would have said that his brother, Simon, would be either be a veterinarian or a _**lion**_ _**tamer**_. (book: 1, page: 1)

TL: Dia akan mengatakan saudara laki-lakinya, Simon, akan menjadi dokter hewan atau _**penjinak**_ _**singa**_. (p. 17)

The word "_lion tamer_" is culture-specific term related to work that is categorized to social culture in culture-specific items classification. "_lion tamer_" is translated into "_penjinak singa_" using through translation technique by the translator. He literally translated it into "_penjinak singa_" rather than "_pawang_" because the word "_pawang_" would be unfamiliar term for the children reader.

Linguistic translation

Linguistic translation is translation strategy used by the translator that is a support of pre-established translation within the inter-textual corpus of the target language. The use of linguistic transparency of the culture-specific items, the translator chooses a denotatively very close reference to the original text by offering a target language version, which still belongs to the cultural system of the source text.

SL: "You're going to tell us everything you know, or we're going to spread _**ketchup**_ on you and put you right back up on the roof," said Jared. (book 5, p. 24)

TL: "Kau harus menceritakan semua yang kau ketahui kepada kami, kalau tidak kami akan _**mengecapi**_ kepalamu dan mengeluarkanmu keatap" kata Jared. (p. 40)

"_ketchup_" is translated into "_mengecapi_" using linguistic translation by the translator. He rendered linguistically the word "_ketchup_" as a noun in the original word to be "_mengecapi_" as a verb in the target language considering the grammatical structure differences.

Deletion

Deletion is a translation strategy when the translator considers the CSI unacceptable ideologically or stylistically, or it is so irrelevant that the reader have difficulty to comprehend it or when it is too obscure and the translator do not want to use other procedures, he then decides to omit it in the target text.

ST: "A book in the attic. It's about faeries, real _**faeries**_. Look, they're ugly." (book 1, p. 61)

TT: "Buku di loteng. Tentang makhluk-makhluk seperti peri, yang sungguhan. Lihat mereka jelek." (p. 79)

The word "_faeries_" is culture-specific terms related to concept of religion and belief that is categorized to organization, customs, activities, procedures, concepts in culture-specific items classification. The translator did not translate the underlined, bold, and italic word "_faeries_". He

omitted the word "*faeries*" to avoid the repeated word in one sentence.

Compensation

Compensation is a translation strategy occurs when loss of meaning in one part of a sentence is compensated in another part. In this translation strategy, the translator takes another part of sentence if he or she cannot find definition or meaning of source language words or terminology in the target language.

SL: One of the **_faeries_**, clad only in a spiky, green seedpod, flew close and dropped a piece of fruit on the blanket near Simon. (book 3, p. 39)

TL: Salah satu **_sprite_**, yang hanya mengenakan daun hijau bergerigi, terbang mendekat dan menjatuhkan sepotong buah di selimut dekat Simon. (p. 55)

The word "*faeries*" is culture-specific terms related to concept in culture-specific items classification. "*faeries*" is translated into "*sprite*" using compensation technique by the translator. He rendered the word "*faeries*" into "*sprite*" considering the equal meaning in the target language. The term is compensated to TL word because it is the same type of spirit of nature.

Couplet

Couplet is a translation strategy used by the translator that combines two translation procedures in order to deal a single problem. A combination of two translation procedures is particularly common for culture-specific terminologies.

SL: But they still had the book and the eyepiece, Simon was carrying a kitten the color of **_butterscotch_** **_toffee_**, and all of them were still alive. (book: 2, page: 104)

TL: Tapi mereka masih memiliki buku itu dan kacamatanya, Simon masih menggendong anak kucing yang warnanya seperti **_permen_** **_butterscotch_** **_toffee_**, dan mereka semua masih hidup. (p. 119)

The word "*butterscotch toffee*" is culture-specific terms related to food that is categorized to material culture in culture-specific items classification. The word "*Butterscotch toffee*" is translated into "*permen butterscotch*" by using couplet. The translator rendered the word "*butterscotch toffee*" into "*permen butterscotch*" using naturalization to translate " toffee" into "*permen*" and borrowing "*butterscotch*".

Glosses

Glosses are the translation strategy used by the translator that is the process of translation by giving additional information in the target language. In additional information, a translator may have to add to his version.

SL: "This Arthur guy says it's a **_boggart_**. See, brownies are these helpful guys, but then if you make them mad, they go crazy. They start doing all these bad things and you can't stop them. Then they become boggarts. That's what I think we have." (book: 1, p. 66)

TL: "Sir Arthur ini bilang ini **_boggart_** – **_kurcaci_** **_yang_** **_jahat_**. Lihat, brownie sangat suka menolong, tapi kalau kau membuat mereka marah, mereka bisa gila. Mereka mulai melakukan berbagai kejahatan dan kau tidak bisa menghentikan mereka. Mereka menjadi boggart kurasa itulah yang ada dirumah ini sekarang. (p. 84)"

The word "*Boggart*" is translated by using glosses in the translation. The translator put the description after the word "*boggart*". He gave the additional information to the target text in the process of translation in order to help in understanding for the target reader.

The realization of repetition, naturalization, and universalization translation strategies that frequently applied by the translator to translate 590 culture-specific items data. Meanwhile 133 culture-specific items data were dynamic by using through translation, linguistic translation compensation, couplet, and glosses. It can be said that the translator tends to avoid re-create the word in SL and conserving it into a sentence in the TL that conveys the similar meaning. It always uses the exact phrase

or word of original because the culture-specific items of the source language do not have equal meaning in the target language culture. This might be more alien because the sentence or word translated literally. This conservation procedures that deal with formal equivalence give the strangeness for the target readers because of cultural differences.

CONCLUSION

I concluded that 10 translation strategies used by the translator. I found that repetition is applied 508 times (70.17%). Translation by using repetition or pure borrowing is mostly used by the translator as translation strategy containing ecology, concepts of belief and religion, and anthroponyms. it is implemented while the culture-specific items in SL did not have equal meaning in TL. Dealing with equivalence of translation, this study found out 590 culture-specific items data were adopted formal by the translator in rendering culture-specific items into Indonesian.

In order to give contribution to research development in the translation field, I mentioned the weakness of my study. The culture-specific items data were only taken in the form of words and phrases. The other data should necessarily had been taken in the form of sentences. The sentence level data were taken to complete the words, phrases, and sentences levels of data analysis and get the context.

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