Translation A) and the translation of the ST by a practitioner (called: Translation B).

The first category is sentences in the ST text and its translation in Bahasa Indonesia. The analysis data of this category will reveal the technique of translation used by the translator and practitioner. The second category is the statements of the ten target readers about the readability level as parameters of part of the translation quality.

3. Data Collecting Technique
   i) The research data are collected by applying two kinds of techniques as follows:
   ii) Content analysis. This technique is applied to collect data related to translation techniques.
   iii) Questionnaire. It is used to collect data concerning readability level.

4. Data Analysis Method

Data analysis consists of two phases. First phase is addressed to answer the research problem number 1. Analysis in this phase is to identify translation techniques applied in translating sentences of the text “The Host” into Bahasa Indonesia. The second phase is addressed to answer the research problem 2, to determine the level of translation readability, which is based on the readers’ responses of how easy or difficult the readers understand the translation.

Findings

Findings show the followings:

(1) six translation techniques were used by both the translator and the practitioner with different percentages. These include literal translation, transposition, calque, modulation, equivalence, and adaptation (Tabel 1)

<table>
<thead>
<tr>
<th>No.</th>
<th>Translation Techniques</th>
<th>Translation A</th>
<th>Translation B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>Literal Translation</td>
<td>47</td>
<td>47.47</td>
</tr>
<tr>
<td>2</td>
<td>Transference</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>3</td>
<td>Transposition</td>
<td>26</td>
<td>26.26</td>
</tr>
<tr>
<td>4</td>
<td>Calque</td>
<td>2</td>
<td>2.02</td>
</tr>
<tr>
<td></td>
<td>Modulation</td>
<td>16</td>
<td>16.16</td>
</tr>
<tr>
<td>---</td>
<td>------------</td>
<td>----</td>
<td>-------</td>
</tr>
<tr>
<td>6</td>
<td>Equivalence</td>
<td>3</td>
<td>3.03</td>
</tr>
<tr>
<td>7</td>
<td>Adaptation</td>
<td>5</td>
<td>5.05</td>
</tr>
<tr>
<td>8</td>
<td>Not translated</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>9</td>
<td>Irrelevant</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Total</td>
<td>99</td>
<td>100.00</td>
<td>98</td>
</tr>
</tbody>
</table>

\[N : \text{Number of sentences in ST that use translation techniques}\]

(2) In terms of readability of the translated texts, it was found that the translation of translator (Translation A) is higher readability level than that of practitioner (Translation B). It was found that in Translation A: 95 data (96%) are easy (have a high readability level) and other 4 (4%) are difficult, while in Translation B: 70 data (71.4%) are easy and other 28 data (28.6%) are difficult to understand.

**Conclusion**

From the analysis, it is clear that literal translation is the translation technique most frequently used in by both the translator and practitioner. But from the readability level, it was found that the translation of translator has higher readability level than that of practitioner.

**Limitation**

Several limitations of the present study are: 1). The translator and practitioner involved were very small in number, 2). The genre of the text is selected only one, 3). The quality of the products examine only readability which tended to have subjective points. The study might get different outcomes if the practitioner was required to translate the academic text, 4). The study did not assess the translation accuracy and the acceptability aspects.

**Suggestions**

A further study needs to carry out to get more insights into translation; this may be done through the use of different approach and study and to assess the accuracy and acceptability of the translation quality.

**References**


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Translation Techniques and Readability of the Translated Texts: A Comparative Study

Roswita Silalahi
Nellissa Debora

Introduction

Today translation has become very significant in our day-to-day life, not only in paperwork — may it be legal or non-legal documents — but also in household products, from the back of shampoo bottles and sachets of lemon tea powder to the instruction manual for a vacuum cleaner. Sometimes the translations are good, sometimes they aren’t.

Examples:

1. Good translation:
   Source Language (SL) Keep out of reach of children.
   Target Language (TL) Jauhkan dari jangkauan anak-anak.

2. Bad translation:
   SL The police nailed the convicts.
   TL Polisi memaku para penjahat itu.

   The more suitable translation would be:
   TL Polisi menangkap para penjahat itu.

This is possibly caused by the translation techniques used in translating the SL text, which some people tend to disregard in their translation. All seven translation techniques will be used as reference in assessing the translation techniques of the translation products. The reasons for taking practitioner translator as the sample for non-original translation are quite simple. Practitioner is heaped with translating agencies to which customers take texts to be translated by the translators there, and the area is close to the
University of Sumatera Utara campus, where some of the students are dealt with texts in English in their handbooks and assignments in their classes, and they need these texts to be translated so as to make them understand their studies easier, and it’s very cheap compare to Professional Translation Service Provider. The agency for which OS, the particular practitioner translator, is one of such translation agencies. OS was chosen randomly among translators in practitioners or translating Chapter 10 of Stephenie Meyer’s The Host. The reasons for choosing OS are that he holds a college degree; he has translated numerous texts of different subjects, both from English to Bahasa Indonesia and vice versa.

Problems of Analysis
There are two problems being analyzed in this study: (1) What are the techniques applied by the translator and the practitioner to translate texts into bahasa Indonesia?; (2) How is the readability level of the translation by the translator and the practitioner?

Literature Review
“What is translation? Often, though not by any means always, it is rendering the meaning of a text into another language in the way that the author intended the text” (Newmark, 1988: 5). The process of translation between two different written languages involves the translator changing an original written text (ST) in the original verbal language (SL) into a written text (TT) in a different verbal language (TL) (Munday, 2001: 5).

Translation Techniques
Translation techniques (translation procedures or translation shifts) are defined as “the smallest linguistic changes occurring in translation of ST (source text) to TT (target text)” (Munday, 2001: 55).

The analysis to this study used Vinay and Darbelnet’s translation techniques. They are:

1. Literal translation
2. Transference
3. Transposition
4. Calque
5. Modulation
6. Equivalence
7. Adaptation
There are also cases in which scholars confuse a translation technique with another. This is because the difference of the translation of text using a translation technique compared to using another is so little that it is easily ignored. For example:

SL  Rani eats fried chicken
TLa Rani makan ayam goreng
TLb Ayam goreng Rani makan.

In TLa, the translation technique used is literal translation in which the text is translated word by word. Meanwhile, modulation is used in translating SL text into TLb. The difference here is the emphasis on the sentences. TLa emphasizes on who (Rani) is doing the action (eat), whereas TLb emphasizes on the object (fried chicken) to which the action is being done (eaten). Therefore, to avoid such error, we need to get a better understanding of each and all the translation techniques used before doing a translation and analyzing one.

a. Literal translation
Literal translation is a translation technique commonly used in translating literary texts and many other kinds of texts. Literal, or word for word, translation is the direct transfer of SL text into a grammatically and idiomatically appropriate TL text in which the translators' task is limited to observing the adherence to the linguistic servitudes of the TL (Vinay and Darbelnet in Venuti, 2000: 86)

b. Transference
Transference (or loan words) is the process of transferring SL word to TL text as a translation procedure (Newmark, 1988: 81). It is the same as Catford's transference and includes transliteration, which relates to the conversion of different alphabets, such as Cyrillic, Arabic, Chinese, etc., into English. However, since the alphabets of both languages used in the analysis (English and Bahasa Indonesia) are Latin alphabets, transliteration is omitted. Other common terms for transference are 'loan word' and 'borrowing'.

In giving the purposes of transference, Matthews and Orrantia wrote that it is used:
i) to overcome a gap or lacuna, e.g. ‘paintball’, ‘cerebellum’, ‘legato’, ‘casebook’ (these terms don’t have their equivalents in Bahasa Indonesia);
ii) to create stylistic effect, e.g. ‘cake’ (instead of ‘kue’), ‘meeting’ (instead of ‘rapat’), ‘nervous’ (instead of ‘gugup’); and
iii) to create the flavor of SL, e.g. ‘sushi’, ‘burger’, ‘salad’, ‘smoothie’.

c. Transposition
“A ‘shift’ (Catford’s term) or ‘transposition’ (Vinay and Darbelnet) is a translation procedure involving a change in the grammar from SL to TL” (Newmark, 1988: 85).

d. Calque
According to Vinay and Darbelnet (in Venuti, 2000: 86), a calque is a special kind of borrowing whereby a language borrows an expression form of another, but then translates literally each of its elements. They divided calque into two kinds:

i) Lexical calque: a calque which respects the syntactic structure of TL, whilst introducing a new mode of expression.

ii) Structural calque: a calque which introduces a new construction into the language (TL).

e. Modulation
Modulation is a variation through a change of viewpoint, of perspective and very often of category of thought (Newmark, 1988: 88). This translation technique is normally used when SL text is translated literally, or transposed, into TL, is still considered unsuitable, unidiomatic, or awkward in TL, although the translation is grammatically correct (Vinay and Darbelnet in Venuti 2000: 89).

In Matthews and Orrantio’s words, modulation is a technique that experienced translators use to produce an accurate and idiomatic text. It requires an excellent knowledge of both languages involved in the translation. This includes knowing the mechanics of the language.

f. Equivalence
Equivalence is the translation of fixed expressions such as idioms with an equivalent that is very different in form. (Vinay and Darbelnet in Hatim and Munday, 2004: 339). In Vinay and Darbelnet’s own words, the classical example of equivalence is given by the reaction of an amateur who accidentally hits his finger with a hammer: if he were French his cry of pain would
be transcribed as “Aïël”, but if he were English this would be interpreted as “Ouch!” [If he were Indonesian, the interpretation of his cry of pain would be: “Aduh!”] Another striking case of equivalences are the many onomatopoeia of animal sounds.

g. Adaptation
Adaptation is a translation technique that involves modifying a cultural reference for the target text readership (Vinay and Darbelnet in Hatim and Munday, 2004: 334). It is used in those cases where the type of situation being referred to by the SL message is unknown in the TL culture. In such cases translators have to create a new situation that can be considered as being equivalent. Adaptation can, therefore, be described as a special kind of equivalence, a situational equivalence. Titles of books, movies, and characters fit into this category.

Translation Quality Assessment Strategy: Readability
As a translation product reader, besides enjoying the reading, the question of when a translation is “good” or “not good” often appears and hardly answered. What is the parameter for the quality of translation?

The translation quality assessment (TQA) must be based on the objective norms. According to Nida & Taber (1969) and Newmark (1988), a translation product is “good” if the orientation is on the target readers/listeners. It forces that the mastering of target language is very important. The translation competency is the accumulation of the ability to think, sense of language, and rhetoric ability. The translator specialized on law, agriculture, or medical, for example, must understand the substance being translated.

In research, assessing the accuracy of transferring the message of the source language text to the target text should be done by the researcher itself. In order to be more objective, researcher needs to involve other person/s having the competence and expertise in translation. It is important to note that assessing the accuracy of a translation will always involve the source language. In other words, the comparison between the target and source text is one of the important characteristics in assessing the accuracy of translation.

The acceptability of translation must be done by the person who has expertise in the field of text being translated. Besides, the person must have high sensitivity to the norms, rules, and culture of the target language.
However, the person must represent the target readers in deciding whether the translation product is acceptable or not acceptable to the target readers. The assessment of the readability of translation should be on target readers. Let the target text readers decide whether the translation is very easy to understand, easy, medium, hard, or very hard to understand. The understanding of target readers to the content of target text is very much affected by the background knowledge of the readers. If the translation text that is about economy text, for example, the readability of the translation should be assessed by those who work on the economy field. If they find it difficult to understand the translation text, then we can conclude that other people from different study background will be struggle to understand the message of the text (Farghal & Al-Masri, 2000; de Waard & Nida, 1986, Nida & Taber, 1982).

After discussing the strategy above in detail, the writer decided to adopt the assessment strategy issued by Nabamiri (2004) with modification, but for this study it's limited to only readability. The readability level of translation was based on a scale with two levels: easy and difficult. Factors influencing the readability of the translation: 1). The average length of sentences, 2). The use of complex sentences, 3). The use of incomplete sentences, 4). The inappropriate use of cohesive devices, 5). The use of unfamiliar technical terms, 6). The use of inappropriate lexical items and ungrammatical structures.

Research Methodology

1. Research Orientation & Design
This research orient to the product of translation. The translation units being analyzed are at the rank of sentences. This descriptive-qualitative research is an embedded case study, it's been directed to a certain focus as the object of the research (Sutopo, 2006:139).

2. Data and Source of Data
The data for the research has two categories. The Source Text (ST) used in the analysis is Chapter 10 from Stephenie Meyer’s The Host, which is 2,409 words long. The first 100 sentences (out of all 211 sentences) of the chapter, including the chapter title, became the base for analyzing the translation techniques. The target texts used in the analysis are Chapter 10 (Bab 10) of The Host: Sang Pengelana translated by Nimpoeno (called: