AN ANALYSIS OF TRANSLATION STRATEGIES FOR NON-EQUIVALENCE USED IN LIAN GOUW'S NOVEL *ONLY A GIRL* AND ITS INDONESIAN VERSION *ONLY A GIRL-MENANTANG PHOENIX*

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ABSTRAK. Artikel ini membahas strategi penerjemahan untuk mengatasi persoalan ketaksetaraan dalam menerjemahkan teks bahasa Inggris ke dalam bahasa Indonesia. Penelitian ini mengadopsi klasifikasi strategi penerjemahan Baker (1992). Teks yang dikaji adalah novel berjudul Lian Gouw berjudul *Only A Girl* (2009) dan versi Indonesia yang berjudul *Only A Girl - Menantang Phoenix* (2010). Dengan menggunakan ancangan penelitian deskriptif kualitatif, penulis mencoba untuk mengidentifikasi dan menemukan penjelasan tentang strategi penerjemahan yang digunakan dalam 105 kalimat yang, dikumpulkan sampai bab lima novel tersebut. Hasil penelitian menunjukkan bahwa, dari 105 data , ditemukan tujuh strategi yang digunakan dalam terjemahan: (a) terjemahan superordinate/ kata yang lebih umum (12 data); (b) terjemahan dengan menggunakan kata yang bermakna lebih netral atau kurang ekspresif (3 data); (c) terjemahan lewat alih budaya (9 data); (d) terjemahan menggunakan kata pinjaman atau kata pinjaman ditambah penjelasan (6 data) , (e) terjemahan dengan mem-parafrase menggunakan kata yang berkaitan (18 data); (f) terjemahan dengan mem-parafrase menggunakan kata yang tidak berkaitan (21 data); dan (g) terjemahan dengan penghilangan (36 data) . Pemilihan strategi tergantung pada konteks teks dan menunjukkan upaya penerjemah untuk menyajikan makna yang jelas dari teks, terutama ketika tidak kata yang sepadan dalam bahasa target.

KEYWORDS: *translation, translation strategies*

INTRODUCTION

Translation generally means converting a text of a source language into an accurate and understandable version of a target language without evading the suggestion of the original. According to Newmark (1988), translation is rendering the meaning of a text into another language in the way that the author intended the text (1988:4). Translation requires professional translators to have a satisfactory comprehension of both source language and target language since the translators' task is to create conditions under which the source language author and the target language reader can interact with one another.

Translation is needed to transfer information in almost all areas of human life, including information needed in science and technology, economy and business world, as well as literary works. As to the last area, literary works mostly translated from English into Indonesian language may fulfill the needs of Indonesian readers to be able to understand and enjoy them. Such appreciation will surely enrich the readers with ideas, values and insights from reading experiences.

Culture and language is strongly related, that "no language can exist unless it is stepped in the context of culture, and no culture can exist which does not have at its center, the structure of natural language" (Sapir and Wholf, in Bassnett and Mc. Guire, 1991:14). Eugene Nida (1964) mentions that differences between cultures "cause many more severe complications than do differences in language structure" (1964:130). Moreover, Newmark (1988) found that the translators of literary works mainly have difficulties in translating the linguistic aspects, socio-cultural aspects, and moral aspects implicitly stated in the literary works (e.g. novels). A professional translator, Hendarto Setiadi (2005) found that there are also other problems of

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translating a novel, among others, the unnatural ways of translating the title of novel and the inappropriate pronoun choices. It is very important to produce the closest equivalence in the target language. Sometimes, the writer also finds some non-equivalent words in the translation work that can make her confused, and according to the writer's opinion, it may change the meaning. Therefore, producing the closest equivalent words is not easy at all.

The research focuses on the translation strategies used by a professional translator when meeting the problems of non-equivalence. As the data source, Lian Gouw's novel *Only A Girl* (2009) is chosen as the target language which is translated into Indonesian by Royani Ping with the title *Only A Girl-Menantang Phoenix* (2010). The novel is interesting in that it contains cultural related Indonesian terms such as *delman*, *kebaya*, *dukun*, *dingklik, gerobak, peci,* etc., and is published in the United States of America, so that it presents many Indonesian cultural elements to the English-speaking world.

The topic on the translation strategies is interesting because producing closest equivalence in the target language is very important in translation work. Whenever inappropriate translation occurs, it is mostly non-equivalent of the meaning in the novel. Owing to the fact that English and Indonesian display various differences in terms of lexical resource, structural properties and more importantly, socio-cultural richness as expressed in the language, it is interesting to analyze the translation strategies used by professional translators to achieve the equivalent effect of language use in the target language.

The problem statements are formulated as follows: (1) What translation strategies are used by the translator in translating Lian Gouw's *Only A Girl* novel from English into Indonesian? (2) Why does the translator use translation strategy to achieve equivalence between the source language (English) and the target language (Indonesian) text?

THEORETICAL REVIEW

The most important thing in translating a text is transferring the same message as the source language produces. Translation involves four processes such as analysis, transfer, restructuring, evaluation and revision (cf. Nida and Taber, in Suryawinata, 2003). This theory on translation process is useful for the writer to understand what is actually going on in the mind of a translator when he tries to identify the problems in the source language text and, then, find strategies to be applied in the target language text.

Equally important in the translation work is finding equivalence. The principal purpose of any translation should be to achieve 'equivalent effect' i.e. to produce the same effect (or one as close as possible) on the readership of the translation as was acquired on the readership of the original (Newmark, 1995:48). Finding one-to-one equivalent in the target language is not easy (Newmark, 1995:294), as most languages are likely to have equivalents for the more general verbs of speech such as *say* and *speak*, but many may not have equivalents for the more specific ones (Suryawinata and Hariyanto, 2003). Non-equivalence occurs when the message in the source language is not tranferred equally to the target language.

According to Mona Baker (1992:20), non-equivalence at word level means that the target language has no direct equivalent for a word which occurs in the source text. The common problems of non-equivalence at word level include: (1) culture specific concept, (2) the source-language concept is not lexicalized in the target language, (3) the source language word is semantically complex, (4) the source and target languages make different distinctions in meaning, (5) the target language lacks a superordinate, (6) the target language lacks specific term (hyponyms), (7) differences in physical or interpersonal perspective, (8) differences in expressive meaning, (9) differences in form. (10) differences in frequency and purpose of using specific form, and (11) the use of loan words in the source text.

Moreover, Mona Baker also states that a professional translator may use some of the following strategies: (1) translation by a more

general word or superordinate, (2) translation by a more neutral or less expressive word, (3) translation by cultural substitution, (4) translation using a loanword or loanword plus explanation, (5) translation by paraphrase using a related word, (6) translation by paraphrase using unrelated words, (7) translation by omission, and (8) translation by illustration.

RESEARCH METHOD

The study adopts a descriptive qualitative research design, as it is appropriate for analyzing the data from the source language (English) text and the data in the target language (Indonesian) text. The data was in the form of words, phrases, and sentences in source language text and target language text.   The source of data of this study was English novel entitled *Only A Girl* (Lian Gouw, 2009) and the Indonesian translation version entitled *Only A Girl-Menantang Phoenix* (translated by Royani Ping, 2010). From the thirty-one chapters of the novel, only the chapter five is taken as the data source which seems suitable to give the picture of the whole text.

RESULT AND DISCUSSION

The data analysis shows that only seven out of eight strategies are identified from the data with varying number of data in each strategy: (1) translation by superordinate/more general word, (2) Translation by a more neutral or less expressive word, (3) translation by cultural substitution, (4) translation using a loan word or loan word plus explanation, (5) translation by paraphrase using a related word, (6) translation by paraphrase using unrelated words, and (7) translation by omission. For ease of description in this section, the English text is referred to as SL, and the Indonesian translation as TL. When specific text is quoted, the page and line is identified.

Translation by Superordinate/More General Word

Translation by generalization is one of the most commonly applied strategies in dealing with various kinds of problems in translation. It is used to overcome the lack of specificity in the target language (TL) compared to the source language (SL). There are twelve data identified with this strategy, as illustrated in two data below:

(1) Data 1
   SL : <u>There's one good thing</u> about my mother not being here (SL, 23:1).
   TL: *<u>Untunglah</u> ibuku tidak berada di sini (*TL, 19:2).

Here, the translator chooses to translate *there's one good thing* into one word namely *untunglah* (back translation: *fortunately*). Delivering the whole idea of *there's one good thing*, for example, *ada satu hal baik, ibuku tidak berada di sini*, will be too much, and the translation will not be natural. Actually, they are same, but the target language used is more expressive in meaning. That is why the translator prefers to translate it simply with *untunglah*, since it can give the equivalent effect for the readers.

(2) Data 2
   SL : She had jewelry and several socks filled with <u>guilders</u> that she had saved and hidden in her mattress (SL, 37:9).
   TL: *Dia memiliki perhiasan dan beberapa kaus kaki berisi <u>uang logam perak </u>*(TL, 38:24).

The word *guilders* means the unit of money in the Netherlands. However, the translator chooses to translate it as *uang logam perak* since she finds a more general word that covers the basic meaning. Therefore, it is not necessary to translate the whole idea into Indonesian because the basic message, namely *she had guilders*, will be spoiled since the readers will pay attention more on the explanation about guilders causing the effect which will not be equivalent.

Translation by a more neutral or less expressive word

This strategy involves replacing a culture-specific item or expression with a target-language

item which does not have the same propositional meaning but is likely to have a similar impact on the target reader. There are three data identified with this strategy, as illustrated in two data below.

(3) Data 3
   SL : I will prove <u>the old hag</u> wrong (SL, 41:27).
   TL : *Akan kubuktikan bahwa <u>si nenek itu</u> salah* (TL, 44:21).

The phrase *the old hag* is translated into *nenek*. The meaning of *the old hag* is the old woman considered ugly or frightful like a witch or sorceress. In the context, Carolien wants to prove to Po Han's grandmother, Ocho, that her baby is a boy, not a girl as Ocho said. The use of *nenek* is less expressive than its actual meaning, namely *wanita buruk rupa dan buruk hati*. The *wanita buruk rupa dan buruk hati* is inherently negative and impolite. The translator perhaps wants to adjust to Indonesian culture, where the younger people always keep showing their respect to older ones.

(4) Data 4
   SL : I want the <u>alcohol</u> (SL, 45:3).
   TL : *Aku ingin <u>minuman-minuman</u> tersebut* (TL, 49:6).

The word *alcohol* is translated into *minuman-minuman*. If translated with the whole idea, it shall be *minuman keras*. The *minuman-minuman* (back translation: *drinks*) is less expressive than *alcohol*. The translator translates it as *minuman-minuman* since it is related to the previous text which mentioned that the witch orders Ocho to bring the beer and gin for seven days and seven nights. In its co-text, the words *minuman-minuman* can represent the actual meaning of alcohol.

Translation by Cultural Substitution
   This strategy involves replacing a culture-specific item or expression with a target language item considering its impact on the target reader.

This strategy makes the translated text more natural, more understandable and more familiar to the target reader. There are nine data with this strategy, as illustrated in the two data below.

(5) Data 5
   SL : As the young voices of her nephew and nieces drifted through the door along with a faint aroma of <u>caramelized onion in slow cooked pork stew </u>(SL, 10:30).
   TL : *Suara keponakan-keponakannya terdengar dari sela pintu dan samar-samar aromanya <u>masakan makan malam</u> merebak masuk (*TL, 3:13).

The phrase caramelized *onion in slow cooked pork stew* is translated into, *masakan makan malam*, only. They really have different meaning. The translator attempts to adjust to Indonesian (i.e. mostly moslem) culture where pork is unlikely a daily menu. If translated with its actual meaning, like *daging babi rebus dengan bawang karamel*, it will make the readers confused to imagine what food is like. Therefore, the translator here prefers to choose *masakan makan malam* in order to give readers a concept with which they can identify as something familiar.

(6) Data 6
   SL : Even <u>teahouse girls</u> didn't just take off without the proper exchange of visits between … (SL, 21:25).
   TL : *Bahkan <u>gadis-gadis di rumah pelacuran</u> pun tidak pergi begitu saja tanpa didahului acara saling mengunjungi antara …* (TL, 17:12).

The words *teahouse girls* are translated into *gadis-gadis di rumah pelacuran*. It illustrates a very interesting use of the strategy of cultural substitution. In Indonesia, *tea houses* do not have negative connotation. However, the teahouse girls here refer to the women who work to serve male customers like in coffee houses, bars, or nightclubs. Therefore, the translator tries to adjust the culture of source language to the target language.

Translation Using a Loan Word or Loan Word Plus Explanation

In this strategy, the cultural terms are not translated or the translation still uses the source language's terms. It happens since the translator finds difficulty to translate the culture specific items and modern concepts. Following the loan word with explanation is very useful to make the readers fully understand the term. There are six data with this strategy, as illustrated in two data below.

(7) Data 7

SL : … to remove the string of empty cans their friends had tied to the rear <u>bumper</u> (SL, 23:9).

TL : *… untuk melepaskan tali pengikat kaleng-kaleng kosong yang diikatkan teman-teman mereka di <u>bumper</u> belakang mobil (*TL, 19:12).

The word of *bumper* is translated as same as the source language. *Bumper* is the front-most or rear-most part, ostensibly designed to allow the car to sustain an impact without damage to the vehicle's safety systems. However, it is difficult to find the equivalence of translation in the target language. So, *bumper* is used in the target text, and, moreover, such word is familiar in automotive field for Indonesian readers.

(8) Data 8

SL : Bring me all the beer and <u>gin</u> you'd normally drink during the next seven days and seven nights (SL, 39:10).

TL : *Bawakan aku semua bir dan <u>gin</u>, jatah minummu untuk tujuh hari tujuh malam* (TL, 41:11).

Gin is an alcoholic drink made from grin and flavored with juniper berries and is usually drunk mixed with tonic water or fruit juice. Gin does not have equivalent word so that the translator keeps using the source text as the substitute in the target text without an explanation since Indonesian readers are also familiar with gin itself.

Translation by Paraphrase Using a Related Word

This strategy tends to be used when the concept expressed by the source item is lexicalized in the target language but in a different form. The writer found eighteen data with this strategy, as illustrated in two data below.

9) Data 9

SL : The Dutch <u>clerk</u> frowned when the couple stepped up to the… (SL, 24:1).

TL : <u>*Karyawan penerima tamu, seorang Belanda, mengerutkan kening ketika pasangan itu menghampiri…*</u> (TL, 20:14).

Clerk is adequately translated into *karyawan* or *pegawai*. However, the translator explains clearly as *karyawan penerima tamu* since it has co-text mentioned in the previous sentence stating that Carolien walks into the large lobby and sees the native waiters give cool drink to several Dutch guests. Before entering such lobby, the clerk welcomes her firstly to ask whether she has reservations or not. Therefore, to facilitate the readers' comprehension, the translator paraphrases it by using related words.

(10) Data 10

SL : Carolien <u>squinted at the light</u> (SL, 22:2).

TL : *Carolien <u>mengejapkan matanya yang silau terkena cahaya matahari</u>* (TL, 17:25).

The phrase *squinted at the light* is translated as *mengejapkan matanya yang silau. Mengejapkan mata* means that the eyes are blinking namely to open and close the eyes, while *squint* actually the eyes do not blink, but just narrowing the eyes. However, since, in the target language, it has been explained with the word *silau* (back translation: *glaring*), it does not matter to use *mengejapkan matanya yang silau* since they are same in form.

Translation by Paraphrase Using Unrelated Words

The paraphrase strategy can be used when the concept in the source item is not lexicalized in the target language. When the meaning of the source item is complex in the target language, the paraphrase strategy may be used instead of using related words; it may be based on modifying a super-ordinate or simply on making clear the meaning of the source item. The writer found twenty-one with this strategy, as illustrated in the two data below.

(11) Data 11
  SL : He asked her to marry him, <u>rather than asking</u> her family (SL, 19:16).
  TL : *Dia melamarnya langsung <u>dan bukan mendatangi</u> keluarganya* (TL, 13:33).

The phrase *rather than asking* is translated as *dan bukan mendatangi*. They are really two different in meaning. In this case, the translator prefers to paraphrase it by using unrelated words than by its actual meaning, namely *daripada meminta kepada keluarganya* in order to achieve a high level of precision in specifying the basic meaning. Though no relations, the target language is more natural and general for Indonesian readers.

(12 Data 12
  SL : Carolien took her time changing into the <u>peach</u> silk peignoir set she had bought for her honeymoon (SL, 10:30).
  TL : *Carolien menggunakan waktunya untuk mengenakan gaun tidur sutera berwarna <u>merah muda</u> yang sengaja dia beli untuk berbulan madu* (TL, 3:13).

The translator translates *peach* as *merah muda* (back translation: *pink*). Peach does nothave equivalent word in Indonesian since it is a word used by westerners to refer to something having pinkish-orange color. Moreover, Indonesian call it as *peach* (loanword) also. Although the literal meanings of *pink* and *peach* are different,

however, in this case, the translator attempts to adjust to the context where the peignoir which is suitable for honeymoon is mostly pink. And, these different colors fortunately do not influence significantly against the meaning of whole sentence.

Translation by Omission

This may be a drastic kind of strategy, but in fact it may be even useful to omit translating a word or expression in some contexts. If the meaning conveyed by a particular item or expression is not necessary to mention in the understanding of the translation, translators use this strategy to avoid lengthy explanations. There are thirty-six data identified with this strategy, as illustrated in the following three data.

(13) Data 13
  SL : <u>They should be</u> about ready (SL, 19:1).
  TL : <u>*Seharusnya*</u> *sudah hampir jadi* (TL, 13:14).

The translator here omits the word *they*. *They* here refers to the pastries since to the previous sentence, it is mentioned that Carolien is baking cheese rolls for her breakfast. Therefore, the translator does not necessary to attach *they* referring to *kue-kue* due to its co-text. Therefore, the omission here is acceptable and remains to give the same effect for readers.

(14) Data 14
  SL : … and grabbed a kimono lying over <u>the back of a chair</u> (SL, 18:21).
  TL : *…dan meraih sebuah kimono yang tersampir <u>di kursi</u>* (TL, 12:16).

The back of a chair is translated into *di kursi*. The translator omits *the back* meaning *bagian belakang/sandaran*. Although omission is applied here, but it is not important enough for the comprehension of the text. The readers will understand that something lying over in the chair also meaning that it lies over in the back of it.

(15) Data 83
    SL : William Wachter hosted <u>a luncheon for the small party</u> (SL, 19:6).
    TL : *William Wachter mengadakan <u>sebuah pesta kecil</u>* (TL, 13:20).

The translation of *a luncheon for the small party* actually is *sebuah pesta kecil perjamuan makan siang*. The translator omits the word *luncheon* because she attempts to highlight the essence of such text, namely a party. If translated wholly, the readers will pay attention more to the explanation of luncheon. So, the omission of luncheon is acceptable and will make the readers understandable.

CONCLUSION

    This research finds that the translator applies translation by a more general word because the source language and the target language are synonymous, similar in context, and because the translator wants to create a more general word or a more expressive meaning. While the translation by cultural substitution is used by the translator when she finds the culture-specific item which more understandable and more familiar to the target readers. Besides, this research also finds the use of translation by paraphrase using a related word. This strategy is used because of the same meaning, co-text and also used when the translator wants to create a more dramatic or expressive meaning. Translation by paraphrase using unrelated words is applied in this novel when the source language does not have equivalent effect in the target language but capable of creating equivalent effect for the target readers. The last one, the translation strategy by omission, mostly applied in the translation novel, is used to make the target language more natural and not necessary a lengthy explanation.

    There are also some reasons that might make translator apply those translation strategies among others because certain terms are not lexicalized in Indonesian and because the translator wants to create a clearer translation. The writer hopes that this study will make more students interested in studying about translation. Studying translation is very useful and important for the researcher to learn more about translation. The writer suggests that students who are interested in studying about translation can focus more on the translation strategies because this aspect is one of the most significant parts in translating. By studying translation strategies, one will know more deeply about how to produce good translation, and how to get equivalent effect. Furthermore, it can also provide the researcher with more skills in becoming a professional translator.

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