CHAPTER II
AN OVERVIEW OF TRANSLATION PROCEDURES

2.1 Translation

The definition of translation can be different based on experts theories and opinion. Some definitions have already discussed above. Webster’s New World dictionary (2002:152) defines ‘to translate’ as follows:

1. To move from one place or condition to another; transfer; specif., a) Theol. to convey directly to heaven without death, b) Ecless. To transfer (a bishop) from one see to another; also, to move (a saint’s body or remains) from one place of interment to another.

2. To put into the words of a different language

3. To change into another medium or form to translate ideas into action

4. To put into different words; rephrase or paraphrase in explanation

5. To transmit (a telegraphic message) again by means of an automatic relay.

Foster (1958:1) says “Translation as the act of transferring through which the content of a text is transferred from the SL into the TL.”

Hatim and Munday (2004:6) prefer to talk of ‘the ambit of translation’ defined as;
1. The process of transferring a written text from SL to TL, conducted by a translator, or translators, in a specific socio-cultural content.

2. The written product, or TT, which results from that process and which functions in the socio-cultural context of the TL.

3. The cognitive, linguistic, visual, cultural and ideological phenomena which are an integral part of 1 and 2.

Wills (1977:3) says, “Translation is a transfer process which aims at the transformation of a written SL text into an optimally equivalent TL text, and which acquires the syntactic, the semantic and the pragmatic understanding and analytical processing of the SL.”

Brinslin (1976:1) says, “The general term referring to transfer of thoughts and ideas from one language (source) to another (target), whether the languages are in written or oral form; whether the languages have established autography or do not have standardization or whether one or both languages are based on signs, as with the sign languages of the deaf.”

From the explanation above, the writer can conclude that translation is the process of transferring the meaning, ideas, information of source language to target language,

2.1.1 Art, Craft, Science

It is a long standing debate among the experts whether translation is an art, a craft or a science. Webster’s New World Dictionary (2002:79) defines art as

1. Human ability to make things, creativity of man as distinguished from the world of nature
2. Skills; craftsmanship

3. Any specific skill or its application

4. Any craft, trade, or profession

5. Creative work or its principle; a making or doing of things that display work

6. Any branch of creative work, especially painting, drawing

7. Products of creative work

Craft is a special skill, also it is an occupation of avocation requiring special skill. While Science as systematized knowledge derived from observation carried on in order to determine the nature of principles of what is being studied, also it is skill based upon systematized training.

Savory (1957:49) says, “it would almost be true to say that they are no universally accepted principles of translation, because the only people qualified to formulate them never agreed among themselves”. Toury (1982:7) says that translation as a cognitive science, has to reach beyond linguistics and calls it interdisciplinary. While Miremadi (1991:39) says, : whether translation is considered an art or a science, it is, in its modern sense, a by-product of a long history of trials and errors, developments, improvement, or innovations.’

Newmark (1988:7) says, “Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language.”

Gabr (2001:2) considers translation both a craft and a science. He says, “Translation being a craft on the other hand, requires training, i.e. practice under
supervision, and being a science on the other hand, has to be based on language theories."

From the explanation above, all the experts say that translation can be an art, a craft or an science based on the nature of business terms being translated.

According to Pride (1988:6), business is the organized effort of individuals to produce and sell, for a profit, the goods and services that satisfy society’s needs. “Umar (2000:3) says, “Bisnis merupakan seluruh kegiatan yang diorganisasi oleh orang-orang yang berkecimpung dalam bidang perniagaan dan industri yang menyediakan barang dan jasa untuk kebutuhan mempertahankan dan memperbaiki standar serta hidup mereka.” (Business is all activities organized by people who are active in the trade and industry providing goods and services for the needs of maintaining and repairing standard and also their lives)

As the explanation above, we can say that business can be a science or a craft. It is a craft because it is an activity involving a special skill at making things with hands and the skills required for a particular activity, business activity. If it is science, it will be as the study of the structure and behavior of the physical and natural world and society, especially through observation and experiment, and a particular area of this: medical science, computer science, business science.

2.1.2 Language and Culture

Lado (1961:2) says, “Language is more than the apparently simple stream of sounds that flows from the tongue of the native speaker. It is more than the native speaker thinks it is. It is a complex system of communication with various
levels of complexity involving intricate selection and ordering of meanings sounds and larger units and arrangement.

Ritonga (2008:1) says, “Bahasa adalah alat komunikasi antaranggota masyarakat berupa lambang bunyi, yang dihasilkan oleh alat ucap manusia.” (Language is a means of communication as the sign of sound, produced by human’s mouth)

Language is related with culture. Every culture has their own language. According to Newmark (1988:94) Culture as the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression. He also distinguish ‘cultural’ from ‘universal’ and ‘personal’ language.

In translating source language to target language, a translator cannot directly translate it. But, we should see the culture of both of the language. For example:

Source Language : Aline married Jordan last night

Target Language : Aline menikah dengan Jordan semalam

If we translate with literal translation, the target language should be “Aline menikahi Jordan semalam.” In Indonesian Culture, women never marry men, but men marry women.

From explanation above, we can say that in translating source language, we should notice the culture of the target language itself.
2.2 Translation Procedures

Vinay and Darbelnet (2000:84-93) are experts who firstly identify two general methods that comprise seven procedures in translating source text to target text. The two methods are Direct Translation and Indirect (Oblique). Direct translation covers borrowing, calque, and literal translation while oblique translation covers transposition, modulation, equivalence, and adaptation.

According to Vinay and Darbelnet (1958:61-64), literal translation means that the source language message can be translated perfectly into target language, because the message is based on parallel categories or concepts. Oblique translation comes into use when there are gaps in the target language which have to be filled by some equivalent meant, so that the meaning or impression is the same for the source language and target language. Oblique translation must also be used when the language have some structural or metalinguistic differences so that certain stylistic effect can be transferred without radical semantic or lexical change. More precisely, the translator must turn to oblique translation if the literally translated message either has another meaning than the source language, correspond to something in the metalinguistics of the target language but not the same linguistic level.

Vinay and Darbelnet (2000:84-93) mention that the methods of translation can be divided into two covering methods, they are (a) literal or direct translation; which covers borrowing, calque, and literal translation, (b) oblique translation which covers transposition, modulation, equivalence, and adaptation.
2.2.1 Borrowing

Vinay and Darbelnet in Venuti (2000:84-93) say that Borrowing is the simplest of all translation procedures. In borrowing procedure, the Source Language is directly transferred to the Target Language. Borrowing in translation is not always justified by lexical gap in the target language, but it can mainly used as a way to preserve the local color of the word, or be used out of fear from losing some of the semiotic aspects and cultural aspects of the word if it is translated.

Hockett (1958:402) says, “the feature which is imitated called the model; the language which is the mode occurs, or the speaker of that language, called donor, the language which acquires something new in the process is borrowing process.” Lehman (1962:213) says, “The process by which word are imported into a language is known as borrowing.”

According to Haugen in Siregar (2009:73), there are some possibilities that may occur in this procedure. First, borrowing with no change in form and meaning (pure loanwords), the second, borrowing with changes in form but without changing the meaning (mix loan), and the third, borrowing when part of the term is native and other part is borrowed, but the meaning is fully borrowed (loan blends).

Examples:

a. Borrowing with no change in form and meaning (pure loanwords)

\[
\begin{align*}
\text{supermarket} & \rightarrow \text{supermarket} \\
\text{cybermall} & \rightarrow \text{cybermall} \\
\text{merger} & \rightarrow \text{merger}
\end{align*}
\]
b. Borrowing with change in form but without change the meaning (mix loanwords)

- inflation \(\rightarrow\) inflasi
- productivity \(\rightarrow\) produktivitas
- stability \(\rightarrow\) stabilitas
- business \(\rightarrow\) bisnis
- recession \(\rightarrow\) resesi

c. Loan blend (borrowing when part of the term is native and the other part is borrowed)

- fiscal policy \(\rightarrow\) kebijakan fiskal
- corporate strategy \(\rightarrow\) strategi perusahaan
- environment economy \(\rightarrow\) lingkungan ekonomi
- national debt \(\rightarrow\) hutang nasional

2.2.2 Calque

Vinay and Darbelnet in Venuti (2000:84-93) say that a **calque** is a special kind of borrowing whereby a language borrows an expression from another, but then translates literally each of its elements. Vinay and Darbelnet in Venuti define the result of calque: first, a lexical calque, which respects the syntactic structure of the TL, whilst introducing a new mode of expression, the second, structural calque, introduces a new construction into the language.

Examples:

- functional strategy \(\rightarrow\) strategi fungsional
- crisis management \(\rightarrow\) manajemen krisis
2.2.3 Literal Translation

Vinay and Darbelnet say that literal, word for word, translation is the direct transfer of a SL text into a grammatically and idiomatically appropriate TL text in which translators’ task is limited to observing the adherence to the linguistic servitudes of the TL. In principle, a literal translation is a unique solution which is reversible and complete in itself. The translation has not needed to make any changes other than the obvious one, like those concerning grammatical concord or inflectional endings, for example English “where are you?” translated into French “Ou etes vous?”. This procedure is most commonly found in translations between closely related language, for example French-Italian, and especially those having a similar culture.

Literal translation is the authors’ prescription for good translation: literalness should only be sacrificed because of structural and metalinguistic requirements and only after checking that the meaning is fully preserved. But Vinay and Darbelnet say, that the translators may judge literal translation to be ‘unacceptable’ because it:

a. gives a different meaning
b. has no meaning
c. is impossible for structural reasons
d. does not have a corresponding expression within the metalinguistic of the TL
e. Corresponds to the something at a different level of language.

For examples:

unlimited liability → tanggung jawab tak terbalas
2.2.4 Transposition

Vinay and Darbelnet in Venuti (2000:84-93) define transposition as a procedure that involves replacing one word class with another without changing the meaning of the message or the sense. Besides that, it also can be used within a language, as when rewording the phrase, for example: “He hopes that he would return” to “He hopes his return” (the subordinate verb becomes a noun). In translation, there are two distinct types of transposition: obligatory and optional.

It is also a change in the grammar from source language to target language (singular to plural; position of the adjective, changing the word class or part of speech)

For examples:

- **standard of living** → **standar hidup**
- **balance of trading** → **neraca perdagangan**
- **limited liability** → **tanggung jawa terbatas**

2.2.5 Modulation

Modulation is a variation of the form of the message, obtained by a change in the point of view. This changes the semantic and point of view of the Source Language. And it can also be justified when, although literal, or even transposed, translation results in a grammatically correct utterance, it is considered unsuitable, unidiomatic or awkward in the Target Language.
Vinay and Darbelnet place much store by modulation as the touchstone of ‘a good translator’, whereas transposition ‘simply shows a very good command of the target language.’

As with transposition, there are two types of modulation, free or optional modulation and fixed or obligatory modulation. Fixed modulation, translators with a good knowledge of both languages freely use this method, as they will be aware of the frequency of use, the overall acceptance, and the confirmation provided by a dictionary or grammar of the preferred expression. While free modulation tends towards a unique solution, a solution which rests upon an habitual train of thought and which is necessary rather than optional. Free modulation is used often enough, or is felt to offer the only solution, it may become fixed. Fixed modulation is also the type of modulation which turns a negative SL expression into a positive TL expression.

For example:

\[
\text{it is not difficult to see him} \rightarrow \text{mudah menjumpainya}
\]

### 2.2.6 Equivalence

Vinay and Darbelnet use this term (2000:90) to refer to cases where languages describe the same situation by different stylistic or structural methods. Equivalence is particularly useful in translating idioms and proverbs.

For examples:

- she is lovely like the morning star \(\rightarrow\) \text{cantik seperti rembulan}
- we’re in the same boat \(\rightarrow\) \text{senasib}
- bookworm \(\rightarrow\) \text{kutu buku}
it’s raining cats and dogs \(\rightarrow\) hujan deras

The classical example of equivalence is given by reaction of an amateur who accidentally hits his finger with hammer: if he were French his cry of pain would be transcribed as, “Aie!”, Indonesian “Aw” but if he were English this would be interpreted as “ouch!.” Another striking case of the equivalences are the many onomatopoeia of animal sounds, for examples:

- Cocorico \(\rightarrow\) cock-a-doodle-doo
- Miaou \(\rightarrow\) miaow
- Hin-han \(\rightarrow\) heehaw

### 2.2.7 Adaptation

Vinay and Darbelnet in Venuti (2000:84-93) define adaptation as a procedure that creates a new situation to indicate a situational equivalence. And also it involves changing the cultural reference when a situation in the source culture does not exist in the target culture. Vinay and Darbelnet suggest that the cultural connotation of a reference in an English text to the game cricket might be best translated into French by a reference to the Tour de France.

Adaptation is particularly used in the translation of book and film. For examples:

- children of nation \(\rightarrow\) anak segala bangsa
- a road with no end \(\rightarrow\) jalan tak ada ujung
- gone with the wind \(\rightarrow\) hilang tak berkesan

A refusal to make the use of adaptation which is not only structural but also pertain to the presentation of idea or their arrangement in the paragraph, leads
to a text that is perfectly correct but nevertheless invariably betray its status as
translation by something indefinable in its stone, something that does not quite
ring true.