The Analysis of The Translation Technique in The Article "Menjadi Vegetarian di Kota Urban" from The Nadi Magazine Issue 26/2019

Hesti Isra Ayu Oktavia[1], Tanti Kurnia Sari[2]

[1]Fakultas Bahasa dan Seni
[2]Universitas Negeri Medan

Abstract: In this research, the translation techniques used in the translation of the article in NADI magazine entitled Menjadi Vegetarian Di Kota Urban issue 26/2019 will be analyzed to find out which translation techniques are most commonly used. This study uses a qualitative descriptive method. An article from the NADI magazine issue 26/2019 entitled Menjadi Vegetarian Di Kota Urban, and the translation text are the data of this study. To analyze the translation technique, the theory of Molina and Albir is used. The results of the analysis of the translation techniques are validated by the expert. Based on the analysis, the translation techniques used in the translation of this article are: 1) compensation technique, 2) modulation, 3) transposition, 4) linguistic amplification technique, 5) borrowing, 6) reduction, 7) amplification, 8) generalization, 9) literal translation, 10) established equivalence, 11) linguistic compression, and 12) calque. Of the four classifications of translation techniques, it was found that single technique consisted of 31 data (57.40%) and the couplet technique of 14 data (25.92%). The next is the triplet technique with seven data (12.96%), and the quartet technique with two data (3.70%). The most common translation technique is compensation technique (47.66%).

Keywords: Analysis; translation techniques; articles; NADI magazine

Introduction

In today's world, translation is necessary for communication between languages. As time goes on, people need more information. Much complete information is written in foreign languages. There are also different types of information and ways to collect information, one of which can be found through magazines. However, much complete information is not written in foreign languages. This becomes a difficulty for readers without foreign language skills to obtain and understand information. Due to this problem, translation activities arise.

The main purpose of translation is to convey the meaning of the source language to the reader in the target language (in this case, the reader reading the translation). The sentence to be translated has a semantically correct meaning if it is supported by word choice, grammatical word order and the use of appropriate language. In order to translate, the translator must understand the source language and the target language. However, the translator should have knowledge to understand the topic of discussion so that the translator can explain foreign words in the source language in a language that is easier for the reader to understand. Venuti (2004:101) argues that the translator's job is to identify the cultural differences between the source language and the target language so that readers of the translation can understand the message and meaning to be conveyed in the target language.

To achieve this, a translation technique is required that allows the translator to decide whether the words, phrases or phrases in the target language match the source language. So that the meaning, including the pictorial meaning, is well conveyed to the readers. The use of translation techniques affects translation results. Therefore, the use of appropriate translation techniques results in a well-translated text so that the messages contained in the text of the source language can be correctly transmitted in the target language and accepted by the readers of the target language.

Every translation, whether literal or not, is the result of an analysis of distraction and adaptation adapted to the act of communication. In the translation process, it is not easy to select the right words in the target language. For example, in the article to be analyzed by NADI magazine, the source language is *Großstadt* if it literal translation means *Kota Besar* in the target language. However, the translator translated the word *Großstadt*, in an article of NADI magazine is *Kota Urban*. Therefore, according to Venuti (2004:101), the job of a translator is to uncover the linguistic and cultural differences between the source language and the target language so that the readers of the translation can understand the message and meaning and convey it in the target language. This happens because the linguistic and cultural norms in German differ from the linguistic and cultural norms in Indonesia. This research aims to find out how translators overcome linguistic and cultural differences between German and Indonesian.

This study focuses on the analysis of the translation technique in the article Menjadi Vegetarian di Kota Urban and its translation entitled Vegetarian living in the big city from the NADI magazine issue 26/2019.

Research Methods

This study uses a descriptive qualitative method of investigation. The qualitative analysis in this study is used to analyze the translation techniques used and classify them. This theory uses the translation technique of Molina and Albir (2000).

The translation technique is a process of translation from the source language into the target language. This study analyses the translation techniques used in the translation of the Indonesian article *Menjadi Vegetarian di Kota* Urban with the German title *Vegetarian Leben in der Großstadt*. The two articles can be found in issue 26/2019 of NADI Magazine. The theory used to analyze the translation technique is the theory of Molina and Albir, in which there are 18 translation techniques, they are: adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalence, generalization, linguistic amplification, linguistic compression, literal translation, modulation, partikularization, reduction, subtitution, transpotition, and variation.

Result

After the analysis, 86 data were found in the article Menjadi Vegetarian di Kota Urban and its translation entitled Vegetarisch leben in der Großstadt from the NADI magazine issue 26/2019. The translation techniques used in translating the article are as follows: The compensation technique is in first place with 41 rates (47.66%). In the second digit is modulation with 11 sentences (12.79%) and in the third digit is transposition with 10 sentences (11.63%). The next items in the order are: Linguistic amplification technique with six sentences (6.97%), borrowing with four sentences (4.66%), reduction also with four sentences (4.66%), amplification with three sentences (3.48%), generalization with two sentences (2.32%), literal translation with two sentences (2.32%), etabilished equivalence with only one sentence (1.17%), linguistic compression with one sentence (1.17%) and calque also with only one sentence (1.17%).

Table 1   The Translation techniques

Translation techniques	Total	Percent
Compensation	40	47.66%
Modulation	11	12.79%
Transposition	10	11.63%
Linguistic amplification	6	6.97%
Borrowing	4	4.66
Reduction	4	4.66%
Amplification	3	3.48%
Generalization	2	2.32%
Literal translation	2	2.32%
Etabilished equivalenz	1	1.17%

Linguistic compression	1	1.17%
Calque	1	1.17%
Total	86	100%

In order to achieve good translation results, more than one translation technique is often used in one sentence. Therefore, these translation techniques are further divided into four classifications. In first place is the single technique with 31 data (57.40%), in second place is the couplet technique with 14 data (25.92%). The triplet technique with seven data (12.96%) is in third place and the quartet technique with two data (3.70%) is in fourth place. The classification of translation techniques can be found in Table 2.

Table 2 The classification of translation techniques

Translation techniques	Total	Percent
The single technique	31	57.40%
The Couplet – Technique	14	25.92%
The Triplet – Technique	7	12.96%
The Quartet – Technique	2	3.70%
Total	54	100%

In the single technique, only one translation technique is used when translating a sentence. compensation is the most widely used technique in individual technology. A total of 26 data (83.87%) with compensation. Then the modulation has four dates (12.90%) and the linguistic compression one date (3.22%). The single technique comprises 31 data (57.40%).

Table 3 Details of the number of people using the singlet technique

Translation techniques	The types of single technique	Total	Percent
The Single Technique	Kompensation	26	83.87%
	Modulation	4	12.90%
	Linguistic compression	1	3.22%
Total		31	100%

The couplet technique is a technique in which two translation techniques are used together when translating a sentence. In this study, 14 data (25.92%) are identified that use the couplet technique in translation. The most commonly used couplet technique is implementation + compensation with three dates (21.43%). Then come the compensation + modulation with two data (14.28%) and the borrowing + compensation also with two data (14.28%). The other couplet technique is only used in one date.

Table 4 Details of the number of people using the Couplet technique

Translation techniques	The types of Couplet technique	Total	Percent
The Couplet – Technique	Transposition + Compensation	3	21.43%
	Compensation + Modulation	2	14.28%
	Lingustic Amplification + Compensation	1	7.14%
	Borrowing + Compensation	2	14.28%

	Generalization + Compensation	1	7.14%
	Borrowing + Linhuistic amplifications	1	7.14%
	Calque + Compensation	1	7.14%
	Compensation + Etabilished Aquivalent	1	7.14%
	Literal Translation + Compensation	1	7.14%
	Transposition + Literal Translation	1	7.14%
Total		14	100%

The triplet technique refers to the simultaneous use of three translation techniques when translating a phrase or sentence. In this study, seven data (12.96%) are translated using the triplet technique, and seven types of triplet techniques are also identified.

Table 5 Details of the number of people using the triplett technique

Translation techniques	The types of triplett technique	Total	Percent
The Triplet – Technique	Transposition + Modulation + Reduction	1	14.28%
	Modulation + Transposition + Amplification	1	14.28%
	Modulation + Transposition + Generalization	1	14.28%
	Modulation + Reduction + Linguistic Amplification	1	14.28%
	Compensation + Linguistic Amplification + borrowing	1	14.28%
	Linguistic Amplification + Reduktion + Compensation	1	14.28%
	Modulation + Compensation + Linguistic Amplification	1	14.28%
Total		7	100%

The quartet technique uses four translation techniques simultaneously to translate phrases or sentences. In this study, there are only two data (12.72%) that are translated using the quartet technique.

Table 6 Details of the number of people using the quartet technique

Translation techniques	The types of quartet technique	Total	Percent
The Quartett technique	Amplifiction + reduction + Linguistic amplification + Transposition	1	50%
	Amplification + Linguistic amplification + Transposition + Compensation	1	50%
Total		2	100%

Based on the results of the analysis of translation techniques, it is known that compensation is the most commonly used translation technique in the translation of the article Menjadi Vegetarian di Kota Urban in NADI magazine issue 26/2019. There are 41 sentences (47.66%) that use this technique. Compensation is a translation technique in which a message is transmitted to another part of the translated text. This happened because the stylistic influence of the source language, namely Indonesian, could not be transferred to German as the target language. So that the translation is adapted to the German style, but does not change the message contained in the source language. The example is as follows:

Source language : Hal ini dapat dilihat di medsos begitu banyak orang yang menunjukkan gaya hidup ini.

Target language : Das lässt sich allein schon anhand der unterschiedlichsten Sozialen Medien ablesen, in denen Vegetarier ihre Accounts nutzen, um ihr fleischloses Leben zu präsentieren.

From this example it can be seen that the sentence in the source language is translated according to the stylistics of German as the target language, so that the translation is longer than the sentence in the source language. However, the messages contained in the source sentence are conveyed well in the target language without distinction.

The second most commonly used technique in the translation of this article is modulation with 11 (12.79%) data. This translation technique is applied by changing the point of view, focus or cognitive category in relation to the source language. In the translation of this article, there are 11 sentences that were translated into the target language by changing the point of view so that the translation results were acceptable in the target language. The example is as follows:

Source language   :   Menjadi Vegetarian di Kota Urban.

Target language   :   Vegetarisch leben in der Großstadt.

Lexical becomes the point of view of the source language. Menjadi vegetarian translates as vegetarisch leben and Kota Urban is translated as Großstadt.

The next technique, which is also widely used in the translation of this article, is the implementation with 10 (11.63%) data. In translating this article, there were 10 sentences that underwent a structural shift. The structure displacement technique is commonly used when the structure of the source language and the target language differ. This is done to avoid grammatical interference that can lead to unacceptable and difficult to understand translations. The example is as follows:

Ausgangsprache :Beruntung saya lahir dan besar di Indonesia,

Zielsprache   :   Glücklicherweise bin ich in Indonesien geboren und aufgewachsen,

In the sentence, the position of the verb changes in the target language. If the sentence is translated according to the structure of the source language, this results in an unacceptable and difficult to understand translation.

Dicussion

This research was carried out to analyze the translation techniques used in the translation of the article Menjadi Vegetarian di Kota Urban in NADI magazine. The theory of Molina and Albir (2002:509) was used to analyse the translation technique. Of the 18 translation techniques proposed by Molina and Albir, there are twelve translation techniques used in the translation of this article, they are: 1) amplification, 2) Borrowing, 3) Calque, 4) Compensation, 5) Etabilished equivalence, 6) Generalization, 7) Linguistic amplification technique, 8) Linguistic compression, 9) Literal translation, 10) Modulation, 11) Reduction and 12) Transposition. The 12 translation techniques are divided into four classifications: the single technique, the couplet technique, the triplet technique and the quartet technique.

Based on the results of the analysis, it was found that there are three translation techniques that are most widely used compared to other translation techniques, they are compensation, modulation and implementation. These three techniques are often used because of the differences in point of view, language style, and structure between Indonesian and German. Therefore, this technique is a good choice to create a good translation product.

Careful analysis of translation techniques must be carried out. The meaning of each word is searched in dictionaries, not only in German dictionaries, but also in Indonesian dictionaries, as there are some words that have non-standard meanings. In the translation text of the article Menjadi Vegetarian di Kota Urban there is a translation error in the translation of the following sentence:

Source language   : Lebih suka saya kalau ada yang bikin sayur asem, sayur lodeh, sop tapi vegetarian saja, atau lalab seperti orang Sunda,

Target language   : Mir gefällt es viel besser, wenn jemand traditionelle Gemüsegerichte wie „Sayur Asem", „Sayur Lodeh" oder die vegetarische Suppe „Sop Tapi" zubereitet oder „Lalap", rohes Gemüse und Grünzeug, wie es bei den Sundanesen üblich ist.

In the source language there is a sentence sayur lodeh, sop tapi vegetarian. The meaning of this sentence are the names of various dishes, such as Sayur Lodeh and Sop for vegetarians, but the translator translates it as Sop Tapi, but perhaps this is a mistake of the translator in understanding the sentence in the source language, because it is actually there is no name for such dish.

Conclusion

Based on the results of the analysis, this investigation can be concluded as follows:

1. After the analysis, 86 data were found in the article Menjadi Vegetarian di Kota Urban and its translation entitled Vegetarisch leben in der Großstadt from NADI magazine issue 26/2019. The translation techniques used in the translation of the article are as follows: 1) the compensation technique with 41 sentences (47.66%), 2) modulation with 11 sentences (12.79%), 3) Transposition with 10 sentences (11.63%), 4) linguistic amplification technique with six sentences (6.97%), 5) borrowing with four sentences (4.66%), 6) reduction also with four sentences (4.66%), 7) amplification with three sentences (3.48%), 8) Generalization with two sentences (2.32%), 9) Literal translation with two sentences (2.32%), 10) Etabilished equivalence with only one sentence (1.17%), 11) Linguistic compression with one sentence (1.17%) and 12) Calque also with only one sentence (1.17%). Therefore, these translation techniques are further divided into four classifications. In first place is the single technique with 31 data (57.40%), in second place is the couplet technique with 14 data (25.92%). The triplet technique with seven data (12.96%) is in third place and the quartet technique with two data (3.70%) is in fourth place;

2. Based on the results of the analysis, it was found that there are three translation techniques that are the most widespread compared to other translation techniques, they are compensation, modulation and implementation. These three techniques are often used because of the differences in point of view, language style, and structure between Indonesian and German;

3. The analysis of translation techniques in the article Menjadi Vegetarian di Kota Urban was carried out by applying the theory of Molina and Albir, where they determined 18 translation techniques, they are: 1) compensation, 2) modulation, 3) Transposition, 4) linguistic amplification technique, 5) borrowing, 6) reduction, 7) Amplifications, 8) generalization, 9) literal translation, 10) Etabilished equivalence, 11) linguistic compression, 12) Calque, 13) adaptation, 14) variation, 15) Particulrisation, 16) description technique, 17) discursive creation, 18) substitution. Of the 18 translation techniques of Molina and Albir, there are six translation techniques that are not used in the translation of this article, they are: adaptation, variation, particulrisation, description technique, discursive creation and substitution.

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