

# Proceedings

## The 5th Annual INTERNATIONAL SEMINAR on Transformative Education and Educational Leadership

Theme : Education Innovation in Globalization Practice

22 September 2020  
Postgraduate School - Universitas Negeri Medan



Supported by :



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**Schedule of The 5<sup>th</sup> Annual Internatioanal Seminar on Transformative Education and Educational Leadership (AISTEEL) 2020**  
**Postgraduate School, Universitas Negeri Medan**

**22 September 2020**

(Indonesian time)	Activities	PIC/Moderator
07.00 – 08.30 (am)	Preliminaries	committee
08.30 - 08.45 (am)	<b>Opening Ceremony</b> 1. MC Speech 2. Indonesian National Anthem 3. Pray 4. Chairperson Report 5. Welcoming speech of Director of Postgraduate School 6. Welcoming speech and official opening of Rector of Universitas Negeri Medan 7. Photo session	MC (Dr. Anni Holila Pulungan, M.Hum & Sofianto Gultom, S.Pd)
08.45 – 09.25 (am)	Keynote Speech 1: <b>Prof. Dr. Syawal Gultom, M.Pd</b> (Universitas Negeri Medan– Indonesia)	Dr. Rahmad Husein, M.Ed
09.25 – 10.05 (am)	Keynote Speech 2 <b>Prof. Emmanuel Manalo</b> (Graduate School of Education, Kyoto University, Japan)	Prof. Amrin Saragih, PhD
10.05 – 10.45 (am)	Keynote Speech 3 <b>Dr. Susan Ledger</b> (Head of Education, Murdoch University - Australia)	
10.45 – 11.25 (am)	Keynote Speech 4 <b>Prof. Dr. Ekkarin Sungtong</b> (Dean of Faculty of Education Prince of Songkla University - Thailand)	Mangara Simanjorang, PhD
11.25 – 12.05 (am)	Keynote Speech 5 <b>Assoc. Prof. Yuri Uesaka</b> (The University of Tokyo - Japan)	
<b>12.05 – 13.30</b>	<b>Break</b>	
<b>13.30 – 15.30</b> (pm)	<b>Parallel Session 1</b> <b>(divided to 19 parallel rooms)</b>	Moderator/Operator
15.30 – 15.35 (pm)	Break	
15.35 – 17.00 (pm)	<b>Parallel Session 2</b> <b>(divide to 19 parallel rooms)</b>	Moderator/Operator
17.00 – 17.10 (pm)	Cloosing	committee

**Proceedings of the 5<sup>th</sup> Annual International Seminar on Transformative Education  
and Educational Leadership (AISTEEL 2020)**

**Preface**

The fifth Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2020) was held by virtual seminar on 22 September 2020. This seminar is organized by Postgraduate School, Universitas Negeri Medan and become a routine agenda at Postgraduate program of Unimed now.

The AISTEEL is realized this year with various presenters, lecturers, researchers and students from universities both in and out of Indonesia participating in, the seminar with theme “Educational Innovation in Globalization Practice”.

The fifth AISTEEL presents 4 distinguished keynote speakers from Universitas Negeri Medan - Indonesia, Kyoto University - Japan, Murdoch University – Australia, Prince of Songkla University – Thailand and from The University of Tokyo - Japan. In addition, presenters of parallel sessions come from various Government and Private Universities, Institutions, Academy, and Schools. Some of them are those who have sat and will sit in the oral defence examination. The plenary speakers have been present topics covering multi disciplines. They have contributed many inspiring inputs on current trending educational research topics all over the world. The expectation is that all potential lecturers and students have shared their research findings for improving their teaching process and quality, and leadership.

There are 180 articles submitted to committee, some of which are presented orally in parallel sessions, and others are presented through posters. The articles have been reviewed by double blind reviewer and 104 of them were accepted for published by Atlantis Press indexed by International Indexation, while 54 papers are published by digital library indexed by google scholar.

The Committees of AISTEEL invest great efforts in reviewing the papers submitted to the conference and organizing the sessions to enable the participants to gain maximum benefit.

Grateful thanks to all of members of The 5<sup>th</sup> Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2020) for their outstanding contributions. Thanks also given to Atlantis Press for producing this volume.

The Editors

**Bornok Sinaga  
Rahmad Husein  
Juniastel Rajagukguk**

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# Translation Method in Web-Toon: True Beauty as Digital Comic by Yaongyi

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**Abstract-** Translating is one of fun subject in English but translated need a method to become a professional because it demands a high degree of consistency and accuracy in transferring the source text to the target language (TL). The aim of the study is to find out the translation methods which used in the web-toon story: True Beauty by yaongyi. The data were analyzed through a translation Method by Newmark (1988) they were Word for word Translation, Literal translation, Faithful translation, Semantic Tranlation, Adaptation translation, Free translation, idiomatic Translation and communicative translation. This research was a descriptive qualitative research approach to describe the results of the analysis of translation method web-toon story: true beauty by Yaongyi. The result shows that there are seven translation method applied by the translator in order to translate the story in web-toon application. The translation Method are Word for word Translation which applied once times (5,56%), Literal Translation seventh times (38,89%) Faithful once times (5,56%), Semantic which applied second times (11,11%), Adaptation translation procedure which applied once times (5,56%), Free which applied fourth times (22,22%), and Idiomatic translation procedure which applied second times (11,11%). It can be concluded that all translation Method are found only seven on this paper, Word for word Translation, Literal translation, Faithful translation, Semantic Tranlation, Adaptation translation, Free translation and idiomatic Translation.

**Keywords—** Translation Method, Qualitative Research, Web-toon.

## I. INTRODUCTION

Translation is a medium to transfer the information. It can be a bridge which connects the people from the different languages and cultures. By using translation, people can learn and understand each other's languages and cultures.

Molina and Albir (2002) states that "Translation method refers to the way of a particular translation process that is carried out in terms of the translator's objective, example; a global option that affects the whole texts". Based on Molina and Albir statement, translation focused on their object for example; a global translation affecting to the whole text. It means the translation of the text determined by translation method which adopted by the translator because the purpose and message of the translator will affect to the whole translation of the text. It was reinforced by Newmark's in Ordudary (2007) states that while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language.

The researcher needs a preliminary data to conduct the study. The data take form other story in Webtoon.

Data 1:

SL: it's call a boob job

TL: Kan ada yang namanya operasi payudara

The resume of the preliminary data above showed that it's call a boob job translate into TL word for word translation. Which is its' dia, a sebuah, boob kesalahan bodoh, and job pekerjaan. And it can conclude as Word for word Translation method because it is translated word by word.

Based on preliminary data the researcher, we know that in translate a story we should know the method first. If we translate into word by word the meaning of the story will not match with a message from the writer. And it will be a big problem for us in reading the story. So, the researcher wants to analyze what is a method of translation which used in Web-toon: True beauty by Yaongyi and for the data it took from episode three to episode ninety eight.

From the condition the researcher need another previous study which help to fix this paper. Washila S. A and Wiwin (2019) analyzed the equivalence of phatic expression from Indonesian to Arabic and to look over shift of translation and form so the message from source language is delivered reasonably to target language and for the result of this study there are seven un-translated particles; thirteen translated according their phatic functions; two translated into other forms; and two absorbed phonetically.

The researcher chose to analyze translation method in webtoon because the researcher wants to know how the writer translated in two versions (Indonesia and English) and this study can be used as a reference for those interested in knowing more about the result of translation method in Webtoon: True Beauty.

## II. REVIEW OF LITERATURE

### A. Definition of Translation Method

Translation has an important function in language, without translation we will not know the meaning from another language. Translation, in common meaning, is transferring an idea, knowledge and a purpose from Source Language (SL) into Target Language (TL).

Newmark, (1988) states translation as a craft in which the translator tries to replace a written message in one language by the same message in another language. Based on Newmark's statement, a researcher conclude that translation is a message of language is very mandatory, studying translation can avoid a misunderstanding for source and target language.

According to Cordero, (2012) translation has become a very important part of the modern world for its contribution in minimizing communication gaps and its ability to enable technical and scientific information to be accessed, along with ideas that model the society we live in. The prominent fact is that translation is a need for breaking communication gap and to spread the knowledge in all over the world. The definitions means in translation process, there are some methods that usually used by translator to get the best result based on the purpose.

According to Nida that the translator should:

- Analysis the SL message into simplest and structurally clearest forms;
- Transfer the message;
- Restructures the message in the TL to the level which is most appropriate for the audience addressed.

### B. Types of Translation Method

Newmark, (1988) explores that "there are eight types of translation method: word-for-word literal, faithful, semantic, adaptation, free, idiomatic, and communicative. There are eight translation method as follows:

1) *Word for Word Translation* .The main use of word-for-word translation is either to understand the mechanics of

the source language or construe a difficult text as a pre translation process. Example:

SL: I'm invited?

TL: Aku diundang?

This datum includes translation used word-for-word method. It is because the translator translated text every word without changing the form of text. It means that one word has one meaning. It can be proven word I'm is translated into aku and invited? is translated into diundang?. Thus, the datum I'm invited? transferred into target language Aku diundang? belongs to word-for-word translation.

2) *Literal Translation*. In literal translation, the SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context. It means that when the translator translates, the words are translated literally from SL into TL. Example:

SL: ... I will forever be labeled a coward.

TL: ... aku akan dicap pengecut untuk selamanya.

For the datum above, the translator uses literal translation method. It is because there is difference between the grammatical construction of the source language and the target language. I is translated aku, will is translated akan, forever is translated untuk selamanya, be labeled is translated dicap and a coward is translated pengecut. It shows that the translator started translating word by word, after that the grammatical construction between source language and the target language is repaired so that the datum ... I will forever be labeled a coward. which is translated into ... aku akan dicap pengecut untuk selamanya. The difference is word forever in the middle of sentence is changed in the end of sentence. It can be concluded that the datum above belongs to literal translation.

3) *Faithful Translation*. Faithful translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It means that in faithful translation, the translator translates the meaning from SL to convey the researcher's intention. Example:

SL: Many are covered with banners supporting the football team.

TL: Sebagian besar loker dihiasi spanduk dukungan bagi tim football.

The datum above belongs to faithful translation. It is because the translator maintains the original term of the source language to the target language. Many are covered with banners supporting the football team. is translated into Sebagian besar loker dihiasi spanduk dukungan bagi tim football. It shows term football in the source language is transferred into target language football, there is no different between source and target language. So, this datum belongs to faithful translation.

4) *Semantic Translation*. Semantic translation may translate less important cultural words by culturally neutral

third or functional terms but not by cultural equivalents and it may make other small concessions to the readership. Example:

SL: Dia adalah orang yang gemar belanja.

TL :She is a shopaholic.

5) *Adaptation Translation*. Adaptation translation is the freest form translation. It is used to translate literary works (comedies, poetry, short story, narrative, etc.) and the SL culture is converted to the TL culture and the text rewritten. Example: SL: The rising sun is found not to be rising sun. It is the world which goes around.

TL: Matahari terbit ternyata bukan matahari terbit. Dunialah yang sebenarnya mengorbit.

6) *Free Translation*. Free translation is part of in TL Emphasis which reproduces the matter without the manner, or the content without the form of the original.” Example:

SL: I had never been invited to any of the parties at my school before.

TL: Aku belum pernah diundang ke pesta apapun.

The translation of passive voice above includes free translation method. Since the target language is shorter than the source language which shows the source language is not transferred completely to the target language. It is proven by I is translated into Aku, had never been invited is translated into belum pernah diundang, and to any of the parties is translated into ke pesta apapun, at my school before is not translated into the target language. It reduces the message because at my school before shows the limitation of kinds of parties meant. The source text I had never been invited to any of the parties at my school before. should be translated into Aku belum pernah diundang ke pesta apapun di sekolahku sebelumnya. in the target language. The translator also reduces meaning at my school before from the source text into target text. It makes the message from the source language is not transferred completely. It shows that the datum above deals with free translation method.

7) *Idiomatic Translation*. Idiomatic translation reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original. Example:

SL: Most of the white paint has been chipped away.

TL: Sebagian besar cat putihnya sudah mengelupas.

The datum above includes idiomatic translation. Since, the translator translated idiom of the source text into common expression in the target language. It can be seen Most of the translated into Sebagian besar, the white paint is translated into cat putihnya, has been chipped away is translated into sudah mengelupas. The emphasizing on the target language is shown by idiom chipped away translated into common expression mengelupas in the target language. Thus, Most of the white paint has been chipped away. which is translated into Sebagian besar cat putihnya sudah mengelupas. belongs to idiomatic translation

8) *Communicative Translation*. Communicative translation tries to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership. Example:

SL: You've been warned.

TL: Ini peringatan buatmu.

The datum above is translated by using Communicative translation method. It is because the translator translated source language text into target language focuses on contextual meaning so that the content and message from the source language is understandable in the target language. The evidence is You as subject in the source language is reversed become object in the target language, verb phrase have been warned in the passive form is changed into noun peringatan, and the translator added ini as subject in the target language to complete sentence structure of target language. Thus, You've been warned. which is translated into Ini peringatan buatmu. belongs to communicative translation.

Webtoon is one of online comic which is launched in 2005 by Naver Corporation in Korea. Readers can find many genres of stories from romance, comedy, horror, drama, fantasy, thriller and etc in this Webtoon. It is also provided in various languages such as English, Chinese, Thai, Korean and Indonesian. So the readers can read it whenever and wherever they are because it can be accessed through online and free even through smartphone application. It's also categorized as one of media of teaching in the classroom. In addition, comic are often regarded as interesting and motivating media

According to Arlin & Roth (1978) comic are interesting, and children will attend to that which they find interesting more than to that which they find uninteresting. True beauty is one of Web-toon's drama stories which is composed by Yaongyi. It is one of the most favorite stories and it will be film on 2019 based on K-popmap. It is a story about a girl that turns into a goddess thanks to makeup skills. When she was junior high school, she got discrimination because her face was ugly but she found a new hobby which is bring her popular in school and social media. Finally, she is dating with her reveal since in Senior High School.

### III. METHOD

This research was designed as a descriptive qualitative research. This paper described the Translation Method in Webtoon true beauty story as digital comic by yaongyi. The data collected from Webtoon: True Beauty which accessed from Webtoon Application search on Playstore. The technique of collecting data used note-taking technique. This study use Newmark translation theory. The data were taken from True Beauty: Webtoon Story. The source data used in this research start from episode three to episode ninety eight which accessed from Web-toon Line application. The data were collected through five steps; (1)The Application will be downloaded from play-store on your android, (2)Click the Webtoon story: True beauty by yaongyi, (3) The researcher collected the data from random episode, it's start from episode

three till ninety eight episode, (4)Reading the story, (5)Selecting words/sentence which might contain translation method.

#### IV. RESULT AND DISCUSSION

After reading True Beauty: Web-toon story in two version, the researcher listed some source languages (SL) and Target Languages (TL) whereas from Indonesia into English. After that, the data were analyzed into Word for word, Literal, Faithful, Semantic, Adaptation, Free, and Idiomatic Translation. It was analyzed can be seen as follows:

##### A. Word for Word Translation

Newmark (1988) define the main use of word-for-word translation is either to understand the mechanics of the source language or construe a difficult text as a pre translation process.

TABLE I. THE DATA TABLE OF WORD FOR WORD TRANSLATION

Source Text	Target Text	Type of Method
It must be nice to be so pretty	<i>Dia harus menjadi bagus untuk jadi begitu cantik.</i>	<b>Word for word</b>

The data above showed the word for word translation is applied. It can be said that this method is a pure without complex meaning, it translate word by word. It is because the translator translated text every word without changing the form of text. It means that one word has one meaning. It can be proven word it is translated into dia, must it is related into harus, be menjadi nice bagus to untuk be jadi so begitu and pretty cantik. Thus, the datum It must be nice to be so pretty transferred into target language Dia harus menjadi bagus untuk jadi begitu cantic belongs to word-for-word translation.

##### B. Literal Translation

Newmark (1988) In literal translation, the SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context. It means that when the translator translates, the words are translated literally from SL into TL.

TABLE II. THE DATA TABLE OF LITERAL TRANSLATION

Source Text	Target Text	Type of Method
It must be nice to be so pretty	<i>dia seharusnya enak untuk jadi cantik</i>	<b>Literal Translation</b>

For the datum above, the translator uses literal translation method. It is because there is difference between the grammatical construction of the source language and the target language. it is translated dia, must is translated seharusnya, be nice is translated enak, to be is translated menjadi and so pretty is translated cantik. It shows that the translator started translating word by word, after that the grammatical construction between source language and the target language is repaired so that the datum It must be nice to be so pretty. which is translated into dia seharusnya enak untuk jadi cantik.

The following Table III presents the amount and percentage of each translation method applied by the translator in translating Web-toon: True Beauty.

TABLE III. THE PERCENTAGE OF TRANSLATION METHOD IN WEB-TOON: TRUE BEAUTY

No	Translation strategies	Total	Percentage (%)
1.	<b>Word for word</b>	1	5,56%
2	<b>Literal</b>	7	38,89%
3	<b>Faithfull</b>	1	5,56%
4	<b>Semantic</b>	2	11,11%
5	<b>Adaptation</b>	1	5,56%
6	<b>Free</b>	4	22,22%
7	<b>Idiomatic</b>	2	11,11%
	<b>Total</b>	18	

The Table above showed the amount and percentage of 7 translation method applied by the translator in order to translate Webtoon: True Beauty. Those are word for word Translation which applied 1 times (5,56%), literal Translation 7 times (38,89%) faithful 1 times (5,56%), semantic which applied 2 times (11,11%), Adaptation translation which applied 1 times (5,56%), free which applied 4 times (22,22%), and idiomatic translation procedure which applied 2 times (11,11%). Based on the finding data, it concluded that all translation method are found, they are Word For Word, Literal Translation, Faithful, Semantic, Adaptation, Free , and Idiomatic

#### V. CONCLUSION

Translating a story is not an easy for a translator, especially if the translator is not familiar with the cultural background where the story from. There are a lot of things that need to be considered when the story is being translated. Translating a story can become a tricky task for translator. This paper has also proven that in translating a story the researcher need more time to change word context, the taste even the meaning to target language.

The objective of this analysis is to find out what is the translation method and phatic expression which is applied in We-toon: True beauty by Yaongyi. The researcher found Those are Word for word Translation which applied 1 times (5,56%), Literal Translation 7 times (38,89%) Faithful 1 times (5,56%), Semantic which applied 2 times (11,11%), Adaptation translation procedure which applied 1 times (5,56%), Free which applied 4 times (22,22%), and Idiomatic translation procedure which applied 2 times (11,11%).

From the preceded percentages, it can be concluded that all translation method are found, they are Word for word, Literal Translation, Faithful, Semantic, Adaptation, Free, and Idiomatic.

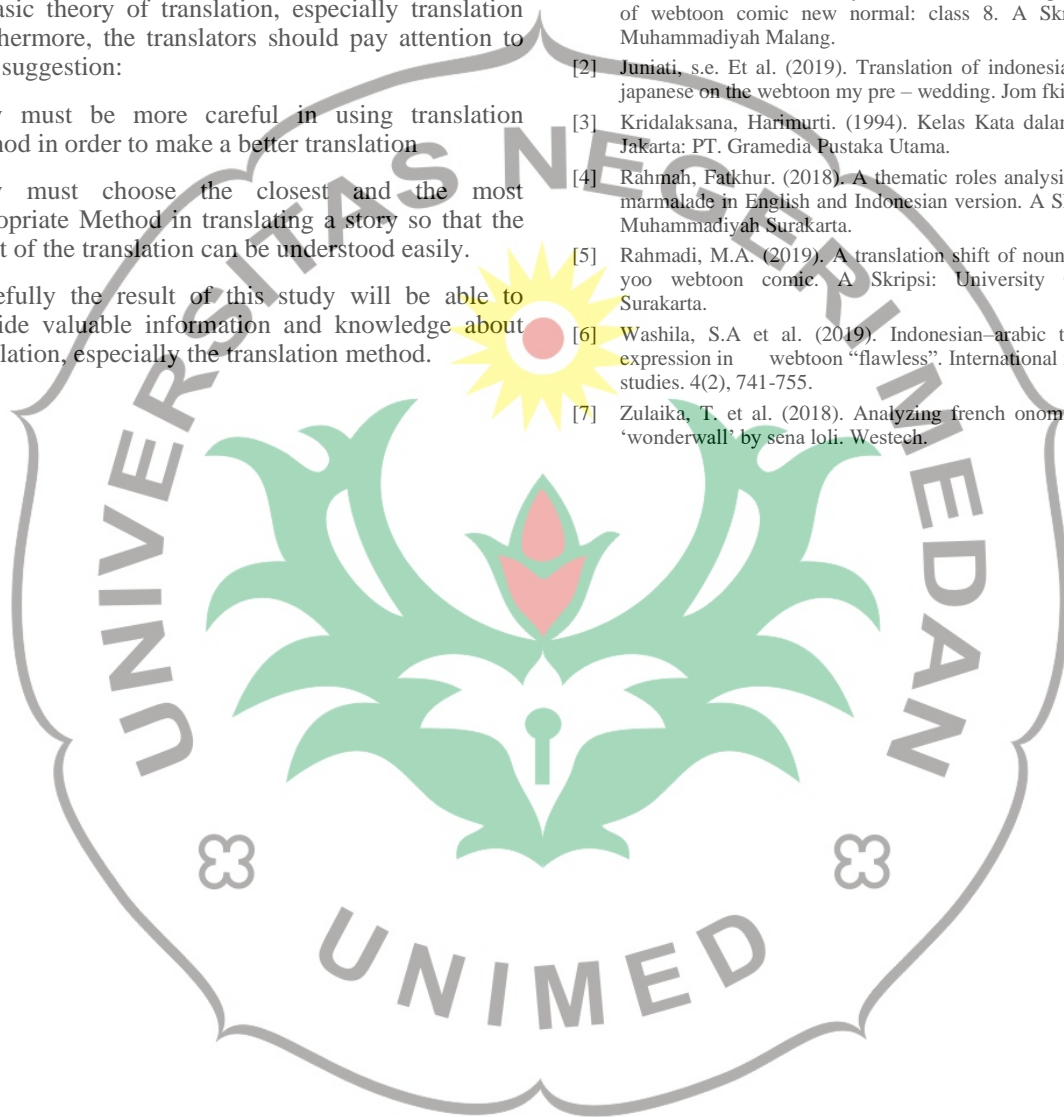
Based the statement above, from the statement above, the suggestion would like to be given to the students. The people

and the translators who want to translate Bahasa into English especially translate the story. They have to comprehend and master the basic theory of translation, especially translation Method. Furthermore, the translators should pay attention to the following suggestion:

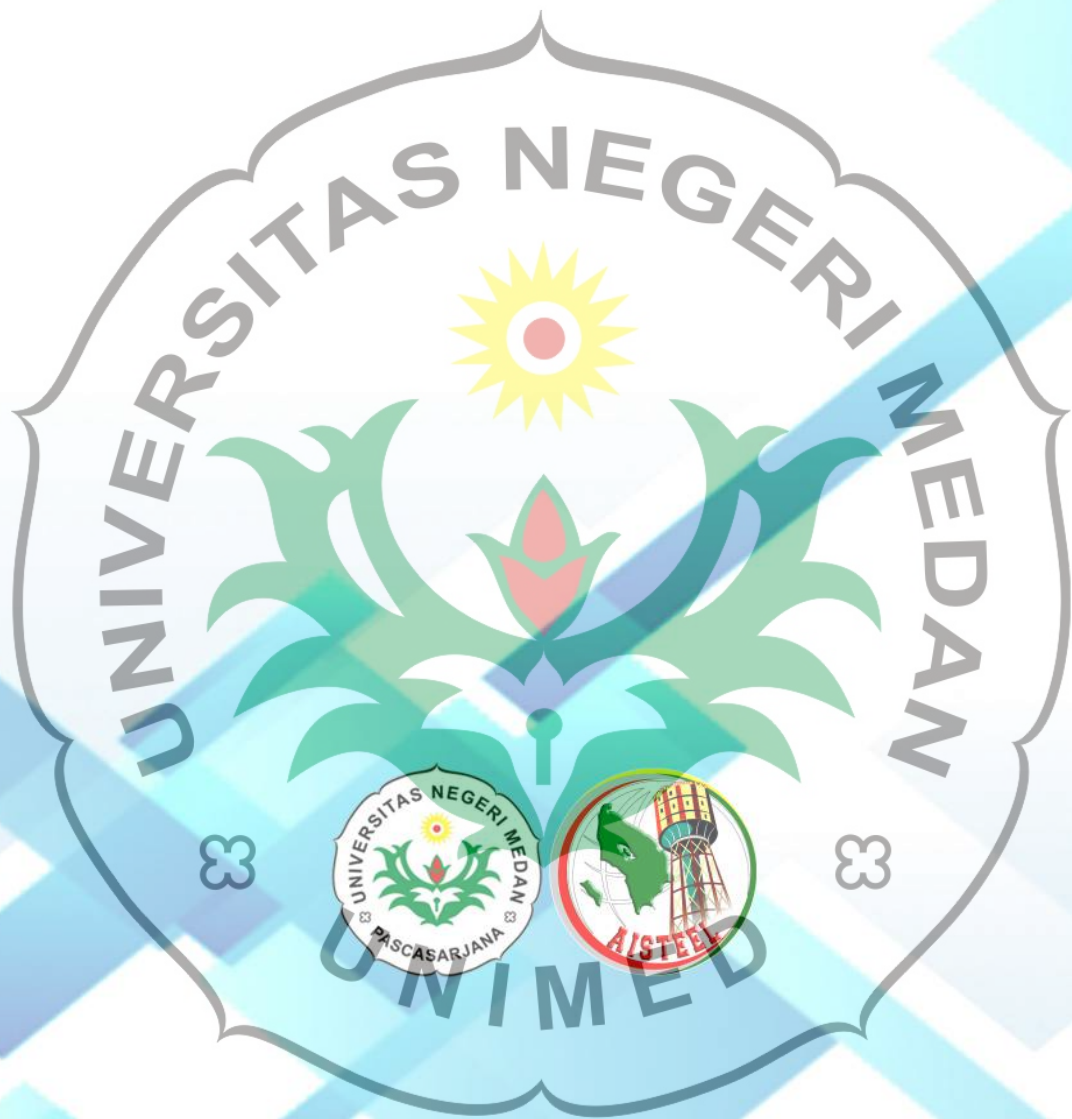
- They must be more careful in using translation Method in order to make a better translation
- They must choose the closest and the most appropriate Method in translating a story so that the result of the translation can be understood easily.
- Hopefully the result of this study will be able to provide valuable information and knowledge about translation, especially the translation method.

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