



## MODULATION IN INDONESIAN TRANSLATION OF NATIONAL GEOGRAPHIC ARTICLES (A Descriptive Qualitative Study)

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### Article Info

*Article History:*

Received in October 2018

Approved in November 2018

Published in January 2019

*Keywords:* articles; magazine; modulation; National Geographic; strategy; translation

### Abstract

This study investigates the types of modulation which were used on the translation process of National Geographic Magazine of June 2014 both on USA and Indonesian issue. The purposes of this study are to describe the use of modulation in translating "National Geographic" from English to Indonesian and to describe the maintenance of the source target meaning in the target text. The qualitative approach was used to describe the quantitative data which was got from the analysis. The data of this study was collected using reading and inventorying stages and analyzed using comparing, identifying, and evaluating process. The collected data then was analyzed to investigate the modulation's impact on message maintenance. Based on those analyses, substitution has the highest rank of modulation type used on the magazine's articles (37.8% of total 111 data) followed by reversal (34.2%), deviation (14.4%), specification (8.1%), and generalization (5.4%) sequentially. This result is linear to the maintenance of message rating which was taken from five English Department lecturer raters. It shows that the highest number of score 3 (well delivered) percentage ratio is obtained by specification (75.5%) followed by reversal (72.6%), deviation (72.5%), substitution (71.2%) and generalization (60%). From the result above it can be seen that the more frequent occurrence does not always mean to be so effective compared to the less frequent one. The highest percentage of successful maintenance was obtained by specification, which is on 4th rank on the frequency of occurrence table. The most frequent type of modulation, substitution, only settles on 4th rank on the table of score 3. On the other hand, the most distorted type of modulation is gotten by reversal with 9.5% on score 1, while the least distorted one is gotten by generalization.

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ISSN 2252-6706

## INTRODUCTION

In the globalization era, English plays an important role in international communication both in the field of development, technology, economy, and the education. English is also a lingua franca. It is the most widely used language around the world.

Supporting this role, each country does many ways to improve their citizens' need in English. One of simple ways is providing bilingual books. It is translated from source language into target language. When people read books, they might have never been fully aware of a long and complicated process in translating a foreign language. It is based on the reality that many Indonesian people do not possess the knowledge of foreign language well in order to absorb information that is written in a foreign language.

Nida and Taber (1969:11) states that translating is not a separate science, but it often does represent specialized skills and can also require aesthetic sensitivity. Skilled translators must have a special capacity for sensing the closest natural equivalent of a text, whether it is oral or written. However, translating is essentially a skill and largely depends on a series of disciplines, for example linguistics, cultural, anthropology, philology, psychology, and theories of communication.

Skilled professional translators should have several essential competences to support their translating process. PACTE group (2003:58) comprises several interacting sub competences and physiological mechanism. They are: Bilingual sub competence; Extra-linguistic sub competence; Translation knowledge sub competence; Instrumental sub competence; Strategic sub competence; Psycho-physiological components. PACTE considers the strategic sub competence as the most important as component, given its role of guaranteeing the control and efficiency of the translation process.

Tyler as quoted by Bell (1991:6) also writes three principles of translating. Firstly, a translator should give a complete transcript of the idea of the original work. Then, the style and manner of writing should be of the same character of the original. The last, the translation should have all the essay of the original composition. On the contrary, lack of knowledge of those three cases means that translators could not translate well.

In order to produce a good translation, a translator has to utilize several kinds of techniques and procedures. Newmark (1988:19) states that a translator translates with four levels more or less consciously in mind, i.e.: the textual level; the referential level; the cohesive level; the level of naturalness. Those levels are required for producing a good quality translation.

Among some of translation procedures, modulation is one of essential procedures in the process of translating. Modulation, in term of Newmark (1988:88) is a variation through a change of viewpoint, of perspective and very often of category of thought. It has 11 categories, namely: negated contrary; part of the whole; cause of effect; space and time; abstract for concrete; intervals and limits; change of symbols; and change of focus.

Referring to the modulation procedure, National Geographic is one of multilingual magazines which utilize translation procedures so well. Therefore, the procedure that National Geographic uses is worth investigating, to be specific in the modulation stage (in this case meaning shift) based on Newmark term, especially for those who choose English for their major.

## METHODS

The data analysed were in the form of clauses. Therefore a descriptive qualitative analysis was employed to analyze the translation. As stated by Neill (2007), qualitative research involves analysis of data such as words (e.g., from interviews), pictures (e.g., video), or objects (e.g., an artefact).

Furthermore, Bryman in Devetak (2010) states that qualitative research is an exploratory approach emphasizing words rather than quantification in gathering and analysing the data.

According to Mujiyanto (2011: 23), qualitative approach tries to reveal the phenomenon comprehensively and appropriate with the context through the natural data collection employing the researcher as key instrument of the study. In addition, this descriptive study tends to use inductive approach for the data analysis.

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## RESULTS AND DISCUSSIONS

After the data were analyzed and classified, the dominant rising variation order of modulation in National Geographic articles were substitution, reversal, deviation, specification, and generalization. The finding consisted of some examples of each variation with descriptions. To see the whole data, see appendixes.

### The Use of Modulation in Translating “National Geographic” from English to Indonesian

As it has been stated above that the grammar analysis is divided into some main constituents which are based on the theory of interpersonal meanings. The following is the result of the grammar analysis for this study.

The result shows that from the five variations of modulation of total 103 clauses (a clause may contain more than one type of modulation), substitution has the highest rank of modulation types used on the magazine’s articles (37.8% out of total 111 modulation data) followed by reversal (34.2%), deviation (14.4%), specification (8.1%), and generalization (5.4%) sequentially.

No.	Type of Modulation	Frequency	Percentage (%)
1	Generalization	6	5.4
2	Specification	9	8.1
3	Reversal	38	34.2
4	Substitution	42	37.8
5	Deviation	16	14.4
		111	100

## Generalization

Generalization occurs when a text is translated from source language into target language's more general meaning. From the magazines's articles, there were six words/phrases/sentences with generalization found on the articles. The percentage is 5.4% of total data. It was the least used type of modulation used on the magazine.

ST            Along the summit of El Castillo the builders first carved out a subterranean chamber that became the imperial tomb.

TT            *Di sepanjang puncak El Castillo, para pembangun mula-mula membuat ruang bawah tanah yang kemudian menjadi makam kerajaan.*

BT            Along the summit of El Castillo, the builders firstly made the basement which became all the royal tombs.

## Specification

Specification happens when the target text is specified from the original source text. There were nine words/phrases/sentences found with specification found on the articles. Resulting percentage of 8.1% of the whole data. The samples taken from magazine's articles are as follows:

ST    When they exhausted all the available spacethere, they engineered more, building stepped terraces all the way down the slopes of El Castillo and filling them with funerary towers and graves.

TT    *Setelah semua tempat di sana habis, mereka memperluas lahan permakaman, dengan membangun teras bertingkat di lereng El Castillo hingga ke kaki bukit, lalu memenuhinya dengan menara dan makam.*

BT    After all where there exhausted, they expand the cemetery land, building terraced on the slopes of El Castillo to the foot of the hill, then fill it with towers and tombs.

The word 'engineered' (*merencanakan; mengatur; membangun*) was translated into 'memperluas' (*expand; broaden; widen*), which specifically explains the explanation of the funeral area based on the context. 'Expand' itself is a part of 'engineereing.

The term 'engineered' is something related to physical development. In this context were towers and graves. It would be too generalised if the word 'engineered' was not specified into 'expand' (memperluas). Thye translator used 'memperluas' here to explain the readers what kind of engineering it was on the El Castillo. Thus, the 'memperluas' was used as a part of explaining the word 'engineering' and as substitution to make the actual meaning clearer for the common target readers.

Related to message maintainance, of total five raters, four raters put this text into score 3 and only one raters put it into score 2. This implies that the text is fairly well delivered. There were still some distortion remaining on this text that could leave the message misunderstood by the target readers.

It can be concluded that the change above was made to maintain the message of the text in order to give clearer description of 'expand'. Thus, the specification has occurred on this text.

## Reversal

Reversal occurs when translator changes from active for passive, negative to positive. Moreover, it is supported by Oxford dictionary that reversal is an exchange of position, function and else between two languages. There were 38 words/phrases/sentences with reversal found on the articles. From the magazines's articles, there were 38 words/phrases/sentences with generalization found on the articles or had 34.2% of total data. The samples taken from magazine's articles are as follows:

- ST Concern, however, is starting to shadow the faces of those who study puffins.  
TT *Namun, para peneliti puffin mulai dilanda kekhawatiran.*  
BT However, puffin researchers began to be hit by concerns.

On the text above, active sentence was used on the source text. When it was translated into Indonesia, the sentence turned into passive. If the text was not reversed, it would be 'Kekhawatiran, bagaimanapun, mulai membayangi wajah-wajah dari mereka yang meneliti puffin.' There's nothing wrong or confusing with that.

However, it is more common to make use of passive sentence when it comes to an abstract thing, in this case 'concern'. Thus, it's a good decision for the translator to make it passive in order to make the readers feel like they reading from directly from the source text.

Related to message maintainance, of total five raters, two raters put this text into score 3, two raters put it into score 2, and one rater put it into score 1, and one rater put it into score 1. This implies that the text is fairly well delivered. There were still some distortion remaining on this text that could leave the message misunderstood by the target readers.

The change from active sentence to passive sentence above implied that the translator had used reversal, in this case the active-passive one procedure to give the readers clearer and more relevant message about the context of the text above. Therefore, reversal had occurred on this text.

## Substitution

Substitution involves replacing a specific SL item or expression with a TL item, which does not have the same proportional meaning, but it is likely to have a similar impact on the target reader. There were 42 words/phrases/sentences with reversal found on the articles. From the magazines's articles, there were 42 words/phrases/sentences with generalization found on the articles or had 37.8% of total data. It had the most frequency of occurrence among other four types of modulation.

- ST After a week on the Matvei Mudrov, life settles into a rhythm that is soothing in its repetition: the green pines of the surrounding forest, the guttural rumble of the train's engine, the hypnotic clop clop clop of the tracks below.  
TT *Setelah seminggu naik Matvei Mudrov, kehidupan kini mengikuti irama berulang yang menenangkan: pinus hijau dari hutan di sekitarnya, deru parau mesin kereta api, suara jess jess jess rel di bawah yang menghipnotis.*  
BT After a week rose Matvey Mudrov, now life follows the rhythm of recurring soothing: pine green of the surrounding forest, the raucous roar of the train engine, sound jess jess jess hypnotic tracks below.

There are two substitutions made on the text above. The first, the phrase 'settles into', which roughly translated as '*menetap ke dalam*', was substituted by the word '*mengikuti*' which more relevant to the context in Bahasa. The second one is the word 'clap clap cloop' that was substituted by the word '*suara jess jess jess*'. The readers might not understand if the translator keep that sound of train due to cultural difference in expressing something.

The word 'settles into' here means stick and follow something. The change was made to clearly tell the readers what the writer actually want to tell without using any kinds of metaphor. The second one, sound 'clap cloop clap' was made due to culture difference in expressing sounds, just like how they express sound of cat by using 'miaow' while in Indonesia, we express it by saying 'meong' for example.

Related to message maintainance, of total five raters, four raters put this text into score 3, and one raters put it into score 2. This implies that the text is fairly well delivered. There were still some distortion remaining on this text that could leave the message misunderstood by the target readers.

It can be concluded that the change between two words above was a result of substitution that the translator used to maintain the text's message. Thus, substitution has occurred on this text.

### Deviation

*Deviation* involves shift in meaning that entail different aspects between SL and TL. There were 16 words/phrases/sentences with reversal found on the articles. From the magazines's articles, there were 16 words/phrases/sentences with generalization found on the articles or had 14.4% of total data

ST	Trying to come to terms with his new life.
TT	<i>Berusaha berdamai dengan kehidupan barunya.</i>
BT	Trying to make peace with her new life.

The verb 'come to terms' above has little equivalence to the word '*berdamai*' though the meaning is same. 'Come to terms' has a meaning '*datang dengan ketentuan-ketentuan*' or 'mencapai kata sepakat' to be more specific, which is different to '*berdamai*', that has a meaning 'make peace' in English. That deviation was made for the sake of making it easy for common readers to understand the message.

It would be unusual for the target readers to use term 'datang dengan ketentuan-ketentuan' even though it's logically not wrong. However, the text would be not smooth as the original article and the readers would feel they read a forcibly-translated article. Despite of finding equivalence, the use of modulation here was to make the readers feel like they are reading from the original source.

Related to message maintainance, of total five raters, four raters put this text into score 3, one rater put it into score 2, and one rater put it into score 1. This implies that the text is fairly well delivered. There were still some distortion remaining on this text that could leave the message misunderstood by the target readers.

It can be concluded that the change between two idioms above was a result of deviation that the translator used to maintain the text's message. Thus, substitution has occurred on this text.

### Maintenance of Message

The result shows that the translator translated the articles by using modulation as the procedure to maintain the message of the source text. The rating, taking from five English Department lecturer raters, shows that the highest number of score 3 (well delivered) is obtained by substitution (150 data), followed by reversal (138), deviation (58), specification (34) and generalization (18).

No.	Types of Modulation	Freq. of Occurrence	Maintenance of Message					
			Score 3		Score 2		Score 1	
			f	%	f	%	f	%
1	Generalization	30	18	60	10	33.3	2	6.6
2	Specification	45	34	75.5	7	15.5	4	8.8
3	Reversal	190	138	72.6	34	17.8	16	9.5
4	Substitution	210	150	71.42	41	19.5	19	9.04
5	Deviation	80	58	72.5	16	20	6	7.5
	Total	555	398		117		47	

### Generalization

From the table above, generalization technique has the biggest percentage, 60% on score 3 (well delivered). score 2 and score 3 has 33.3% and 6.6% consequently. Moreover, it had the biggest percentage among other types on score 2, making it the most fairly well-delivered type of modulation used on this magazine. It can be concluded that the texts using this kind of modulation are significantly well-maintained when it comes to target readers. The samples can be seen as follows:

No. 47 (2)

- ST In different ways, it seemed, they were both itemized gear,  
 TT Dengan kata lain, sepertinya, mereka berdua merupakan alat,  
 BT In other words, it seems, they both are tools,

The raters put this text into score 2, which was fairly maintained. However, the generalization here ditched the word 'itemized' and it could lead to readers' confusion of what kind of gear was that.

### Specification

Specification is not so different from generalization related to maintenance of message. The path of percentage distribution is 75.5% on score 3, 15.5% on score 2, and 8.8% on score 1. Its

successful maintenance occurred because most of the replacement words or phrases were contextualized with specified adjustment that made the articles easily comprehended by common target readers. It had the highest amount of percentage of score 3 (well-delivered) among other types. Therefore, this kind of modulation has significant effect in maintaining the message of the texts. The samples can be seen as follows:

No. 66 (3)

- ST When they exhausted all the available space there, they engineered more, building stepped terraces all the way down the slopes of El Castillo and filling them with funerary towers and graves.
- TT Setelah semua tempat di sana habis, mereka memperluas lahan pemakaman, dengan membangun teras bertingkat di lereng El Castillo hingga ke kaki bukit, lalu memenuhinya dengan menara dan makam.
- BT After all where there exhausted, they expand the cemetery land, building terraced on the slopes of El Castillo to the foot of the hill, then fill it with towers and tombs.

The term 'engineered' is something related to physical development. In this context were towers and graves. It would be too generalised if the word 'engineered' was not specified into 'expand' (memperluas). The translator used 'memperluas' here to explain the readers what kind of engineering it was on the El Castillo. Thus, the 'memperluas' was used as a part of explaining the word 'engineering' and as substitution to make the actual meaning clearer for the common target readers.

Related to message maintainance, of total five raters, four raters put this text into score 3 and only one raters put it into score 2. This implies that the text is well delivered. There were still some distortion remaining on this text that could leave the message misunderstood by the target readers.

### Reversal

Reversal has the same path of percentage distribution with the previous two types of modulation. It has 72.6% on score 3, 17.8% on score 2, and 9.5% on score 1. However, despite having high amount of occurrence, this type of modulation was the first rank on score 1 percentage (9.5%), highest among other types. Meanwhile, looking from score 3 percentage rank, it reached fourth place among other types. It proved that the frequency of occurrence didn't always go with maintenance of message. The difference of language structure system, culture, and social were the main reason of this high percentage of distorted message. The samples can be seen as follows:

No. 18 (2)

- ST "Every day something was getting blown up.
- TT "Ledakan terjadi setiap hari.
- BT "Explosion happened every day.

On the text above, passive sentence was used on the source text. When it was translated into Indonesia, the sentence turned into active. The text is fairly well delivered. However, there were still some distortion remaining on this text that could leave the message misunderstood by the target readers, like what was the specific meaning of 'something' on the source text.



## Substitution

The most used type of modulation in this magazine with 42 occurrences, substitution, has 71.42%, 19.5%, and 9.04% on score 3, score 2, and score 1 consequently. This type has the highest amount the occurrence among other types of modulation. It happened due to different culture aspect that require many adjustment of vocabulary to find the required equivalence. Thus, it can be concluded that substitution is the most significant type of modulation among all five types. The samples can be seen as follows:

- ST feet scrambling, excited too.  
TT mengais-ngais tanah, turut gelisah.  
BT pawing the ground, nervous as well.

On the text above, the word 'excited' when translated to bahasa would become '*bergembira*' (happy or glad). However, based on the context of the text, it did not refer to happy. Instead, it was something that make someone worry about. Thus, the translator substitute the word 'excited' with '*turut gelisah*' (nervous). The message on this text had a probability to be misunderstood or biased by common readers.

## Deviation

Deviation, the third most used type of modulation is only slightly different from reversal related to the percentage of maintaining the message with 72.5% on score 3, 20% on score 2, and 7.5% on score 1. The conclusion that can be pulled is no different from previous types of modulation. The messages are not poorly distorted from the source language texts. They are delivered really well. The samples can be seen as follows:

### No. 62 (3)

- ST But the rich finds at El Castillo, a journey of some 500 miles from the Wari capital, are filling in many blanks.  
TT Tetapi, temuan melimpah di El Castillo, yang terletak sekitar 850 kilometer dari ibu kota bangsa Wari, menjelaskan banyak hal.  
BT However, finding abundant in El Castillo, located approximately 850 kilometers from the capital city of the nation Wari, are explaining a lot.

The clause 'filling many blanks' on the text above was actually a metaphore of 'explaining many things' (menjelaskan banyak hal). The translator did not translate that clause roughly. Instead, it was the real meaning, which deviates a lot from the source text (filling and explaining), that was put into the translation because there are cultural differences between the two language, which leads to different use of metaphore, idiom, and other analogies. Related to maintenance of message, the raters rated this text as well-delivered, meaning common readers would easily understand the message of the text.

## CONCLUSIONS

The topic of this research is about the translator's strategy on how the translation of bilingual (or multilingual) magazine done without sacrificing the core message of the texts due to some different aspects, whether it is linguistics or cultural. The research focuses only from procedure aspect of translating, to be specific in the frame of modulation on what kinds of modulation mostly

used on the articles and how they maintain the message from source language to target language. After the magazine was analyzed, there were modulations occurred on the articles in the variation of generalization, specification, reversal, substitution, and deviation.

From the five types of modulation, substitution has the highest rank of modulation type used on the magazine's articles (37.8% of total 111 data) followed by reversal (34.2%), deviation (14.4%), specification (8.1%), and generalization (5.4%) sequentially.

This result is linear to the maintenance of message rating. The result, taken from five English Department lecturer raters, shows that the highest number of category 3 (well delivered) percentage ratio is obtained by specification (75.5%) followed by reversal (72.6%), deviation (72.5%), substitution (71.2%) and generalization (60%). From the result above it can be seen that the more frequent occurrence does not always mean to be so effective compared to the less frequent one. The highest percentage of successful maintenance is obtained by specification, which is on 4th rank on the frequency of occurrence table. The most frequent type of modulation, substitution, only settles on 4th rank on the category 3 table. On the other hand, the most distorted type of modulation is gotten by reversal with 9.5% on category 1, while the least distorted one is gotten by generalization. This type has the highest frequency of the occurrence among other types of modulation.

Generally, modulation technique is required in translating due to different culture aspect that require many adjustment of vocabulary to find the equivalence. Thus, the translated texts would flow smoothly and the target readers would not feel like they read translated texts and easily comprehend the information and message of the texts.

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