

REALIZATION OF DECISION MAKING IN THE TRANSLATION PROCESS OF THE WEB CONTENT OF *www.ayodya.com*

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ABSTRACT

Website translation is a kind of translation evolving in recent years along with the advancement in information technology. The realization of decision making in the translation process of web content of *www.ayodyapala.com* is actually a process of problem solving in communication involving Bahasa Indonesia as the source language (SL) and English as the target language (TL). This study aims to identify a number of translation techniques used by the translator to translate the content of *www.ayodyapala.com* and also describe the translation process of it. This research is descriptive-qualitative and process-oriented in the field of translation. The data used in this study are linguistic elements including words, phrases, and sentences provided in the *www.ayodyapala.com*. The sampling technique applied was purposive sampling and the technique of data collection was content analysis. The analysis results demonstrate that first, there are 14 translation techniques used in translating the content of *www.ayodyapala.com*, namely literal translation, transposition, borrowing, established equivalence, modulation, reduction, adaptation, amplification, particularization, generalization, linguistic compression, discursive creation, linguistic amplification, and calque. Second, the translation process of *www.ayodyapala.com* is reflected through translation procedures consisting of transposition, modulation, naturalization, contextual conditioning, and notes.

Keywords: Translation technique, translation process, web content, source language, target language.

1. INTRODUCTION

Nababan (2003) stated that translation becomes a part of applied linguistics because in translation the practical aspects are greatly emphasized. Translation can be understood simply as a transfer of message using the equivalent word from the source language (SL) to the target language (TL). A translator must completely master

two languages and two cultures involved in a translated text. This will be closely related to the translator's responsibility for the quality of the translation itself. It is inevitably that the era development characterized by the advancement of information technology and the ease of people in accessing a lot of information via internet today often propose

translation as the right solution to solve communication constraint between two different languages and two different cultures. This study focuses on web content translation. Web content translation is one of the works in the field of translation by considering the development of digital era is now able to unite all elements of society around the world so that the information exchange among nations becomes a crucial thing deserving serious attention. In this study, the writer runs two roles at once, as the translator and researcher for the translation so that the study presented here can be categorized as semi-professional work in the field of translation.

Lincoln and Guba (1985) defined location of study as the focus-determined boundary, the limit used to determine the focus or object of the study. Thus, location is not always geographic or demographic. Media can also be a research location. For that reason, the website www.ayodyapala.com can be regarded as the research location and source of data in this study as well. Furthermore, the data examined in this study are words, phrases, and sentences in Bahasa Indonesia (SL) provided in the web content of www.ayodyapala.com. The content on this website displays texts or information relating to Ayodya Pala and all are written in Bahasa Indonesia as the source language (SL). The web content is then translated into English as the target language (TL). Here, the translation process with its various complexities is clearly involved in this work. The translation process can be stated as a series of activities undertaken by translator as the translator transfers the message from the source language into the target language (Nababan, 2003). The translation process consists of three stages, namely analysis of

source language (SL), transferring, and restructuring.

Taken from www.ayodyapala.com, Ayodya Pala is an art institution which is actively in preserving, training or educating, and developing Indonesian traditional arts and cultures. For 37 years, this institution has collected a wealth of experience in both national and international event. Nevertheless, Ayodya Pala plans to make official website in bilingual so that the international communities later will be able to access complete information about Ayodya Pala through the page of its English web content. This underlies the client to hire the writer who has educational background in translation and is active in translation world for three years, as the translator for the web content.

Furthermore, translation technique becomes an essential point in every translation process and it can be said as the realization of decision making process, whose results can be identified in translation work (Nababan, 2003). Molina and Albir (2002) mentioned five basic characteristics of translation techniques, such as: 1) they affect the result of the translation, 2) they are classified by comparison with the original, 3) they affect micro-units of text, 4) they are by nature discursive and contextual, and 5) they are functional. Therefore, the writer finally refers to 18 translation techniques formulated by Molina and Albir in translating the web content of www.ayodyapala.com.

Hosseinnia (2014) in his research entitled "Omission as A Strategy in Subtitling" explained that the linguistic elements like words or expressions are usually more dominantly reduced in the subtitling of Persian language involving a number of English TV series so it can be concluded that reduction is the most dominant technique used to produce Persian

subtitle in the translation process of a number of English TV series. Next, Wuryantoro (2014) in his research entitled "Kajian Proses Penerjemahan dan Kualitas Terjemahan Teks Hukum dan Teks Ilmiah Bidang Hukum Karya Penerjemah Tersumpah" stated that the translation process of legal texts and scientific text of legal engages in three to eight stages and the translation techniques include three variants, such as single, couplet, and triplet. On the other hand, Hendrastuti (2013) conducting research entitled "Kajian Terjemahan Metafora yang Menunjukkan Sikap dalam Buku Motivasi *The Secret*" demonstrated that 15 translation techniques, out of a total of 292 techniques available, are used in translating metaphors showing attitudes in the motivation book *The Secret*. Moreover, Kuncara (2013) writing the study titled "Analisis Terjemahan Tindak Tutar Direktif pada Novel *The Godfather* dan Terjemahannya dalam Bahasa Indonesia" described that 12 translation techniques are used in translating directives with the frequency of use is 244 times.

Finally, if juxtaposed with some previous researches that make TV series, legal text and scientific text of legal, book, and novel to be the research object, this study focuses on identifying a number of translation techniques as the realization of decision making process applied by translator when translating the web content. In addition, this study belongs to semi-professional research because the writer directly examines the translation process and the translation work that he generates.

2. LITERATURE REVIEW

The Definition of Translation "Translation, then, consists of studying the lexicon, grammatical structure, communication situation, and cultural context of the source

language text, analyzing it in order to determine its meaning, and then reconstructing this same meaning using the lexicon and grammatical 26 structure which are appropriate in the receptor language and its structure context." (Larson, 1998, p.3) Four Aspects Encountered by the Translator There are four aspects encountered by the translator:

- Lexicon
- Grammatical structure
- Communication situation
- Cultural context

Principles of Translation Alan Duff (1990) suggested some general principles in her book entitled Translation, those principles are: meaning, form, register, source language influence, style and clarity, and idiom (Duff, 1990, pp.10-11) Translation Strategies Andrew Chesterman (2000) suggested three strategies used to solve problems that are commonly encountered in a text, which are syntactic strategies, semantic strategies, and pragmatic strategies (taken from Chesterman, 2000, p.87-116, Memes of Translation).

3. RESEARCH METHODOLOGY

This research is qualitative descriptive research in the field of translation. In qualitative descriptive research, the case study leads to detailed and in-depth description of the real condition of what actually happens in the field of study (Sutopo, 2002). This study describes the realization of decision making applied by the writer in the form of the translation techniques usage to translate the web content of www.ayodyapala.com from Bahasa Indonesia (SL) into English (TL). This study also uses numerical data serving as tool for disclosing the frequency of translation techniques used by the writer to

translate the web content of www.ayodyapala.com.

Thus, the data used in this study are linguistic elements including words, phrases, and sentences contained in the web content of www.ayodyapala.com. The data were analyzed and described clearly and deeply to be finally concluded by the writer. The data were also described based on real facts. Furthermore, this study is embedded case-study because the researcher has first chosen and determined the problems which become the focus of the research as stated in the introduction of this study. In terms of orientation, this research is categorized as process-oriented translation research. This is concerned with the translation process performed by the translator (writer) in relation to translation strategies or procedures and translation quality as well as translation behavior (Nababan, 2007). In relation to translation procedures, Machali (2000) mentioned five types of translation procedures, namely transposition, modulation, naturalization, contextual conditioning, and notes.

The sampling technique used in this research is purposive sampling. This sampling technique was applied to determine the data. The sample selection was directed at source of data deemed to have important data relating to the problems in this study, in this case the website www.ayodyapala.com. It was intended to obtain the depth and completeness of the data and the depth of study in a particular context. Meanwhile, this study specifically used content analysis

as data collection techniques. This indicates that the researcher not only notes the important contents in the document, but also finds the implicit meaning (Yin in Sutopo, 2002). In this study, the researcher attempted to deepen the translation process of the web content of www.ayodyapala.com by deciding the implementation of translation techniques used in translating the content of the website. Finally, content analysis was applied in the process of data analysis. Content analysis is the stage of collecting, grouping, and analyzing data based on the approach used in a study. This study used translation approach to answer the problems that appear during the translation process occurred.

4. RESULT AND DISCUSSION

4.1 Translation Techniques of The Web Content of www.ayodyapala.com

Website www.ayodyapala.com has nine webpages consisting of Home, Profile, News, Our Service, Our Branch, Gallery, Article, Testimonial, and Contact. The translation of 486 data provided in Bahasa Indonesia content of the website www.ayodyapala.com shows that there are 14 translation techniques applied by the translator in translating the content into English, which is spread into several variants of technique. A number of translation techniques applied by the translator in translating the web content of www.ayodyapala.com and the frequency of their usage can be seen in the table 1 below.

Table 1. Translation techniques of the web content of www.ayodyapala.com

No.	Translation techniques	Frequency	Percentage
1.	Literal translation	181	37.23%
2.	Transposition	113	23.25%
3.	Borrowing	100	20.58%
4.	Established equivalence	61	12.55%

5. Modulation	8	1.65%
6. Reduction	5	1.03%
7. Adaptation	3	0.62%
8. Amplification	3	0.62%
9. Particularization	3	0.62%
10. Generalization	2	0.41%
11. Linguistic compression	2	0.41%
12. Discursive creation	2	0.41%
13. Linguistic amplification	2	0.41%
14. Calque	1	0.21%
Total	486	100%

The dominance of literal translation, which is 181 times (37.23%) of the total 486 techniques used, indicates that in translating (translation process) the web content of www.ayodyapala.com the translator is oriented to the source language (SL). Source language-oriented translation technique will produce accurate translation, but there is a possibility that the translation is not or less acceptable and difficult to understand (Nababan, 2010). This finding becomes a distinguishing factor with Hosseinnia (2014) that emphasizes on reduction. On the other hand, literal translation that have been applied to translate metaphors showing attitude (Hendrastuti, 2013) and directives (Kuncara, 2013) apparently also turns out to have a high frequency in the process of translating the web content of www.ayodyapala.com.

I. However, if viewed from the type of translation techniques used by the translator as a whole, there are 11 other translation techniques, namely transposition, established equivalence, modulation, reduction, adaptation, amplification, particularization, generalization, linguistic compression, discursive creation, and linguistic amplification, which are essentially oriented to the target

language (TL), although based on the research facts the total frequency of those techniques is not very large, i.e. 6.39% (without including transposition focusing on the form equivalence). This proves that in translating the web content of www.ayodyapala.com, the translator actually really considers that the meaning or message contained in the source language can be transferred accurately with the equivalent word or term in the target language, and in larger dimensions the translator does not betray the author nor does it deceive the target reader.

4.2 Translation Process of The Web Content of www.ayodyapala.com

It was mentioned earlier that this research is categorized as process-oriented research in the field of translation. This is related to the translation process performed by the translator (writer) in accordance with the translation strategy or procedure. Machali (2000) summarized translation procedure into five categories, namely transposition, modulation, naturalization, contextual conditioning, and notes. The translation procedure is valid to sentence and textual micro-units such as clause, phrase, and word. Translation procedure is also the stage of acti-

vities to complete the translation (Hartono, 2009). Therefore, here the writer tries to demonstrate a number of data that belong to above categories when the realization of decision making in the translation process of the web content of www.ayodyapala.com is conducted.

1. Transposition

According to Catford (1965) transposition is a translation procedure that involves the changing of grammatical form from the source language (SL) into the target language (TL). The frequency of transposition in this study reaches the percentage of 23.25%.

a. Shifting is mandatory and automatic caused by system and grammar rule. In this case, the translator is obliged to use transposition, for instance:

i) The translation of singular noun from Bahasa Indonesia (SL) into plural noun in English (TL).

SL

menyiapkan tenaga ahli serta piranti yang diperlukan untuk pendidikan, pelatihan, penampilan karya seni, serta menciptakan lapangan kerja dalam bidang seni.

TL

preparing the **experts** and **equipments** necessary for education, training, artistic performance and creating employment in art.

ii) Noun + adjective in Bahasa Indonesia (SL) becomes adjective + noun in English (TL).

SL

tari tradisional dan modern

TL

traditional and modern dance

b. Shifting is due to a grammatical structure in the source language (SL) does not exist in the target language (TL).

i) The placement of verb in the beginning of sentence in Bahasa Indonesia is not prevalent in English structure, except in imperative sentence. Thus, the transferring can be done by using the structure of declarative sentence.

SL

Dengan didukung oleh seniman-seniman pilihan yang handal dan profesional dalam bidangnya,

TL

It is supported by qualified and professional artists,

c. Shifting is due to the naturalness of expression. It is because the equivalent of the source language seems not natural in the target language.

i) A verb in Bahasa Indonesia (SL) becomes noun or noun phrase in English (TL).

SL

...., maka memuaskan konsumen adalah motivasi kami dalam berkarya,

TL

...., customer satisfaction becomes our motivation.

ii) Noun + noun in Bahasa Indonesia (SL) becomes adjective + noun or noun phrase in English (TL).

SL

menyiapkan tenaga ahli serta piranti yang diperlukan untuk pendidikan, pelatihan, penampilan karya seni, serta menciptakan lapangan kerja dalam bidang seni.

TL

preparing the experts and equipments necessary for education, training, **artistic performance** and creating employment in art.

iii) A clause in Bahasa Indonesia (SL) stated implicitly in the form of *participial* in English (TL).

SL
Penelitian lain yang **dilakukan** McMaster University dan Rotman Research Institute Toronto juga menguatkan fakta di atas.

TL
Another research **accomplished by** McMaster University and Rotman Research Institute Toronto also emphasized the above facts.

iv) Noun + clause in Bahasa Indonesia (SL) becomes adjective + noun in English (TL).

SL
Konsep pendidikan dan pelatihan seni yang dilaksanakan di Ayodya Pala

TL
The **applied concept of art education** and **training** in Ayodya Pala

v) Category shift

1) A verb in Bahasa Indonesia (SL) becomes a noun in English (TL).

SL
Karena alasan-alasan tersebut, kini para ahli **menganjurkan** pada orang tua untuk membuat anak-anaknya terlibat dalam kegiatan seni sejak kecil.

TL
For those reasons, the **suggestion** from the experts is now instructing all parents to get their children involved in arts since childhood.

2) A verb in Bahasa Indonesia (SL) becomes an

adjective in English (TL).

SL
Disamping musik, seni tari juga **berguna** bagi anak anda karena

TL
In addition to the music, dance is also **useful** for your children to

d. Unit shift, for instance a word in the source language becomes a phrase in the target language and a phrase in the source language becomes a clause in the target language.

i) Word become phrase

SL
Baik...banyak hal yang membuat kami **lebih**, namun yang terpenting adalah

TL
Ok, many things make us **become a high-quality choice**, but the most essential thing is

ii) Phrase becomes clause

SL
Top **cuma di sanggar Ayodya Pala yang bisa go internasional**.

TL
Awesome. **Only Ayodya Pala is the opportunity to go international**.

2. Modulation

Modulation is divided into two categories, namely mandatory modulation and free modulation. The frequency of modulation in this study reaches the percentage of 1.65%.

a. Mandatory modulation is required if it is difficult to find the equivalent of a word or phrase from source language (SL) to target language (TL), so it needs to be raised.

i) Active pattern in Bahasa Indonesia (SL) becomes

passive pattern in English (TL) and vice versa.

SL

Dengan melakukan acara gelar tari ini **membuat** anak-anak semakin mencintai sebuah karya dalam negeri.

TL

Through this competition, it **is expected** that children would love their national culture more and more.

- ii) A particular word in Bahasa Indonesia (SL) is translated into a general word or phrase in English (TL).

SL

Pengalaman **Pentas**

TL

Experience **on Stage**

- b. Free modulation is a translation procedure which is undertaken for nonlinguistic reason, for example to clarify meaning, to generate meaning relation in the target language, or to find a natural equivalent in the target language.

- i) Stating information implicitly in the target language (TL) when it is explicitly stated in the source language (SL).

Example 1:

SL

Hal ini ditandai dengan telah berdirinya 31 cabang Ayodya Pala **aktif dengan jumlah siswa mencapai 2.500 siswa**

TL

This fact is marked by 31 operational branches of Ayodya Pala **with their 2,500 students**

Example 2:

SL

Pimpinan Sanggar Ayodya Pala telah membentuk **tim kesenian** yang akan ditugaskan berangkat ke Myanmar.

TL

The Head of Ayodya Pala already formed a **delegation** that will be assigned to leave for Myanmar.

3. Naturalization

Naturalization is a translation procedure that involves the process of transferring and adapting the word in SL, first into normal pronunciation in TL then transferring and adapting it into normal form. Molina and Albir (2002) grouped it into a translation technique called pure borrowing and naturalized borrowing. The frequency of borrowing in this study reaches the percentage of 20.58%.

Example 1 (pure borrowing):

SL

Disamping pendidikan **formal**, ternyata pendidikan seni seperti musik, lukis, tari dan **drama** ...

TL

Beside **formal** education, the form of art like music, painting, dance and **drama**

Example 2 (naturalized borrowing):

SL

Seni juga tidak hanya sarana untuk mengungkapkan **kreativitas** dan **imajinasi**, namun

TL

Art is also not only a path to express **creativity** and **imagination**, but also

4. Contextual conditioning

Contextual conditioning is the placement of information in a context, so that the meaning will be clear to the receiver (Hartono, 2009). Contextual conditioning is realized through adaptation, particularization, generalization, linguistic compression, and dis-

cursive creation, with the total percentage of 2.47%.

Example 1 (Adaptation):

SL

Yang akan mendapatkan hadiah dari perlombaan ini adalah yang mendapatkan juara 1 hingga 3, dan juga harapan 1 hingga 3.

TL

The winner of this competition was divided into the 1st winner, 1st runner up and 2nd runner up and also **three consolation prize winners**.

Example 2 (Particularization):

SL

Kesenian yang akan ditampilkan adalah Tari Gending Sriwijaya, Tari Tor-tor Batak, Randai Minang, Tari Dol Bengkulu, Zapin Kalimantan dan Tari Topeng Depok.

TL

The performed **dances** were Gending Sriwijaya, Tor-tor Batak, Randai Minang, Dol Bengkulu, Zapin Kalimantan and Topeng Depok.

Example 3 (Generalization):

SL

*Lomba tari ini akan memperebutkan piala, piagam dan juga **uang pembinaan** bagi mereka yang juara.*

TL

This dance competition will provide trophies, charters and also **prize money** for the winners.

Example 4 (Linguistic compression):

SL

*Etin, julukan dari Budi Agustinah menyatakan bahwa penilaian dari seluruh kontestan tari ini dilakukan dengan membedakan 3 kelompok, **sehingga masing-masing umur dilakukan penilaian yang tidak sama.***

TL

Etin, the nickname gained from Budi Agustinah, stated that the assessment of all contestants was done by distinguishing three groups **based on each age category**.

Example 5 (Discursive creation):

SL

*Undian **komprensif** (bagi siswa semester 5, 9, dan 13) dengan materi Tarian Wajib di semester sebelumnya;*

TL

Comprehensive test (for students in the 5th, 9th and 13th semester) with the subject of Mandatory Dance performance in the previous semester;

5. Notes

Notes is a translation procedure which is used if a translator translates a word or phrase whose lexical equivalence does not exist in the target language.

SL

Foto tari Tor-tor

TL

A photo of Tor-tor Dance

Footnote: Tor-tor is a traditional dance from North Sumatra.

The above explanation shows that the realization of decision making by translator (writer) in translating the web content of www.ayodyapala.com is done thoroughly as a process connecting inner feeling between the author using Bahasa Indonesia and the target readers (international communities) using English. This is reflected in the use of a number of well-considered translation techniques, with regard to the social and cultural context, to transfer the message (meaning) from the source language (SL) into the target language (TL). If the translation process of legal text and scientific text of legal involves eight stages (Wuryantoro, 2014), then in this research the translation process of the web content of www.ayodyapala.com takes five stages.

5. CONCLUSION AND FUTURE RESEARCH

The realization of the writer's decision making as the translator of the web content of www.ayodyapala.com appears through the implementation of 14 translation techniques, namely literal translation, transposition, borrowing, established equivalence, modulation, reduction, adaptation, amplification, particularization, generalization, linguistic compression, discursive creation, linguistic amplification, and calque. Literal translation and transposition are the most dominant translation techniques used by translators. Literal translation puts forward the meaning equivalence whereas transposition shows the form equivalence between the source language and target language.

Meanwhile, the translation process of the web content of www.ayodyapala.com includes three stages, namely analysis of source language, transferring, and restructuring. Analysis of source language is intended to understand linguistic and extra linguistic elements contained in the web content. The analysis of source language touches various levels, such as sentences, clauses, phrases, and words. Then, in the process of transferring the translator is required to find the equivalent word from the source language (SL) in the target language (TL). The process takes place in the mind of the translator and the result is ultimately expressed in writing in the target language. Finally, in the process of restructuring the translator needs to pay attention to the language variety matching the target language, reader, or listener to determine language style corresponding to the type of translated text. Moreover, the translation process of the web content of www.ayodyapala.com is specifically

related to five types of translation strategies or procedures, namely transposition, modulation, naturalization, contextual conditioning, and notes.

The writer recognizes that the aspects discussed in this study are still minor from overall aspects that can be assessed in relation to the process of website translation and semi-professional research in the field of translation. Therefore, the writers hope another researcher can improve this study, for instance by analyzing translation method of web content of www.ayodyapala.com with different linguistic approach or discussing translation quality of web content of www.ayodyapala.com by involving rater as secondary data.

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