

THE INFLUENCE OF TRANSLATION TECHNIQUE ON THE QUALITY OF THE TRANSLATION OF INTERNATIONAL NEWS IN *SEPUTAR INDONESIA* DAILY

Ninuk Sholikhah Akhiroh
Semarang State University
Email: ninuk_jan@yahoo.com

ABSTRACT

This descriptive qualitative research aimed to analyze and describe translation technique, and its influence on the quality of the translation of international news in *Seputar Indonesia* daily. The data used in this research is the document of news text in the *Internasional* section of daily paper, the document of source text from which the translated text was taken, informant mastering translation field, giving information about the quality of the translation, and the journalist writing of the news. This research uses a purposive sampling technique. Document analysis and interview were used as data collecting technique. From the analysis, it was identified the following translation techniques: Deletion, Addition, Modulation, Transposition, Established Equivalent, Particularization, Generalization, Borrowing, Reduction, Amplification, and *Calque*. Some techniques give positive effect on translation quality, while some others do not. The improper use of deletion and addition techniques reduce the accuracy, thus reducing the quality of the translation. The decision to use certain techniques is influenced by several factors, that is rules of journalism, the ideology of media, and media policies. The quality of the translation is described as follow: accurate for 34 (40%) translation, accurate with thematic differences for 6 (7%) translation, less accurate for 40 (46%) translation, and inaccurate for 6 (7%) translation.

Keywords: Translation Technique, Media Translation, Translation Quality

INTRODUCTION

The era of globalization requires the ability to communicate globally. Global access is the key to the third globalization era (at the moment). Those who have qualified human resources will be able to compete in the third era of globalization. It cannot be denied that in the global communication, the universal language used is English. The development of human resources quality also frequently involves mastery of English, due to the reality that science

tends to be dominated by western nations who speak English. Thus, mastery of English is one of the keys to the success of knowledge transfer. English illiteracy may lead to the breakdown of the chain of information both verbally and in a written way.

One of the English language skills is the ability of translating from English to Indonesian and vice versa. Today, the need for translation, not only from and to English, but also several other languages,

has increased significantly. For example, the import and export of goods in and out of Indonesia, naturally requires the ability to translate from one language to the target language. In terms of the spread of information and knowledge, translation is the key that enables the transfer of information and knowledge in the society. A concrete example is the translation of many reference books. Another example of popular translations is the translation of news in mass media.

The description above indicates that translation is a popular product commonly consumed by the public. The presence of electronic equipment manual translation, news translation, legal translation and many more, shows that translation product is badly needed by the society, so that producing a qualified translation is very important.

News translation is one of the many translation products which is widely consumed by public. The news on the *International* page, which includes news from abroad is a translated news. The news was taken from international news agencies such as *Reuter*, *AP* and *AFP*. Original news from the news agencies is written in English, then translated into Indonesian by the journalist. So, if it is noted, the name of the reporter who translated the news is usually written at the end of the news text, along with the agency from which the news is taken, e.g. *Syarif*, *AFP*.

What has been translated by journalists and published in the page *International*, is considered the fact that is valid in the eyes of the reader. Readers of newspapers are almost impossible to compare the translated news on the *International* page with the original version on the news agencies. In this case, the role of translator journalists to produce a qualified translation becomes very important.

This study aims to analyze the translation techniques used by translator journalists and their effects on the quality of the translation. Discussion on news translation is interesting, for media translation has special characteristics that provide the constraints in the process of translating, while at the same time, translator journalists are also required to produce a translation with a good quality. Thus, it is interesting to examine what techniques translators do in dealing with various problems in the process of translating, in order to produce high quality of translations.

A high quality of translation refers to translation product that meets certain standards and criteria. Nababan found that the quality of a translation, is generally associated with the concept of message transfer accuracy, in which it also contains the concept of acceptability and target language text legibility (readability) (JLB, 2, 2004:54). Accuracy is a measure of the extent to which a translation is equal to the source text (Shuttleworth, 1997:3). In this

concept, the quality of translation is determined by the accuracy of the delivery of messages from the source language to the target language. What was intended in the source text must be delivered as exactly as possible. Acceptability is associated with compliance with the prevailing system of text in the target language. An accurate translation would not be accepted by the reader if the translation is not acceptable. Although the translators have used the words that match the meaning contained in the target language, those words or phrases are frequently not commonly known and used in the target language. Readability refers to

whether or not a translation is easy to read and understand by readers (Richard et al in Nababan, 2003:53).

The three criteria are then measured with reference to the measurement parameter that has been presented by several translation experts, or using own measurement scale which is scientific and accountable. One of the parameters used in the assessment of the quality of the translation is the Accuracy Rating Instrument proposed by Nagao, Tsuji and Nakamura (1998) (Nababan in JLB 2004:61). The measurement is based on a scale of 1 to 4, which are described as follows.

Table 1 Scale and Definition of Translation Quality (JLB / 2, 2004: 61)

Scale	Definition
1	The content of the source sentence is accurately conveyed to target sentence. The translated sentence is clear to the evaluator and no rewriting is needed.
2	The content of the source sentence is accurately conveyed to the target sentence. The translated sentence can be clearly understood by the evaluator, but some rewriting and some changing in word order are needed.
3	The content of the source sentence is not accurately conveyed to the target sentence. There are some problems with the choice of lexical items and with the relationships between phrase, clause and sentence elements.
4	The source sentence is not translated at all into the target sentence, i.e. it is omitted or deleted.

In the process of translation, the translator always face various problems, both because there are certain units that are difficult, and because of lack of knowledge and skills of the translator. These issues should be addressed properly in order to ensure the realization

of translation quality. In this condition, translation strategy/technique is required. Translation technique is defined by Molina and Albir as a procedure unwittingly or not, verbal or non-verbal, which is used by the translator to resolve problems that arise when translating, with a specific purpose

(2002:508). Translation strategy and translation technique refer to the same concept. The fundamental difference between them is that strategy is part of the process, while the technique can be seen from the product. So, henceforth the term which will be used is translation techniques.

Translation techniques have the five main characteristics, namely: (1) Influencing the translation, (2) Classified by comparing with the original text, (3) Influencing the micro units of text, (4) Discursive and contextual, (5) Functional. The forms of translation techniques by Molina and Albir (2002:511) are as follows:

1. Adaptation: replacing source language (SL) cultural elements with target language (TL) ones.
Example: *cricket* (English) → *kasti* (Indonesian)
2. Amplification: convey details that are not contained in the SL, which can be either information or paraphrasing explicitly. Delisle called this *addition*
Example: *Ramadan* (Arabic) → *Ramadan, the Muslim month of fasting* (English)
3. Borrowing: take the right words or expressions from other languages. There are two kinds of borrowing, that is pure borrowing and naturalized borrowing. For example: *artistic* (English) → *artistik* (Indonesian) (naturalized borrowing) *reshuffle* (English) → *reshuffle* (Indonesian) (pure borrowing)
4. Calque: the literal translation of the word or phrase from the source language, which can be either lexical or structural.

Example: *primary school* (English) → *sekolah dasar* (Indonesian)

5. Compensation (compensation): introducing SL information elements that contain stylistic effects into the TL.
Example: *Man attempts, the will of God prevails* (English) → *Manusia berusaha, kehendak Tuhan berkuasa* (Indonesian)
6. Description: changing a term or expression, with a description of the shape and or function. Example: *ketupat* (Indonesian) → *Indonesian traditional food eaten at the celebration of Eid al-Fitr* (English)
7. Discursive Creation: show temporal equivalence which is unexpected or out of context. It is often found in the translation of title. Example: *Rumble Fish* (movie title in English language) → *La ley de la calle* (Spanish)
8. Established Equivalent: using terms or expressions which is known (in the dictionary or every day use) as the equivalent of the TL.
Example: *Attorney General* (English) → *Jaksa Agung* (Indonesian)
9. Generalization: using more common and more neutral terms.
Example: *mansion* (English) → *rumah* (Indonesian)
10. Linguistic amplification: adding linguistic elements. This technique is often used in oral consecutive interpreting and dubbing.
Example: "Shall we?" (English) → "Bisa kita berangkat sekarang?" (Indonesian)
11. Linguistic Compression: synthesizing linguistic elements in the TL. It is often used in simultaneous interpreting and sub-

- titling. Example: "I want you to know" (English) → "Ketahuilah" (Indonesian)
12. Literal Translation: translating words or expressions in word for word equivalence. Example: *Ministry of Education* (English) → *Kementerian Pendidikan* (Indonesian)
 13. Modulation: changing point of view, focus or cognitive categories in relation to the SL. It can be lexical or structural. Example: He denied stealing the wallet (English) → He did not admit to having stolen wallet (Indonesian)
 14. Particularization: using more specific or concrete word or phrase in the TL. Example: *Developed countries rejected the protocol* (English) → *Negara maju menolak Protokol Kyoto* (Indonesian)
 15. Reduction: reducing certain elements of the SL. Reduction is also called elimination. This technique is the opposite of amplification technique. Example: *Ramadan, the Moslem month of fasting* (English) → *Ramadan* (Indonesian)
 16. Substitution: transforming the element of linguistic into paralinguistic vice versa. This technique is often used in interpreting. Example: the gesture of *bowing head* (Indonesian) → *the word "shy"* (English)
 17. Transposition: transforming a grammatical category in relation to the SL. Example: *Beny dimarahi ayah* (Indonesian) → *Father got angry with Beny* (English)
 18. Variation: changing linguistic or paralinguistic elements (eg, intonation and gestures) that affect aspects of linguistic variation: a textual alteration of tone, styles, social dialects, geographical dialect, and others.
 19. Addition: adding stylistic elements and information that does not exist in the source text. Example: ... *the Islamic republic will not back down from its rights* (English) → *Teheran tidak akan mundur untuk mempertahankan haknya memiliki teknologi nuklir* (Indonesian)
 20. Omission: omission of elements that exist in the source text. Example: *Iran will enrich uranium to 20%, says Ahmadinejad* → *Iran produksi uranium 20%*

METHODS

This research is a qualitative descriptive study, and an embedded case study. The focus of this research is on translation technique and its influence on the quality of the translation. The study takes a holistic approach, and makes a study of three aspects, namely: genetic aspects (a background of something), that is, the translator; objective aspect (the actual conditions of the studied targets), that is, the translated text and the source text; and affective aspects (impact / perception / results), that is, information from informants.

Sources of data in this research were documents and informants. Documents used include: the news translation that was published in *Seputar Indonesia* daily, as well as the original text of the translated news. While informants include: the editorial staff of the page *International* in *Seputar Indonesia* daily, which consists of the journalist in charge of translating *International* news, and the editor of the *International* page, as well as translation rater, the expert in the field of translation

that help assess the quality of the translation.

This study used purposive sampling technique, that is, the researcher did sampling on the source of data, which is done with some consideration. The news used as samples are the headline news in *International* page, given that headlines news are the most newsworthy.

Data collection was done by using in-depth interviews, passive-role observations, and document analysis. The researcher did interviews with the journalist

and the editorial staffs and did observation in their working environment. This study used two types of triangulation, the triangulation of sources and triangulation of methods. With triangulation of sources, the researcher combined data extracted from documents and informants. Triangulation of method is done by examining a single source with a different method. In this study, triangulation of method was done by using in-depth interviews, document analysis and passive-role observation.

Table 2 List of Translation Technique

No.	Technique	*	**	***	****	*****	Total number	%
1.	Deletion	13	25	20	14	3	75	25,59
2.	Addition	13	13	17	14	2	59	20,13
3.	Modulation	4	11	12	10	-	37	12,62
4.	Transposition	1	6	16	7	3	33	11,26
5.	<i>Established Equivalent</i>	1	3	2	2	-	8	2,73
6.	Particularization	3	2	7	4	2	18	6,14
7.	Generalization	1	-	1	-		2	0,68
8.	Borrowing	4	12	9	8	1	34	11,60
9.	<i>Calque</i>	1	-	2	2	-	5	1,70
10.	Amplification	2	5	1	2	1	11	3,75
11.	Reduction	3	2	3	1	2	11	3,75
Total of Translation Techniques		46	79	90	64	14	293	100
Total of Data		23	20	31	26	24	124	98,4

Note:

- * : using 1 translation technique
- ** : using 2 translation techniques
- *** : using 3 translation techniques
- **** : using 4 translation techniques
- ***** : using 5 translation techniques

Techniques of data analysis in this study were inductive and sustainable. Data analysis was performed using data analysis techniques presented by Spradley (1997). The technique of data analysis is done in four stages, namely: (1) domain analysis, (2) taxonomy analysis, (3) componential analysis, and (4) cultural values analysis.

RESULTS AND DISCUSSION

Translation techniques are practical measures undertaken to address translators' problems that arise in the translation process. In one sentence, it is often used more than one translation techniques. Here is a record of the translation techniques used by the translators.

The findings of the research showed that deletion is the technique most widely used, and most affect the quality of translation, especially accuracy. The number of deletion committed by the translator led to a less accurate translation. The deletion techniques, overall, were influenced by: the limitations of space, factors of significance of the message, sense of alignments, style and language and the translator's errors (inaccuracies in applying the technique translation).

Limitations of space is one of the factors triggering the technique of deletion. The tight benchmark on the number of words that can be published in a news make the translator have to eliminate one or more words. Deletions are also often

based on the assumption that some information have been included in the other sentences in the same text, so that the translators tend to omit the information. For example: the deletion of the data source occurs because the source is already stated in the sentence before or after (respectively). The deletion is sometimes done due to the consideration on the significance of a word, phrase or clause. Journalistic grammar states that if the presence or absence of a word did not affect the message, then the words can be removed, so as not to extend the sentence. But unfortunately, the assessment on the significance of word, which in this case was conducted by the translator as a decision maker, is often less accountable. In other words, in some cases, the translator eliminated the real important part. This error, by the translator journalist himself is recognized as human error. The error may be resulted from: the demands of news writing deadline or translators who do not understand well the contents of the text so that he is less able to sort out what is important and less important.

There is also deletion caused by the influence of ideologies and points of view. Newspaper which is consumed by the general public, in fact is very concerned with the interest of the readers. Translators often omit one or more words, if the word is considered not acceptable to the readers of the target language. One of the examples is the removal of the word

“defiant” in the phrase “the Defiant President Ahmadinejad”. The translator considers that this removal must be done, since the ideological conditions of Indonesian society is in favor of Iran. The word “defiant”, by the translator, is considered an expression of news agency ideology which is pro-Western.

Another technique that is often used in the translation of international news in *Seputar Indonesia* daily is the technique of addition. This technique is based on some considerations, most of which are intended for clarity and ease of understanding by the reader of target language. One of the reasons in doing the addition technique is improvisation and creativity, in order to create a more living language. The translator journalist mentioned the improvisation percentage of 30%, and the 70% other is based on the translated text. However, the 30% improvisation was still based on the facts related to the translated text. Judging from the trend of assigning reporters with similar headlines, it can be concluded that the translator has monitored the progress of the case from the beginning. This knowledge is conveyed to the reader, through the addition of the sentences containing information that is not stated in the sentence of target language. The reason for adding this information is that the reader who does not read the newspaper every day can understand the sequence of events associated with the news they read. Despite the reason of using addition

techniques to provide more information to the reader, this technique frequently reduces the accuracy of the translation.

Modulation techniques were also recorded many times used by the translator. The use of modulation techniques is reflected in the changing of cognitive categories and point of view, based on the consideration of the clarity of the sentence. The conversion is done by constantly adapting the content of the sentence that is modified.

The use of transposition technique is done with consideration that it will be much easier for the reader to understand the message. Transposition technique is done in the form of splitting sentences and alteration of grammatical forms. The cutting of sentence is done on the consideration that if the sentence is shorter, with only one action verb, the essence is more clearly seen than a complex sentence. The changing of the grammatical forms is made to suit the Indonesian grammar. If the conversion is not done, the sentence could be too stiff and the reader will get trouble in grasping the message contained. The use of modulation and transposition techniques may be the influence of the use of a rather free translation by the translator, but this does not negatively impact the quality of the translation, even support readability and acceptability.

In dealing with problems related to terminology, the translator uses the following techniques: established

equivalent, literal translation, and calque. The accuracy in translating terminology is backed by the translator's knowledge and discourse on international issues. The knowledge enable the translator to choose the acceptable and right words, so it can be said that the use of these techniques improves the quality of translations.

Meanwhile, the use of reference in order to maintain continuity of cohesion and accuracy of messages, is realized in the use of the techniques of particularization and generalization. For the sake of news delivery clarity and reduce repetition (redundancy), translator is very concerned about the use of pronouns and reference. This technique was proved to be a positive influence on the quality of the translation.

Overall, it can be concluded that the use of multiple translation techniques gives positive and negative effect on the quality of the translation. The translation techniques such as deletion and addition actually reduces the quality of the translation. The omission of information at the level of the sentence reduces accuracy, as it is done improperly. The failure of the translator in identifying the important points in each sentence is the main cause of this inaccuracy. Omission of information is also sometimes done with the consideration of translation acceptability. The task of the translator is to convey message as accurately as possible with the best possible packaging. But

accuracy and good packaging is often inversely proportional. In any media translation, the accuracy must often collide interests to the acceptability and readability. When the translator tried to convey the message as accurately as possible, often the translation came into less understood or acceptable to the reader.

In addition to deletion, addition is also a technique that reduces the accuracy of the message, thus negatively affect the quality of the translation. Addition is often associated with the subjectivity factor in translation, such as the tendency of translators to explain the logical relationships between ideas with one another, and the desire of the translator to make changes in perspective. In order to explain the logical relationships between ideas with one another the translator often adds words, phrases or even connecting clauses or adding new words, phrases or clauses that are not on SL sentence.

Changing perspective is a form of modulation techniques which is also an influence of subjectivity in translation. Journalist translator is bound to the rule, style, procedure of writing to the ideology of media. All these factors influence the decision-making process by the translator. This phenomenon seems obvious on some news with a "vulnerable" topic, which involves the ideology of target reader and partisanship. From the analysis of the data, it appears that the translators did a lot of perspective changing. In the news topics

that are not "vulnerable", the changes are done for the sake of clarity on the delivery of messages. In the news with "vulnerable" topic, the conversion is done to adapt to the sociology of the reader. The changing of the point of view by the translator can be done legally, provided that they do not change the subject matter or news field (Machali, 2000). Because after all, the changing of point of view is closely related to the live sustainability of the translator himself and the media institution where he works.

With the effect from the use of various techniques of translation, as well as several other factors, the translation of the international news in *Seputar Indonesia* daily is in the category of "good enough". It can be seen from the percentage of accurate translation, amounting at most, but it can also be seen that the percentage of accurate translation only differs slightly with the percentage of inaccurate translation. The main cause of the inaccuracy of the translations is the inaccuracy in using deletion and addition technique.

CONCLUSION

Translator uses a variety of techniques in the translation process, even in one sentence. The most frequently used translation technique is deletion, on the first place, and addition on the second place. These techniques are the most influential on the quality of the translation. A great number of translation categorized as inaccurate is the impact of the use of deletion technique. This is also true for the addition

technique. A number of sentences were translated somewhat freely, and this raises modulation and transposition technique a lot. These techniques do not give negative impact on the quality of the translation, but they contribute significantly on the acceptability and readability of the translation. The other translation techniques that can be found are: established equivalent, particularization, generalization, calque and borrowing.

Translation technique used by the journalist translator is widely influenced by the characteristic of media translation. This can be said as extra-linguistic factor.

The translation of International news published in *Seputar Indonesia* daily can be classified in the category of "good enough". Less accurate translation occupies the highest number, followed by accurate translation, by a slight difference in number. Accurate translations with thematic differences and inaccurate translations occupy the same place, for the same amount.

REFERENCE

- Alex Sobur. 2006. *Analisis Teks Media*. Bandung: PT Remaja Rosdakarya
- Al Qina, Jamal. 2000. *Translation Quality Assessment: Strategies, Parameters and Procedures*. *Meta*, XLV, 3, Pp. 497-519.
- Bell, R.T. 1991. *Translation and Translating: Theory and Practices*. New York: Longman.
- Melis, Nicole Martinez & Albir, Amparo Hurtado. 2001. "Assessment in Translation Studies: Research Needs". *Meta*, XLVI, 2, Pp. 272-287.

- Molina, L. and A. A. Hurtado. 2002. Translation Techniques Revisited: A Dynamic and Functionalist Approach. *Meta*, XLVII, 4, Pp. 498-512.
- Munday, J. 2001. *Introducing Translation Studies, Theories and Application*. London: Routledge.
- Nababan, M.R. 2003. *Teori Menerjemah Bahasa Inggris*. Yogyakarta: Pustaka Pelajar.
- Nababan, M.R. 2004. "Strategi Penilaian Kualitas Terjemahan" dalam *Jurnal Linguistik BAHASA* volume 2 No. 1. Pp. 15-23.
- Rochayah Machali. 2000. *Pedoman Bagi Penerjemah*. Jakarta: PT Grasindo.
- Shuttleworth, C. *Dictionary of Translation Studies*. Manchester: St. Jerome Publishing.
- Spradley, J. P. 1997. *Metode Etnografi*. Yogyakarta: Tiara Wacana.
- Sutopo, H.B. 2006. *Metodologi Penelitian Kualitatif: Dasar Teori dan Terapannya dalam Penelitian*. Surakarta: Universitas Sebelas Maret.