

## Translation Techniques in Translating Cultural Issues in the Indonesian Religious Tourism Brochure in Semarang City

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### ABSTRACT

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Many foreigners visit Indonesia especially Semarang City for doing some business, research, Javanese Cultural studies or just for vacation. As foreign tourists, they only depend on tourism brochures or use Google Map to find the places they want to visit. Often, the English-translated tourism brochures contain untranslatable words or phrases. This research is aimed at finding out the translation techniques used to translate the cultural issues in the Indonesian tourism brochure texts especially the religious tourist destinations in Semarang City. This research is descriptive qualitative type and uses the tourism brochure texts as the sample. The results of this research show that several translation techniques are used in to translate the Indonesian texts into English which include (1) pure borrowing; (2) established equivalence; (3) pure borrowing-established equivalence; (4) deletion; (5) pure borrowing-deletion; (6) generalization; (7) modulation; (8) generalization-pure borrowing; (9) pure borrowing-modulation; (10) modulation-deletion. The dominant techniques are pure borrowing and established equivalence which are associated with the high accuracy in translating the cultural issues in the Indonesian tourism brochure texts especially the religious tourist destinations in Semarang City.

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### Introduction

Language is a sound symbol or sound unit used by a group of people as one of communication and interaction tools. Language in the cultural structure has had a permanent position and function and has had double roles, that is, both as cultural roots and products. Language has also functioned as thinking and supporting tools for the growth as well as development of the science and technology.

Language is a part of culture, as a system that used in interaction of one to another in the society. This is in line with Koentjaraningrat's opinion that language is part of the culture. Therefore, the relation between language and culture is a subordinative one. This means that language is influenced by the culture found in the society.

Translation is also an interlingual communication act of which the implementation is influenced by culture of the language users. That is the reason for which a translation expert, House (2002), has said that a translator does not only translate the language but also the culture. The translator does not only transfer the language in the translation but also the culture especially in the tourism brochure texts of the religious destinations. Tourism brochures are written in Indonesian language and then translated into English

language by using translation techniques to help the foreign tourists understand the information contained in the local cultures.

Cultural differences between the domestic or Indonesian culture and foreign or English culture automatically give influences to the quality of translation from the source language to the target one. Cultural issues have often caused translation problems which are called cultural untranslatability (Catford, 1974).

This research is aimed to find out the translation techniques used by the translator in translating cultural issues on religious tourism brochures text of Semarang City. This research is essential to be conducted since Semarang is tourism destination especially for foreign tourists who are doing some business or researches or even studying Indonesian language and culture in Semarang city. The foreigners read tourism brochures which have been provided by the office of the tourism of the local government. If the translation techniques used in translating the tourism brochures are not appropriate or even produce errors or mistakes, they will effect the translation quality. The inappropriate use of translation techniques can result in a low quality or ambiguous text which makes the readers confused.

Translation has been defined by several translation experts. Jing-hao (in Nida, 2001:1) discusses translation in terms of meaning and form. According to him, translation has to be concerned with 3 principles which include “first, faithful equivalence in meaning, second, expressive clarity of form, and third, attractive elegance that makes a text a pleasure to read”. Bell (1991) states that the meaning and form of the source text have to be maintained, while Jing-hao (Nida, 2001:1) seems to put more emphasis on the target readers’ response to the translated text. In the other words, translated text has to inform not only the same meaning as the source language but also it has to be interesting to read. If the aim of translation is producing an interesting translated text, the translator is not required to keep the equivalence in the form. Instead, the translator has to manipulate the source text’s form to become the target text’s form which is interesting to read, even though the source text’s form might not be interesting to read. It also means that the form of text is not an essential thing to be preserved. The important thing to be maintained is the meaning of the text. Then, the translator has to find the way so that the target reader of the translated text be interested to read it.

The basic theory of this research is a theory stated by Nida (1982:12; 2001:3) who defines translation as a process of reproducing in the target language the closest natural equivalent of the message of the source language. In finding those message equivalences, the main aspect is the accuracy of messages. The other aspects, which are additional, are the readability of translation for the target readers and the naturalness of translation in target language and culture. Related to the priority order of those three aspect in this research, the theory of Nababan et al (2012) is used, which states that the first aspect in finding equivalence is accuracy. The other aspects are naturalness and the readability of the translation results.

Molina and Albir (2002:507-508) suggest that translation method is “the way a particular translation process is carried out in terms of translator’s objective. (...) The translation method affects the way micro-units of the text are translated, translation

techniques.” It means that translation techniques are part of translation method itself. There are two groups of translation method. One group give emphasis on the source language and the other group put importance on the target language (Newmark, 1988). Each method has translation techniques which govern the translator so that the translation results would be oriented more to the source language text or the target language text. As already mentioned above, translation techniques are used to solve translation problems at the micro level which includes word, phrase, clause and sentence levels (Newmark, 1988: Molina & Albir, 2002).

Molina and Albir (2002) suggest 18 translation techniques. Those techniques are the result of critics and some translation solutions which have been proposed other translation experts such as Nida (1964), Vinay and Darbelenet (at Venuti, 2004) and Newmark (1988). The discussion results in a theory about the definition of translation technique and 18 kinds of translation technique that can be used to solve translation problems at the micro level. Those 18 translation techniques are adaptation, amplification including explicitation, borrowing, calque, compensation, description, discursive creation, established equivalence, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction/deletion/implication, substitution, transposition and variation.

The translation techniques proposed by Molina and Albir (2002) are used in this research as the theoretical basis in deciding translation techniques adopted by the translator in translating the cultural issues on religious tourism brochure texts of Semarang City.

## **Research Methods**

This research belongs to descriptive qualitative design. The descriptive qualitative research is one kind of research included in the qualitative research. The aim of the research of this kind is to reveal events or facts, circumstances, phenomena, variables and circumstances during the research by presenting what have actually happened.

According to Sugiyono (2005), a descriptive method is a method used to describe or analyze a research result but it was not used to make broader conclusions. On the other hand, Bogdan and Biklen (1982) add “qualitative research is descriptive. The data collected is in the form of words of pictures rather than number. The researcher is the key instrument.” The qualitative research is expected be able to produce in-depth description about spoken and written texts observed in person or in group.

The object of this study is tourism brochure texts of religious tourist destinations in Semarang City. The technique of collecting data is an important part in a research since the aim of a research is to obtain the data. Arikunto (2006:134) writes that an instrument in obtaining data was a chosen device and it is used by the researcher in his activity of obtain the data so that his activity can be systematic and easier. In terms of the way how of obtaining data, the techniques can be done by observation, interview, questionnaire, and documentation. The documentation technique is used in this research. It has been done by collecting all the tourism brochures in Semarang city and then the text is analyzed one by one.

Some steps have been taken in collecting the data as follows:

1. Collecting the tourism brochures of religious tourist destinations in Semarang city.
2. Determining the sample/objects of the research.
3. Reading those tourism brochure texts.

After the data are collected, they are analyzed. Spradley in Sugiyono (2015:335) explains that "Analysis of any kind involves a way of thinking. It refers to the systematic examination of something to determine its parts, the relation among parts, and the relationship to the whole. Analysis is a search for pattern." According to that explanation, a data analysis plays an important role in determining a pattern of the data. In addition, the data analysis is a process of finding and compiling the collected data systematically.

Some steps are taken in analysing the collected data. The researchers employ steps which are explained by Gass and Selinker in analysing errors. Gass and Selinker (2008:67) explain that there are several steps in analysing error, which include collecting data, identifying error, classifying error, calculating error, analysing source of error and evaluating error.

Here are the explanations of each of the step:

1. Collecting data

The first step is collecting data as has been explained on the previous point.

2. Identifying error

The second step is identifying the cultural issue. In this step, the texts in which contain the cultural issues are identified and underlined.

3. Classifying error

Classifying error would be started by classifying the data according to the cultural issue theory and 18 translation techniques.

4. Calculating error

In this step, the researcher calculates the error percentage of untranslated text. This is the formula used by the researchers in calculating the error:

$$P = \frac{nl}{\sum N} \times 100\%$$

P : Error percentage

nl : Number of errors on one type of element

$\sum N$ : Total number of errors

5. Interpreting data

The last step is interpreting the data based on untranslated text of collected data.

## Results and Discussion

This research is aimed to explained translation techniques used by translator in translating cultural terms in Indonesian language and its translation (equivalence) in English.

The translation techniques are determined by comparing cultural issues or terms between the source language (the Indonesian texts) and the target language (the English texts). This is a kind of task of matching up the messages of both languages. The translation

techniques are more related to practical steps taken by the translator in translating or finding the problem solving of meaning equivalence. It mean that the translation technique is the way of transferring messages from the source language to the target language which are used at the micro level such as the word, phrase, clause or sentence levels.

There are 9 translation techniques identified which are used by the translators in translating or matching up the cultural terminology and idioms in the religious tourism destination brochures in Semarang city as summarized in Table 1 as follows.

**Table 1. List of Translation Techniques**

No.	Techniques	Frequency	Percentage
1	Pure borrowing	17	41%
2	Pure borrowing-established equivalence	7	17%
3	Established equivalence	6	15%
4	Deletion	4	10%
5	Pure borrowing-deletion	3	7%
6	Generalization	4	4%
7	Modulation	1	2%
8	Pure borrowing-generalization	1	2%
9	Modulation-deletion	1	2%
Sum		42	100%

The translation techniques used by the translators are described as follows:

### 1. Pure Borrowing

Pure borrowing is a translation technique which uses words or idioms from the source language to the target language. Pure borrowing is borrowing words or idioms of the source language without any changes. It can also be referred to as naturalized borrowing; it is adjusting word from the source language to the spelling of target language. This is the example of pure borrowing technique usage in Javanese cultural terminology:

*Setiap tahun rangkaian acara haul dilakukan dengan khataman Al-qur'an.*

which is translated into: Every year a series of events haul done with khataman Al-quran.

### 2. Established equivalence

Established equivalence is the translation techniques which is used to translate terminology of source language to common terminology of the target language.

That source language terminology is commonly based on the dictionary or daily expression. For example:

*Bagian depan pagoda juga terdapat patung Dewi Welas Asih serta Sang Buddha yang duduk di bawah pohon Bodi.*

which is translated into: At the front part of the Pagoda there is statue of Goddess of Mercy and the Buddha sat under the Tree Bodi.

### 3. Pure Borrowing-Established Equivalence

Established equivalence-pure borrowing is a translation technique used in translating terminology of source language to the target language by using words or expressions from the source language to target language without any changes.

For example:

*Gereja Gedangan nama sebuah gereja yang disebut-sebut oleh banyak orang Katolik di Kota Semarang, dimana sebenarnya memiliki nama Gereja Paroki Santo Yusup.*

which is translated into: Gedangan Church is the most familiar Catholic Church in Semarang, which is actually named Parish Church of St. Joseph.

### 4. Deletion

Deletion or reduction technique is a technique focused on compressing the text from the source language to the target language. For instance:

*Masjid beserta fasilitas pendukungnya terletak di Jl. Gajah Raya, Kelurahan Sambirejo, Kecamatan Gayamsari.*

which is translated into:

It is located in Jalan Gajah Raya, Sambirejo, Gayamsari district.

### 5. Pure borrowing-Deletion

Pure borrowing-deletion is a technique to translate a phrase of the source language by borrowing words and reducing the other words so that it produces a compressed text from the source language to the target language.

For example:

*Disebut Gereja Blendhuk karena bentuk kubahnya yang seperti irisan bola, sehingga orang mengatakan "mblendhuk".*

which is translated into: It is named Blendhuk because it has would look like a half piece of a ball, or Mblendhuk in local language.

### 6. Generalization

Generalization is a translation technique used to give a more common and natural terminology. This is the example of generalization technique usage in Javanese cultural terminology:

*Klentheng ini memberi inspirasi bagi berkembangnya berbagai legenda mengenai Kota Semarang.*

which is translated into:

This temple inspiring the growth of many legends in Semarang.

### 7. Modulation

Modulation is a translation technique taken by changing the focus, point of view or cognitive aspect that exists in the source language text lexically or structurally. This is the example of modulation technique usage in Javanese cultural terminology:

*Syech Jumadil Kubro merupakan salah satu ulama penyebar Agama Islam di Jawa.*  
which is translated into: Syech Jumadil Kubro is one ulama that spread a Moslem in Java's.

### 8. Generalization-Pure Borrowing

Generalization-pure borrowing is a translation technique which uses common and familiar terminology for the public as well as using words or expressions from the source language to the target language.

For instance:

*.... dan 32 arca Avalokitesvara (Kwan Im) yang menghiasi sekeliling vihara.*

which is translated into:

...., 32 statues of Avalokitesvara (Kwan Im Goddess) around the temple.

### 9. Modulation-Deletion

Modulation-deletion is a translation technique that changes the focus, point of view or cognitive aspect of source language and deletes elements which is in the phrase of source language and gives an equivalent phrase on the target language.

For instance:

*Di tempat ini acara manakib diadakan setiap malam Jumat pahing jam 19.00 wib.*

which is translated into:

On every Thursday night on this place was held a Manakib ceremony at 07.00 P.M.

## Conclusion

Translation technique is more related to practical steps taken by translator to translate or find a problem solving on the equivalence between the source and the target language. Based on the research findings, there are 9 translation techniques found in this used to translate or match up cultural terminology and expression on the tourism brochures of the religious destinations in Semarang City. The techniques found here are commonly used in rendering the expressions in cultural or traditional or local issues which are difficult to provide of the equivalence in the target language. The three most dominant techniques are pure borrowing, pure borrowing-established equivalence and established equivalence. These are the typical techniques employed if the accuracy is the aspect of translation quality to be obtained.

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