

The Translation of Cultural Words in Novel the Associate

Farah Frayenisari Sutara
English Applied Linguistics Study
Universitas Negeri Medan
Medan, Indonesia
farahfrayenisarisutara@gmail.com

Anni Holila Pulungan
English Applied Linguistics Study
Universitas Negeri Medan
Medan, Indonesia
anniholilapulungan@gmail.com

Syahron Lubis
English Applied Linguistics Study
Universitas Negeri Medan
Medan, Indonesia
ronlubis@gmail.com

Abstract— This study is translation product oriented, aimed at synthesizing how the cultural words in novel *The Associate* are translated into Bahasa Indonesia. This research was conducted by using the qualitative content analysis method. The data used in this research are the cultural words and its translation. In the implementation of the data analysis; Newmark's theory of cultural words category and translation procedure [1] are applied as the basis and points of departure. The finding shows that 50 cultural words had been found in SL (English version of *The Associate*) and there were 11 translation procedures used by Siska Yuanita as the translator of novel "The Associate" in translating cultural words, they are transference, naturalization, cultural equivalent, descriptive equivalent, synonymy, shifts or transpositions, modulation, recognized translation, reduction and expansion, compensation, and paraphrase. The reason of applying translation procedures in "The Associate" is the desire to conform to accountability norm as the translator's responsibility of being loyal to relevant parties of translation, including the original author and the potential readers.

Keywords— Translation, Cultural Words, Translation Procedure, *The Associate*

I. INTRODUCTION

Being a good translator is a hard job. There are many problems faced. The translator, of course, should be able to overcome the language and culture system differences. If they have mastered that knowledge, of course, it will help them reproduce in the target language not only accurate meaning but also appropriate styles. In a translation task, culture is an important element. When the translator does a translation, he does not only transfer the idea or information, but also the culture.

Torop [2] states 'Culture has its own sign systems or languages on the basis of which the members of the culture communicate. Thus, one possibility to understand culture is to learn the language of the culture, the sign systems operating within the culture. From the statement, it can be concluded that, in the translation, some words in the SL cannot be changed to the TL as caused by the cultural background of the words. To be able to successfully translate a literary text, translators need to overcome the cultural words. Most cultural words are easy to detect, since they are associated with a particular language and cannot be translated literally [1]. This is due to the fact that

literal translation would distort the meaning, and translators need to respect all foreign countries and their cultures.

II. LITERATURE REVIEW

A. Translation

Translation has many definitions coming from many sources. Nida and Taber [3] define translation as "translating consist in reproducing in the receptor language the closes natural equivalent of the source language message, first in terms of meaning and secondly in terms of style." It means translation is to move a message from the source language into the target language to reveal the meaning and the linguistic style.

Newmark [1] defines translation as "rendering the meaning of a text into another language in the way that the author intended the text". This concept involves an understanding that the purpose of the original text's author is the main element that a translator must consider when he read the source language text. When reading the source language text, a translator automatically is a reader of the source language text, so he must understand the purpose of the original text's author.

Moentaha [4] argues that the definition of translation is the process of replacing the text in the source language (SL) or language provider (LP) with the text in the target language (TL) without changing the level of content of the text language provider (LP). Moreover, Simatupang [5] proposes that the definition of translation is to shift the meaning contained in the source language into the target language and to actualize again in the target language with the forms that is naturally in the rules of applicable in the target language. Therefore, the one that is being transferred is the meaning, not the form. One should also be noted, the meaning should be diverted same, should not be reduced or increased.

From many definitions above, the writer concludes that translation is a process of transferring message from source language to target language without reducing or increasing the meaning of the message.

In the context of translation, the process of translation is a step that is used in getting the best result of translation. The process is started by a translator to understanding the source

language, and then he conveys its meaning to the reader of receptor language.

Larson [6] proposes that process of translation consists of three steps, namely; (1) studying the lexicon, grammatical structure, communication situation, and cultural context of the source language text; (2) analyzing the source language text to determine the meaning; and (3) reconstructing the same meaning using the lexicon and grammatical structure which are appropriate in the receptor language and its cultural context.

B. Cultural Words' Categories

Culture is a way of life embodied in a particular group and expressed in a particular language. Then, culture may be defined as the ideas, customs, skills, arts, and tools that characterize a given group of people in a given period. However, culture is more than the sum of its parts. Related the words bounded by culture, Newmark [1] says, most cultural words are easy to detect, since they are associated with a particular language and cannot be literally translated, where literal translation would distort the meaning and a translation may include an appropriate descriptive-functional equivalent.

Therefore, the cultural words can be defined as a particular elements living embodiment of how a group of people interact or communicate each other in a community and a given period time that comprises ideas, customs, skill, arts, tools and so on.

In his book entitled 'A Textbook of Translation', Newmark [1] offers a concept of cultural words. This concept reveals that in a text all categories of culture are expressed in cultural words. These categories can be interpreted in variety of way according to their role in the text and translation purpose. The categories of cultural words by Newmark [1] are divided into the following:

1. Ecology. It is a geographical feature that can be normally distinguished from other cultural terms in that they are usually value-free, politically and commercially. It which includes flora, fauna, mountains, rivers, plains, natural conditions and so on, for example: *wedus gembel* (The fog in Merapi Mountain), *burung cendrawasih* (bird of paradise), etc;
2. Material culture (artefacts). The culture specific element includes clothes, foods, housing, transportation, tools and equipment, etc. For example: *getuk* (snack made from yams or cassava which have been crushed and to which sugar and coconut have been added), *kebaya* (a long-sleeved blouse worn over the *kain* or skirt-wrapping), etc;
3. Social culture: work and leisure such as the names of music, games or dance that is typical in certain areas such as *tari jaipong* (kinds of Sundanese dance), *malam takbiran* (the night of the last day of Ramadhan) etc;
4. Social organization – political and administrative (Organization, customs, ideas, activities, procedures, concepts). Institutional terms, historical terms, international terms, religious terms, and artistic terms. The linguistic manifestations of this concept cannot be

translated into a language where the audience is unfamiliar with it, for example: SLB (the Special Needs School), *kepala desa* (head of village) and so on;

5. Gestures and habits (often described in non-cultural language), which are an activities or actions carried out from generation to generation, such as *kerja bakti*, *menggotong*, *silat*, *njuh bulan*, *aben*, *lamaran*, etc.

C. Procedures of Translation

Translation procedures are used for sentences and the smaller units of language; they are sentences, clauses, phrases and words. Moreover, Newmark [1] defines the procedure of translation are used to overcome the problem of translation in the level of word, phrase and sentence. The kinds of translation procedures by Peter Newmark [1] are as follows:

1. Transference or borrowing. Transference or borrowing is the process of transferring a SL word to a TL text as a translation procedure. It is the same as Catford's transference, and includes transliteration, which relates to the conversion of different alphabets: e.g. Russian (Cyrillic), Greek, Arabic, Chinese, etc. into English. The word then becomes a loan word. For example, football is translated into Football also.
2. Naturalization. This procedure succeeds transference and adapts the SL word first to the normal pronunciation, then to the normal morphology (word-forms) of the TL. For example, dynamite is translated into *dinamit*.
3. Cultural Equivalent. Cultural equivalent is approximate translation where a SL cultural word is translated by a TL cultural word. Usually a source cultural word is translated by target language cultural word]. Regarding this, Newmark says that their translation uses are limited, since they are not accurate, but they can be used in general texts, publicity and propaganda. For example, prince of unknown is translated into *pangeran dari negeri antah berantah*.
4. Functional Equivalent. Functional Equivalent applied to cultural words requires the use of a culture free word, sometimes with a new specific term. This procedure uses the general word in the TL if there is no specific word in the SL, which has closets meaning to the TL. For example, samurai is translated into a Japanese traditional weapon to fight.
5. Descriptive equivalent. It is quite similar to the functional equivalent; the difference is that the descriptive equivalent does not describe the function of SL word. Newmark states description and function are essential elements in explanation and therefore in translation. The translator explains the word from its description and function, if the word in the SL has no equivalence in the TL. For example, Samurai is translated by its description into the Japanese aristocracy from the eleventh to the nineteenth century; its function was to provide officers and administrations.

6. Synonymy. This procedure is used for a SL word where there is no clear one to one equivalent, when literal translation is not possible, and the word is not important in the text, in particular for adjectives or adverbs of quality. For example: Saturday night is translated into *malam Minggu*.
7. Through translation or calque. This is the literal of common collocations, names of organizations, the components of compounds and perhaps phrases that are known as calque or loan translation. For example: UNESCO is translated into UNESCO, honeymoon is translated into *bulan madu*, formal education is translated into *pendidikan formal*.
8. Shifts or transposition. A shift or transposition is a translation procedure involving a change in the grammar from SL to TL. There are several types in shifts, such as the change from singular to plural (and vice versa), the change in the position of adjective, etc. For example: The plural rocks is translated into singular form *batu*.
9. Modulation. This procedure is a variation through a change of viewpoint, of perspective and very often of category of thought. There are two kinds of modulation, the duty modulation and free modulation. The duty modulation occurs when word, phrase or structure have no equivalence in the target language. On the other hand, free modulation is the translation procedure that is done by nonlinguistic reason, for example to clear meaning, to look for the natural equivalent in target language. Moreover, modulations are divided into several categories such as negated contrary, part for the whole, abstract for concrete, intervals and limits, etc. For example: I cut my finger is translated into *Jariku tersayat not saya memotong jariku*.
10. Recognized translation. This procedure is normally used in the official or the generally accepted translation of any institutional term. For example: Red rose is translated into *mawar merah*, the word of *efisien* and *efektif* are more common used than the word of *sangkil* and *mangkus*.
11. Translation Label. This procedure is a provisional translation, usually of a new institutional term, which should be made in inverted commas, which can later be discreetly withdrawn. It could be done through literal translation. For example: Heritage language is translated into *bahasa adat*.
12. Compensation. This procedure occurs when the translation loss of meaning, sound effect, metaphor or pragmatic effect on one part of a sentence is compensated in another part, or in a contiguous sentence. For example: Never did she visit her aunt is translated into *wanita itu benar-benar tega tidak menemui bibinya*.
13. Componential Analysis. This procedure is the splitting up of a lexical unit into its sense components, often one to two, three or four translations.
14. Reduction and Expansion. Reduction is the procedure of translation from SL text to TL text by eliminating some words, for example: The month of fasting is translated into Ramadhan; and expansion is the procedure of translation from SL to TL text by adding more words.
15. Paraphrase. This procedure is an amplification or explanation of the meaning of a segment of the text by replacing a word from the ST with a group of words that has the equivalent sense. It is used in an anonymous text when it has important implications and omissions. For example: Ramadhan is paraphrased into *Bulan puasa kaum Muslim*.
16. Couplets. This procedure is used by combining two procedures for dealing with a single problem. They are particularly common for cultural words. For example: Sand dollar is translated into *Dolar pasir -hewan laut lunak berbentuk seperti koin logam yang sering terhanyut ke tepi pantai-*, these are used two procedures that is first, the procedure of literal translation and second, the procedure of descriptive equivalent.
17. Notes, Additions, Glosses. This procedure is used when the translator supplies a brief explanation by giving additional information within the text at bottom of page at the end of the chapter or glossary at the end of the book.

D. The Translation Norms

Chesterman [8] states that the target culture designates certain texts as translations largely on the implicit say-so of their translators: the relation between the target culture and its translators is therefore fundamentally one of trust – a culture must trust those who translate into it, and out of it. Chesterman [8] also claim that a translator may also have reasons to disregard these norms or to set up particular priorities between them; such translators will feel they “ought” to translate in some different way, they interpret the norms in a way that is different from the majority view. Different interpretations may remain a minority opinion, or they may eventually become the majority view. There are three translation norms, they are:

1. The accountability norm: a translator should act in such a way that the demands of loyalty are appropriately met with regard to the original writer, the commissioner of the translation, the translator himself or herself, the prospective readership and any other relevant parties.
2. The communication norm: a translator should act in such a way as to optimize communication, as required by the situation, between all the parties involved.
3. The relation norm: a translator should act in such a way that an appropriate relation of relevant similarity is established and maintained between the source text and the target text.

III. METHOD OF RESEARCH

This research applied qualitative content analysis method. Bogdan and Biklen [9] say that qualitative research is descriptive which means what is going on and what data show. Qualitative means to find out how a theory works in different phenomena whose data collected are in the form of words rather than numbers.

There are two main forms of qualitative data analysis, they are content analysis and grounded theory. This research used the content analysis. Mayring [10] state that qualitative content analysis is to be understood as data analysis technique within a rule guided research process.

Mayring [10] proposes that document analysis deals with a broad range of text; newspaper or the other mass media products, files, protocols, documentations in institutions, web pages and so on. This research will use novel as the document to be analyzed. The data of the research are cultural words and its translation.

The source of the research data was the novel "The Associate" written by John Grisham in English and was published by Doubleday and released in the United States in 2009. Its Bahasa Indonesia version was translated by Siska Yuanita. The researcher used this novel as the source of data because it contains many technical terms of cultural aspect. The novel consisted of 434 pages and the Bahasa Indonesia version consisted of 552 pages. The novel was divided into 42 chapters and one page of each chapter will be chosen as the source of the data. There will be 42 pages as the source of the data.

The instrument of the research was the writer herself as the researcher by reading the novel and its translation, by finding and marking, classifying, selecting and analyzing the selected data that were related to the subject of the research.

Technique of data collection was how the researcher collected and got the data. This research used documentation method. Documentation method was used because Nawawi [11] states, "The documentation method is a method of collecting data conducted by classifying the written materials related to the problem of the study and used for obtaining the data by some variables such as magazine and books as the data".

As the process of collecting the data, this research used a kaleidoscope technique [12] for describing qualitative data analysis. It refers to grouping similar data bits together, then comparing bits within a pile. Differentiation creates units, which eventually become connected by a pattern they share. This process requires continual "back and forth" refinement until a grand concept emerges.

IV. FINDINGS AND DISCUSSION

A. Findings

As the result of collecting the data, fifty (50) cultural words had been found in SL (English version of The Associate) which were attached in Appendix 1 and the cultural words were

translated into TL (Indonesian version of The Associate) by Siska Yuanita as the translator. The researcher tried to answer the problems of the study stated in the previous chapter based on Peter Newmark (1988). Investigating the categories of the cultural words in novel The Associate, synthesizing the translation procedures used in the translated version of the novel and exploring the basic process norms of translation as the reason why the cultural words are translated the way they are. The data analysis shows that there were five categories of cultural words found in the novel namely: Material culture, Social organization,

The data analysis also shows that there were 11 translation procedures found namely: transference (28%), synonymy (16%), descriptive equivalent (14%), recognized translation (12%), naturalization (8%), cultural equivalent (8%), shifts or transpositions (4%), reduction and expansion (4%), modulation (2%), compensation (2%), and paraphrase (2%). The result of translation procedures' analysis are shown in the table below.

TABLE 1 TRANSLATION PROCEDURES' ANALYSIS

No	Translation Procedures	Data	Percentages (%)
1	Transference	14	28
2	Synonymy	8	16
3	Descriptive Equivalent	7	14
4	Recognized Translation	6	12
5	Naturalization	4	8
6	Cultural Equivalent	4	8
7	Shifts Or Transpositions	2	4
8	Reduction and Expansion	2	4
9	Modulation	1	2
10	Compensation	1	2
11	Paraphrase	1	2
12	Functional Equivalent	0	0
13	Through-Translation or Calque	0	0
14	Translation Label	0	0
15	Componential Analysis	0	0
16	Couplets	0	0
17	Notes	0	0
	Total	50	100

B. Discussion

From the findings, it can be seen that from Newmark's theory [1] of cultural words' categories, the author of the novel use all the categories namely: material culture, social organization, social culture, gesture and habits, and ecology. Newmark's theory is already enough to express and represent the cultural words' categories, no need to add more category.

Based on Newmark's theory [1] of translation procedures, 11 translation procedures were used in translating cultural words namely: transference, synonymy, descriptive equivalent, recognized translation, naturalization, cultural equivalent, shifts or transpositions, reduction and expansion, modulation, compensation, and paraphrase. Newmark's theory has accounted well for transferring the cultural words. Newmark's range of translation procedures was comprehensive and applicative even though the translator of "The Associate" did not use all translation procedures suggested by Newmark. The most frequently used translation procedure in translating

cultural words of novel "The Associate" in Indonesian version is transference.

Masduki [13] found that the most frequently use translation strategies is descriptive equivalence, while in this research, the most frequently used translation procedure in translating cultural words is transference. The use of descriptive equivalence shows that the translator has the desire to conform the communication norm which requires translator to optimize communication between all the parties involved in a given situation. Meanwhile the use of transference shows that the translator has the desire to conform the accountability norm as the translator's responsibility of being loyal to relevant parties of translation, including the original author and the potential readers. As shown on the third finding.

V. CONCLUSION

After analyzing the data, the result of this research is fifty (50) cultural words had been found in SL (English version of The Associate) which were attached in Appendix 1 and the cultural words were translated into TL (Indonesian version of The Associate) by Siska Yuanita as the translator using 11 translation procedures found namely transference, naturalization, cultural equivalent, descriptive equivalent, synonymy, shifts or transpositions, modulation, recognized translation, reduction and expansion, compensation, and paraphrase. The cultural words in "The Associate" are translated as the way they are because the translator has desire to conform the accountability norm as the responsibility of

being loyal to relevant parties of translation, including the original author and the potential reader.

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