

STRATEGY OF TRANSLATING GADGET BROCHURE

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Abstrak

Judul dari tulisan ini adalah strategi penterjemahan brosur gadget. Ada dua masalah yang dibahas dalam tulisan ini yaitu: (1) istilah yang ditemukan dalam brosur panduan manual dan padanan kata dalam bahasa Indonesia dan (2) strategi yang diterapkan dalam penterjemahan brosur gadget. Berdasarkan hasil analisis ditemukan bahwa istilah dan padanan kata dalam brosur gadget dapat diklasifikasikan berdasarkan: (1) Kata dasar atau kata majemuk dan frasa pembentuk istilah, (2) Kategori kata yang ditemukan yaitu kata benda dan kata kerja. Pola yang direkomendasikan untuk menentukan padanan kata yaitu, pure borrowing bukan adaptation borrowing. Konteks dari adaptation borrowing dalam hal ini berhubungan dengan ejaan dan pengucapan. Selain itu hasil penelitian dari tesis ini terdapat tujuh strategi yang diterapkan dalam penterjemahan brosur gadget yaitu: 'translation by more general word' (Superordinate) dengan kata lebih umum; 'translation by a more neutral/expressive word' dengan kata netral/ekspresive; 'translation by cultural substitution' dengan pergantian kultur; 'translation by using loan word or loan word plus explanation' kata pinjaman atau kata pinjaman dengan penjelasan berhubungan, 'translation by paraphrase using related word' dengan para phrase berhubungan, 'translation by omission' dengan penghilangan, dan 'translation by illustration' dengan ilustrasi.

Kata Kunci: *brosur gadget, strategi penterjemahan*

Abstract

The title of this writing is strategy of translating gadget brochure. There were two problems discussed in this thesis, namely (1) terms found in the gadget manual book and its equivalence in Indonesia, (2) strategies applied in translating gadget brochure. Based on the analysis result, it was found that the terms and its equivalent words found in the gadget brochure were classified based on: 1) simple words or compound words and terminology forming phrase. 2) words category found are: noun and verb. The recommended pattern to determine the equivalent word was pure borrowing strategy, not adaptation borrowing strategy. The adaptation borrowing in this context was related to the spellings, the pronunciation or sound adaptation in the TL rather than adaptation for the cultural substitutes that conceptually mismatches with the standardized terminology in the SL. In addition, the result of the analysis that there were seven strategies found in gadget brochure, they were translation by more general word (Superordinate), translation by a more neutral/expressive word, translation by cultural substitution, translation by using loan word or loan word plus explanation, translation by paraphrase using related word, translation by omission and translation by illustration.

Keywords: *Gadget brochure, Strategies of translation*

1. INTRODUCTION

Discussing about translation, we need to understand grammar and structure of the two languages involved very well. Translation is known as a process of transferring meaning from one language into another. So many things can be translated such as

novel, newspaper, and brochure. As a translator, when we translate brochure or advertisement from English language into Indonesian or Indonesian language into English, we will find difficulties and discrepancy of meaning. Recently, Gadgets have been primary need in society. They

are very useful for the user. By having gadget, the user should know how to operate it. As we know that all gadgets came from outside our country therefore the user of manual guide are translated by using an International language. Not all the people are able to translate into target language in this case Indonesian. To avoid any discrepancy of meaning, therefore we need the strategy in translating it. Considering the condition above an analysis about strategy applied in translating gadget brochure is interesting than other translating analysis.

2. CONCEPT AND THEORETICAL FRAMEWORK

CONCEPT OF TRANSLATION

The term of equivalence plays a major role in the translation process. The central problem in translation is to find out the target language translation equivalents. Nida (1974:12) proposes two kinds of equivalents are the natural equivalent and the closest equivalent. Natural equivalent means the translation does not sound like a translation. While the closest equivalent means a translator must be able to find the closest meaning in the target language.

It is complicated process for a translator to look for the lexical equivalents between the source language and the receptor language. Larson (1998:169) states the receptor language is spoken by people from a

culture which is often very different from the culture of those who speak the source language.

Three Adequate Lexical Equivalents:

In order to find the appropriate lexical equivalents, Larson (1998:169) proposes three matters that must be looked at in choosing adequate lexical equivalents:

- (1). There will be concepts in the source text, which are known as and shared in the receptor language; however they will be translated by a non-literal equivalent.
- (2). There will be concepts in the source language, which are unknown in the receptor language.
- (3). There are lexical items in the text, which are the key terms that are important to the theme and development of the text which need special treatment.

The Strategies of Translation

These strategies are used for dealing with non-equivalence word, in this case those words which are considered to contain culture specific concept. Baker (1992:26-42) proposes eight strategies:

- (1). Translation by a more general word (super ordinate).

This is one of the commonest strategies

for dealing with many types of non-equivalence, particularly in the area of propositional meaning. It works equally in most, if not all, languages, since the hierarchical structure of semantic field is not language specific (Baker, 1992:26).

- (2). Translation by a more natural or less expressive word.

Expressive meaning relates to the speaker feeling or attitude rather than to what word or utterance refer to (Baker, 1992: 13). While, neutral word means the word which has no reference meaning or no connotation. It is applied to avoid conveying the wrong expressive meaning. For example, English word that is translated into Japanese and back translated.

SL: The shamanic practices we have investigated are highly seen as an archaic mysticism.

BT: The shamanic behavior which we have been researching should rightly be considered as ancient mysticism (Baker, 1992:29).

- (3). Translation by cultural substitution

This strategy involves replacing a cultural a specific item or expression with a target language item which does not have the same propositional meaning but is likely to have similar impact on the target reader (Baker 1992:31). The

main advantage of using this strategy is that it gives the reader a concept with which she or he can identify something familiar and a feeling. For example, an English Greek translation that is back translated into English:

SL: A well-known scientist (some say it was Bertrand Russell) once gave him a public lecture about astronomy.

BT: Alice in wonderland was once giving a lecture about astronomy. (Baker 1992: 31)

The translator decides that this is best achieved by introducing the reader to a character which is familiar and interesting rather than to a foreign character and steortype with which the reader may not identify.

- (4). Translation using a loan word or loan word plus explanation

Based on Baker (1992: 34), this strategy is particularly common in dealing with culture-specific items, modern concepts, and buzzwords. Following the loan words with an explanation is very useful when the word in question is repeated several times in the text. Once explained, the loan word can be then used on its own; the reader can understand it and is not distracted by further lengthy explanations.

- (5). Translation by paraphrase using a related word

This strategy tends to be used when the concepts expressed by the source items is lexicalized in the target language but in a different form, and when the frequency with which a certain form is used in the source text is significantly higher than would be natural in the target language (Baker, 1992;37) in other words, by using this strategy, the focus of the translation, which is in paraphrase form is directly to the semantic meaning of the word without any influence from the contextual meaning and interpretative meaning.

(6).Translation by paraphrase using unrelated words

If the concept expressed by source item is not lexicalized at all in the target language, the paraphrase strategy can still be used in some contexts instead of a related word, the paraphrase may be based on modifying a super ordinate or simply on unpacking the meaning of the source item, particularly if the item in question is semantically complex (Baker, 1992: 39)

(7).Translation by omission

This strategy may sound rather drastic, but in fact it does no harm to omit translating a word or expression is not vital enough to the development of the text to justify distracting the reader with lengthy explanations, translator can be and often do simply omit translating the word or expression in question.

(7).Translation by illustration

This strategy is a useful option if the word which lacks an equivalent in the target language refers to a physical entity which can be illustrated, particularly if there are restrictions on space and if the text has remain short, concise and to the point.

3. DISCUSSION

TERMS FORMED BY SIMPLE WORD

The words that form term may be simple or complex. A simple word consists solely of a base, which cannot be broken into small units. Thus, based on the word concept the simple word forming terms consist of the whole data which can be presented such as:

Table 1: Terms formed by simple word

SL	TL
Caution	Awas
Note	Catatan
Content	Isi
System	Sistem

From the data above, we can see that the data on the table are Simple words. In TL words “caution, note, content and system cannot be broken into small units. They consists solely a base. Then, in SL words ‘*awas, catatan, isi and sistem*’ are simple words. They cannot be broken into small units. They consists solely a base.

Terms Formed by Compound Word and Phrase

A compound word is a union of two or more words to convey a unit idea or special

meaning that is not as clearly or quickly conveyed by separate words. Compound word maybe hyphenated, written open or written solid. Meanwhile, stated a phrase is a group of words which is grammatically equivalent to a single word, being able to occur in the same places as a word. The phrase type identified by the word class its head. Thus, a noun phrase contains a noun as Head, an adjective phrase contains an adjective as Head. Please find the data as below:

Table 2 : Terms formed by compound word and phrase

SL	TL
Touch screen	Layar Sentuh
Volume Key	Tombol Volume
Back Key	Tombol Kembali
Front Camera	Kamera Depan
Rear Camera	Kamera Belakang

From the data above, we can see that “Touch screen” in SL is compound word. It is a union of two words and conveys a unit idea. This compound word is written open. Thus, “Layar Sentuh” in TL is a phrase. It is a group of words which is grammatically equivalent to a single word, being able to occur in the same places as a word.

The data “Volume Key in SL is compound word. It is a union of two words and conveys a unit idea. This compound word is written open. Thus, “Tombol Volume” in TL TL is a phrase. It is a group of words which is grammatically equivalent to a sin-

gle word, being able to occur in the same places as a word.

The data “Back Key” in SL is compound word. It is a union of two words and conveys a unit idea. This compound word is written open. Thus, “Tombol Kembali” in TL TL is phrase. It is a group of words which is grammatically equivalent to a single word, being able to occur in the same places as a word.

The data “Front Camera” in SL is compound word. It is a union of two words and conveys a unit idea. This compound word is written open. Thus,

“KameraDepan” in TL is phrase. It is a group of words which is grammatically equivalent to a single word, being able to occur in the same places as a word.

The data “Rear Camera” in SL is compound word. It is a union of two words and conveys a unit idea. This compound word is written open. Thus, “KameraBelakang” in TL is phrase. It is a group of words which is grammatically equivalent to a single word, being able to occur in the same places as a word.

Classification of SL Term from the

Structure

From the generic structure, brochure consists of title, contain and contact person. The structures were analyzed based on combination of the data. The result found that all the users’ gadget manual brochures have the similar structures. In this case, in user manual brochure the structure consist of introduction, getting started, content and safety information. In each part of the structures above found terms related to Gadget. The classification can be seen as follow:

1. Term found in Introduction Part

Table 3. Term With Simple Word.

No	Simple Word		Equivalence	
	SL		TL	
1	Caution		Awas	
2	Note		Catatan	
3	Content		Isi	
4	Electronic		Elektronik	
5	System		Sistem	
6	Storage		Penyimpanan	

Table 4. Term With Compound Word

No	Compound Word		Equivalence	
	SL		TL	
1	Mobile Communication		Seluler	
2	Software		Perangkat Lunak	
3	Trademark		Merk Dagang	
4	Copyright		Hak Cipta	

2) Term Found in “Getting Started”

Table 5. Term With Simple Word

No	Simple Word	Equivalence
	SL	TL
1	Flash	Lampu kilat
2	Speaker	Speaker

Table 6. Term With Compound Word

No	Compound Word	Equivalence
	SL	TL
1	Front Camera	Kamera Depan
2	Proximity sensor	Proximity Sensor
3	Touch screen	Layar sentuh
4	Home button	Tombol home

3) Term found in “Content”

Table 7. Term with simple word

No	Simple Word	Equivalence
	SL	TL
1	Device	Perangkat
2	Screen	Layar

Table 8. Term With Compound Word

No	Compound Word	Equivalence
	SL	TL
1	Mobile telephone	Ponsel
2	Micro SIM	Micro SIM
3	Power Button	TombolDaya

4) Term Found in “Safety Information”

Table 9: Term with Simple word

No	Simple Word	Equivalence
	SL	TL
1	Plugs	Kabel
2	Disconnect	Mencabut
3	Charger	Charger
4	Battery	Baterai
5	Accessories	Aksesori

No	Compound Word	Equivalence
	SL	TL
1	Mobile Device	Perangkat Seluler
2	Power cord	Colokan listrik
3	Frequency Signal	Sinyal Frekuensi
4	Electronic Device	Perangkat Elektronik
5	Audio Equipment	Peralatan Audio
6	Radio Frequency	Frekuensi Radio
7	Sound System	Sistem Suara
8	Voice Mail	Pesan Suara
9	Phone Number	Nomer Telepon
10	Phone Cards	Kartu Telepon
11	Camera Flash	Kilat Kamera
12	Touch Screen	Layar Sentuh

Analysis Term from Word Categories

All words belong to categories called word classes or parts of speech. Almost all lan-

guages have the main word classes' noun, verb and adjective. The word category of the SL can be seen as follow:

Table 11 : Noun

No	SL	TL
1	Warning	Peringatan
2	Caution	Awas
3	Note	Catatan
4	Content	Isi
5	Software	Perangkat Lunak
6	Electronic	Elektronik
7	System	Sistem
8	Storage	Penyimpanan
9	Trademark	Merek Dagang
10	Copyright	Hak Cipta

Table 12: Verb

No	SL	TL
1	Photocopying	Menggandakan
2	Recording	Merekam
3	Disconnect	Mencabut
4	Install	Pasang

Analysis of Terms by Procedure

Baker (1992) explores the notion of equivalence at different levels: equivalence at word level, equivalence above word level, grammatical equivalence. These levels of equivalence are closely related to the translation process, including all different aspects of translation and hence putting together the linguistic and the communicative approach. A phenomenon of using the related words as equivalents in the TL occurs in all the related discussion data in this section. This matter occurs in two languages often do not have a matching of synonyms related to a given concept. In this context, between the SL and the TL in which one term in the SL provides at one word in the TL as equivalents that actually has only one word which would be the best for any one of these synonyms regarding to the SL concept. Such phenomenon in each pointed data in the following analysis can be seen respectively.

Identification of Equivalence by Translation Procedure

Based on the sort out of forming terms in words and phrases of the terms above then, this part presents the identification of equivalent patterns through the translation procedures. The phenomenon found in the equivalent strategy by referring to the procedures of translation methodology identify

the pattern that are mostly applied following procedures; 1) Pure Borrowing, 2) Adaptation Borrowing, 3) Literal Translation and 4) Adaptation for cultural substitute.

The Equivalence Patterns by Borrowing

As previously mentioned of the related reference the concept of borrowing is used to overcome a lacuna, usually a metalinguistic and it is the simplest of all translation methods. In connection with this study, borrowing procedure according to the standardized terminology is the proper equivalent strategy for the technical terms that stands for the concept like the gadget brochure terms. The forming terms in both pure borrowing and adaptation borrowing classification seem have the same and different characteristic deals with equivalent process.

In Indonesian borrowing that was known as absorption or 'penyerapan' in PUPI for mechanism of pure borrowing and adaptation borrowing had been set up according to the Indonesian 'Bahasa Indonesia' regulations or rules. Language aspects related to this absorption mechanism that need to be adapted such as; spellings, pronunciations or sounds, and suffixes in which each of them can be observed in the following equivalent process of the related data.

a) Equivalence through pure borrowing

Pure borrowing in which the borrowed

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a) Equivalence through pure borrowing

Pure borrowing in which the borrowed

word without going through the morphological adaptation and each of the word elements were preserved in the TL spelling.

Most of such data were obtainable in word forming terms, such as:

Table 13. Equivalence Through Pure Borrowing

No	SL	TL
1	Sensor	Sensor
2	Earpiece	Earpiece
3	Speaker	Speaker
4	Earphone	Earphone
5	Volume	Volume
6	Headset	Headset

Linguistically, morphological adaptation could be conducted in adaptation borrowing for the technical terms equivalence. Otherwise, the pure borrowing is considered to be better like the related terms above.

sound and spelling adaptation

The category of borrowing such as the following terms in which the sounds are adapted in accordance with the TL regulation as stated in PUPI. Most of such categories are obtainable in word forming terms, such as:

b) Equivalence through the borrowing of

Table 14: Equivalence Through the Borrowing of Sound and Spelling Adaptation

No	SL	TL
1	Electronic	Elektronik
2	System	Sistem
3	Microphone	Mikrofon
4	Telephones	Telepon
5	Battery	Baterai

Table 15: Sensor

SL	SL Concept	TL
Sensor	Is a transducer whose purpose is to sense some characteristic of its environments. It detects events or changes in quantities and provides a corresponding output, generally as an electrical or optical signal.	Sensor

The word “sensor” in the TL as the equivalence for “sensor” in the SL, in this case accidentally it is the same in form and

meaning, and in the equivalence process it can be said as equivalence at the same word level. Based on this analysis “sensor” in

this context in the TL would be the best choice and acceptable in expressing and covering the idea of “sensor” as a term. This word is originally loaned in target language. The SL word “Sensor” has concept in the SL as a transducer whose purpose is to sense some characteristic of its environs. It detects events or changes in quantities and provides a corresponding output, generally as an electrical or optical signal. The nearest meaning in the TL by loan word concept makes the word “Sensor” in SL become “Sensor” in TL.

4. CONCLUSION

(1). Terms with their equivalence are classified based on the simple words or compound word of forming terms and phrase of forming terms. In addition, two (2) words categories found namely “noun and verb”. The pattern is recommended for the adequacy equivalence strategy namely pure borrowing instead of adaptation borrowing with referring to each of the term concept through the meaning componential analysis. The adaptation borrowing in this context is related to the spellings, the pronunciation or sound adaptation in the TL rather than adaptation for the cultural substitutes that conceptually mismatches with the standardized terminology in the SL.

(2). There are seven strategies found in analysis gadget brochure, they are translation by more general word (Superordinate), translation by a more neutral/expressive word, translation by cultural substitution, translation by using loan word or loan word plus explanation, translation by paraphrase using related word, translation by omission and translation by illustration.

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