

CULTURAL FILTERING STRATEGIES IN TRANSFERRING MEANING FROM ENGLISH INTO INDONESIAN

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Abstract

*This research is an annotated translation research. In this research the researcher discusses the linguistic patterns in transferring meaning from English into Indonesian. Empirically speaking, it naturally happens, when a text from a foreign language is going to be meaningfully transferred into another language. It is due to the fact that the language system of the foreign text is different from the language system of the target text. In this research the researcher was trying to find out the difficulties that are encountered by the researcher as a translator when translating a text from English into Indonesian, specifically in the culture-specific items. The problems found by the researcher will then be analyzed and given acceptable reasons by the researcher/translator for their solution. A novel entitled *The Way We Were* is used as the data source, meanwhile the research data is word or words lexically unequivocal to the target text. The research method is introspective and retrospective. The theory used to analyze the research data is Chesterman's theory, specifically cultural filtering which is under the pragmatic strategies. From the findings of the research, the researcher concludes that out of four categories of cultural filtering strategies, only two were used. Out of the 6 data which are analyzed in this research, there are 4 data that use naturalization strategy, and 2 data used adaptation strategy.*

Keywords: Annotation, cultural filtering, transferring meaning, translation strategy

INTRODUCTION

Translation has been an important aspect in the current communication. Through translation, we may grasp what does something mean in other languages. According to Pym (2014), translation can be seen as a constant process of updating and elaborating, rather than as some kind of physical movement. It is a process rather than a product, and we can find evidence of that process everywhere. Any use of language that rewords or reworks any other piece of language can be seen as the result of a translational process.

In his book, Pym (2014) also quoted some experts in defining what a translation is. The first expert he quoted is Papastergiadis who states that translation is "a metaphor for understanding how the foreign and the familiar are inter-related in every form of cultural production". While Sallis notes that translation is part of all meaning production; there is no non-translation. In addition, Pym also quoted Apter's idea about a translation, he mentions that translation is *a means of repositioning the subject in the world and in history; a means of rendering self-knowledge foreign to itself.*

Translating is a set of processes leading from one side to the other. Different translators may come up with different translation of the same term. One of them might argue that *translation should explain the source culture*, so they might add a long footnote to explain the term; another translator could say *translation should make things easy to understand to the target culture*, the third translator might consider that *the translation should re-situate everything in the target culture*, and the other might think that since the source text is not focusing about the term, they do not think it is needed to translate it and then calmly delete the term (Pym, 2014).

Pym (2014) stated that what we say in one language *can* have the same value (the same worth or function) when it is translated into another language. The relation between the source and its translation is then one of equivalence (*equal value*), this “value can be on the level of form, function, or anything in between. Equivalence here does not mean that languages are the same; it means that the values can be the same.

One of the most essential aspects of translation is naturalness, means that it must sound natural in the source language, as if it is directly written in the source language text, and does not sound like a translation, so that the readers can get the message clearly. According to Pym (2014) in natural equivalence, a word should be the same whether it is translated from one language

into another language or the other way around, and it should not be affected by directionality. Pym added that according to Seleskovitch, a translation can only be called natural when the translator successfully made the readers forget about the form of the source text. Seleskovitch also recommends to focus on the sense that can be expressed in all languages.

Translation has helped many people in understanding a literary work. Some people believe that literary work is one of the most influential media in translation. One literary work that is popular in today’s society is a novel. Many people like to read a novel during their spare time. From the translated literary work, in this case novel, people can also find out about the others’ cultural aspects as it is usually implied in the context, whether it is directly written, or not. It is used to show the author’s intentions, and a media to communicate with the readers.

In translating a text, a translator may encounter some difficulties in finding the equivalents of some words or expression. The difficulties may occur in the aspects of language, for example words, phrases, clauses, and sentences. The difficulties may happen because English as the source language in this study, and Indonesian as the target language do not share the same grammatical concepts or language structures, for example, the plurality in English is mostly marked by suffix *-s*, while in Indonesian there are no explicit markers to show that a word has a plural meaning. In addition, the difficulties

may also be found in the cultural concepts because every language has their own cultural concepts, and we cannot always find the most acceptable equivalent translation.

In this research, the researcher, who is also the translator will be focusing on some culture-specific items using a strategy proposed by Chesterman, namely cultural filtering, which is under the pragmatic strategies. This strategy is divided into some categories; they are naturalization, domestication, or adaption, which describe how the source language texts, particularly culture-specific items, are translated as target language cultural or functional equivalents, so that they are in line to the target language norms. In the opposite procedure, some items are not adapted into the source language, but borrowed or transferred directly, they are exoticization, and foreignization or estrangement (Chesterman, 2000).

The researcher was trying to find out the difficulties that are encountered by the researcher as a translator when translating a text from English into Indonesian, specifically in the culture-specific items. The problems found by the researcher will then be analyzed and given acceptable reasons by the researcher/translator for their solution. The researcher/translator chose to translate a text from English into Indonesian because of her understanding and familiarity to the Indonesian language, as Indonesian is the researcher's/translator's mother language. Furthermore, this study also deepens the

ability in translating and analyzing both the source language and target language texts.

There are some studies that discuss about culture-specific items. Some of these studies are *Analysis on Translation of Cultural Terms in Dan Brown's The Da Vinci Code Novel from English into Indonesian* written by Kuswahono (2019) and *The Implementation of Cultural Filter in English-Indonesian Translation of Children Comic The Wizards of Mickey: The Dark Ages* conducted by Tacazely et al. (2019).

Kuswahono (2019) has done a study to find out what cultural terms used in the translation of Dan Brown's *The Da Vinci Code* novel, what translation techniques used by the translator in translating those cultural terms from English into Indonesian, and why the translator used those translation techniques. From this study, the researcher found 174 cultural terms used in the novel. By using Newmark's five types of culture, these terms were divided into five types, they are 11 terms in the ecology category, 48 terms in the material category, 4 term in the social culture category, 110 terms in the political and social organization, and 1 term in gesture and custom category. As for the translation techniques, the reseacher found out that the translator used Molina and Albir's translation techniques that consisted of seven techniques, namely transposition, pure and naturalized borrowing, calque, established equivalence, discursive creation, and linguistic amplification. The reason why the translator

used those translation techniques was to maintain the foreign-culture nuance and atmosphere of the story, as well as its originality and naturalness.

The difference between the researcher's study and Kuswahono's is that the researcher's study used cultural filtering strategies proposed by Chesterman (2002), while Kuswahono used translation techniques by Molina and Albir (2002). Another difference is that the researcher's study belongs to the text analysis and translation, where the researcher translated the source text by herself, then gave commentaries of her translation, also known as annotation, while Kuswahono's is a descriptive study.

The study conducted by Tacazely et al. (2019) explaining the cultural filters found in the translation of children comic and the achievement of functional equivalence. The result showed that there are 6 dimensions of cultural filter in the translation of children comic *Mickey Mouse: The Dark Ages*, these dimensions are; directness versus indirectness, orientation towards self-versus orientation towards other, orientation towards content versus orientation towards addressees, explicitness versus implicitness, ad-hoc formulation versus verbal routines, and active voice versus passive voice.

The difference between the researcher's study and Tacazely et al.'s is that the researcher conducted an annotation study using both qualitative and quantitative method, while Tacazeli et al.'s is a descriptive

qualitative study. Furthermore, the source text used by the researcher is a contemporary novel entitled *The Way We Were*, meanwhile Tacazely et al. used a children comic namely *Mickey Mouse: The Dark Ages*.

METHODS

This research is in the area of text analysis and translation that covers a study of translation with commentary (or annotated translation). The researcher also conducts an introspective and retrospective research by translating the text and writing a commentary of her own translation process (Williams and Chesterman, 2002). According to Oxford Learner's Dictionaries, introspective is *tending to think a lot about your own thoughts, feelings, etc.*, In addition to the definition provided by the dictionary, Nunan (2001) also stated that the process of observing and reflecting on one's thoughts, feelings, motives, reasoning process, and mental states with a view to decide the ways in which our behavior is being determined is called introspection. The introspective method in this research means that the researcher/translator introspects her own thought during the process of translation by asking herself some questions. While retrospective according to Oxford Learner's Dictionaries is *thinking about or connected with something that happened in the past*. Furthermore, Nunan (2001) stated that retrospective data are collected some times after the event under investigation has taken

place. In this research, retrospective method is done by the researcher by investigating what she has done during the translation.

The method used in this research is both quantitative and qualitative. Qualitative in this research means that the samples are unique and the researcher focuses on the process (process of translation). Unique here means that there are no two of the same datum out of the collected data. The researcher is focusing on how the translation is done, and this is the reason why this research is process-oriented (Nunan, 2001). Furthermore, this research is also quantitative research because the researcher focuses on the result of the translation that should be analyzed. It can also be said that this research is outcome-oriented (Nunan, 2001).

The source of the data is a novel entitled *The Way We Were* written by Elizabeth Noble and published by Penguin Books in 2011, and its translation which is done by the researcher herself. The reason why the researcher/translator selected this book to be translated and analyzed is because *Daily Mail*, a British daily middle-market tabloid newspaper, praised this novel by saying that when our life don't go the way we expected it to be, this novel will move us, and we can really feel it (Noble, 2011).

RESULTS AND DISCUSSION

In this part, the researcher discussed the data of the culture-specific items found in the translation using cultural filtering

strategies. There are four categories that belong to cultural filtering strategies by Chesterman (2000), they are: 1) naturalization, 2) domestication, or adaptation, 3) exoticization, and 4) foreignization or estrangement.

In naturalization and domestication or adaptation, to make the translation in line with the norms in the target language, the source language items are translated as target language cultural or functional equivalents. While in exoticization and foreignization or estrangement, those items are not adapted to the source language, but rather borrowed or transferred directly.

There are many culture-specific items found in the translation, but due to the limitation of the research, there are only a few data that can be presented in this research. Below are the examples of analysis.

Cultural Filtering: Naturalization

Munday cited Nida (2008) defined that the message of the source text must be transferred according to the target text's linguistic needs and the goal is to complete the naturalness of expression and finding *the closest natural equivalent of the source language message*.

Furthermore, for the reader to get the information and emotional effect intended by the source language writer, the translation must be natural and easy to understand, so it had the same dynamics as the source language message (Larson, 1998).

Table one, naturalization, **The Way We Were** is the title of the novel, and it is translated as *Masa Lalu Kita*. Because if it is translated literally, it will become *Cara Kita Dulu* and it doesn't sound natural in the target language.

Thus, it is translated *Masa Lalu Kita* to make it more natural, and acceptable in the target text.

Table two, naturalization, in the data above, the source text **These were just a minute or so...** is naturally translated into *Ini hanyalah sebagian kecil...* in the target text. Because if it is translated literally, it will become *Ini hanya semenit* and it sounds awkward in Indonesian, the readers may not be affected by reading it. Thus, it is translated *Ini hanyalah sebagian kecil...* to make it more natural.

Table three, naturalization, the English source text **...and no amount of skilful tying, or artfully untucked shirt, could make that look good** is translated into Indonesian as *...tidak peduli seberapa mahir*

pun kau mengikatnya, atau seberapa bagus pun caramu tidak memasukkan kemejamu ke dalam rok atau celanamu, dapat membuatnya terlihat bagus. Because if it is translated literally, it will become *...dan tidak ada jumlah ahli mengikat, atau berseni memasukkan baju, dapat membuat itu terlihat bagus* and it doesn't sound natural in the target language. Thus, it is translated *...tidak peduli seberapa mahir pun kau mengikatnya, atau seberapa bagus pun caramu tidak memasukkan kemejamu ke dalam rok atau celanamu, dapat membuatnya terlihat bagus* to make it more natural.

Table four, naturalization, the English source text **...a stream of girlfriends** is naturally translated into Indonesian as *...beberapa kali berganti kekasih*. Because if it is translated literally, it will become *...aliran kekasih* and it sounds awkward in the target language. Thus, it is translated *...beberapa kali berganti kekasih* to make it more natural, and acceptable in the target text.

Table 1. Naturalization

| English | Indonesian |
|------------------------|-----------------------|
| The Way We Were | Masa Lalu Kita |

Table 2. Naturalization

| English | Indonesian |
|--|---|
| These were just a minute or so away from being full-blown, shoulder-shaking sobs, and she was determined that wasn't going to happen. | Ini hanyalah sebagian kecil dari isak tangis yang tersedu-sedu dan bahu yang berguncang, dan Susannah bertekad hal itu tidak akan terjadi. |

Table 3. Naturalization

| English | Indonesian |
|---|---|
| They still had to wear a tie, for God’s sake, and no amount of skilful tying, or artfully untucked shirt, could make that look good. | Mereka masih harus mengenakan dasi, demi Tuhan, tidak peduli seberapa mahir pun kau mengikatnya, atau seberapa bagus pun caramu tidak memasukkan kemejamu ke dalam rok atau celanamu, dapat membuatnya terlihat bagus. |

Table 4. Naturalization

| English | Indonesian |
|--|---|
| He went out with girls—had already had a stream of girlfriends. | Dia berkencan dengan banyak wanita—sudah beberapa kali berganti kekasih. |

Cultural Filtering: Adaptation

Adaptation is about cultural equivalence where a recognised equivalent between two situations is used (Newmark, 1988). In addition, adaptation can be defined as a special kind of equivalence, it is a situational equivalence that can be used in some cases where the type of situation in the source language message is unknown in the target language culture (Hatim & Munday, 2004).

Table five, adaptation, the phrase ...**thirty miles**... in the English source text is translated into ...**sekitar empat puluh**

delapan kilometer... in Indonesian target text. This is called adaptation. The word **miles** is unfamiliar in the Indonesian target text, so the translator adapted it into the more familiar term, namely *kilometer*.

Table six, adaptation, the phrase ...**fifty yards**... in the English source text is translated into ...*lima ratus meter*... in Indonesian target text. This is called adaptation. The concept of **yards** is unknown in the Indonesian target text, so the translator adapted it into the more familiar term, namely *meter*.

Table 5. Adaptation

| English | Indonesian |
|--|---|
| She’d once pulled into the Texaco filling station on the outskirts of the village with the petrol gauge reading ‘you should have filled up thirty miles ago, you moron’, only to see Rob’s father, Frank, at the opposite pump. | Susannah pernah berhenti di pompa bensin Texaco yang terletak di pinggiran desa dengan meter bensin bertuliskan ‘seharusnya kau mengisinya sekitar empat puluh delapan kilometer yang lalu, orang bodoh’, hanya untuk melihat ayah Rob, Frank, di sebrang pompa. |

Table 6. Adaptation

| English | Indonesian |
|---|---|
| Calling from fifty yards away, and waving at her manically, oblivious to the stares it earned her. | Memanggil dari jarak sekitar lima ratus meter , dan melambaikan tangannya dengan penuh semangat, tidak sadar akan tatapan yang didapatnya karena sikapnya. |

CONCLUSION

Based on the result and discussion that has been presented, the researcher/ translator concluded that naturalness is one of the most important aspects in translation. According to some experts, the main purpose of a translation is to find out the closest equivalent in the target text, and it should be natural. This is why the researcher/translator tended to use naturalization and adaptation in this research. So she can provide a proper and natural translation in the target language that the further readers may fully understand the content of the text.

From six randomly chosen data, the researcher found that there are four data that used naturalization, and two data used adaptation, those data are analyzed by using Chesterman's translation strategies, namely cultural filtering, which is under the pragmatics strategies.

Out of the four categories that belong to this strategy, only two were used, they are naturalization, and adaptation. Other than the cultural strategies, the researcher also used other supported theories in order to solve the problems emerging during the process of translation

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