AN ANALYSIS OF TRANSLATING PROCEDURES ON SONY ERICSSON LIVE WITH WALKMAN SERIES STARTUP GUIDE

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Abstract: The present research entitled *Analysis of Translating Procedures on Sony Ericsson Live with Walkman Series Startup Guide* aims at analyzing the translation procedures and determining the translation quality of Sony Ericsson Live with Walkman Startup Guide. A qualitative descriptive method was employed to analyze the data by referring to two theories of translating procedures proposed by Newmark (1988) and Vinay & Darbelnet (2000) and a number of theories of quality of translation: Barnwell (1980, in Larson 1984), Larson (1984), etc. The result of data analysis shows that there are six translation procedures found in the text: *Borrowing or Transference (54 items or 27%), Calque or Through Translation (12 items or 6%), Literal or Word for Word Translation (31 items or 15.5%), Transposition (42 items or 21%), Adaptation or Naturalization (43 items or 21.5%), and Reduction (18 items or 9%).* Moreover, the data analysis result also reveals that the quality of translation is good based on the percentages of acceptable translation (94%) and unacceptable translation (6%). In the words level there are 76 acceptable items and 10 unacceptable items. Next, in the phrases level there are 60 acceptable items and 2 unacceptable items. Then, in the sentences level there are 52 acceptable items and no unacceptable items. Furthermore, the total acceptable items in the text are 188 items (76 words, 60 phrases, and 52 sentences) or 94 % from 200 items and for the unacceptable items there are 12 items (10 words, 2 phrases, and 0 sentences) or 6% from 200 items.

Keywords: *Translation procedures, Translation quality*

Introduction

Nowadays, translation has an important role especially for people in Indonesia. This is owing to the fact that only little information is available in Bahasa Indonesia. That is, a great deal of information is mostly presented in foreign languages, particularly in English (Choliludin, 2005, p.1). In many places in Indonesia, one can find many text books, journals, news articles, movies, and advertisements are addressed in English.

This situation may become a barrier for someone who wants to get information from English texts.

Based on the descriptions above, translation plays a crucial role for people to get information which is written in English. Regarding this, Weber (1984, p.3) says that translation is the process of transposition of a text written in a source language into a target language, which in this case is from English into Indonesian.

Literature Review

• **Definition of Translation**

Definitions of translation have been proposed by a number of translation experts. Regarding this, it is defined by Newmark (1988) that translation is "the process of rendering the meaning of a text into another language in a way that the author intended the text" (Newmark, 1998, p. 5). In addition, Bell (1991) states that translation is the replacement of a representation of a text in a second language (1991, p. 6).

• **Translation Procedures**

It has been proposed by a number of translation theorists that a translator needs to use translation procedures

translating a text (Newmark, 1988). In what follow is some procedures proposed by some translation theorists:

1. Word-for-word translation,
2. Transference or Borrowing,
3. Calque or Through Translation,
4. Transposition or Shift,
5. Modulation,
6. Equivalence,
7. Naturalization,
8. Cultural Equivalent,
9. Functional Equivalent,
10. Descriptive Equivalent,
11. Synonymy,
12. Recognized Translation,
13. Translation Label,
14. Compensation,

15. Reduction and Expansion,

16. Paraphrase,

17. Couplets,

18. Notes, Additions, Glosses.

- **Criteria of a Good Translation**

Barnwell (1980) in Larson (1984) proposed that there are 3 main aspects of a good translation:

1. Accuracy

2. Clarity

3. Naturalness

Those 3 main aspects would be applied in this research in order to find out the translation quality of Sony Ericsson Live with Walkman Startup Guide.

Methodology

- **Design**

The research employed qualitative descriptive method as the research methodology. This is because the researcher analyzed the data descriptively and the presentation of the result was in a form of explanation of words which would be supported by data presented in the form of tables. With regard to the description above, it is indicated by Fraenkel and Wallen (2012, p.426) that a study that investigates the quality of relationships, activities, situations, or

materials is frequently refer to as qualitative research Fraenkel and Wallen (2012, p.426).

- **Sample**

In conducting descriptive research, as suggested by Fraenkel and Wallen (1993) a researcher must at least have sample with a minimum number of 100 (Fraenkel and Wallen, 1993, p.83).The current research used 200 samples to be analyzed.

- **Data Collection**

There were some steps in collecting the data:

1. The researcher presented and listed the translation of Sony Ericsson Live with Walkman Startup Guide. In this step, the researcher counted all sentences in the manual book and then selected 200 sentences to be analyzed.

2. The researcher read and learned both the English version and the Indonesian version of the selected sentences. In this step, the researcher analyzed the sentences in order to find out the translation procedure used in every selected sentence.

3. The researcher sought the relevant theories related to translation procedures and translation quality

from some books, literatures, and internet sources.

- **Data Analysis**

  After the data were collected, the data were analyzed to find the answers to the research questions. Furthermore, the collected data was analyzed by using the following steps:

1. Juxtaposing the English version and Indonesian version to check the translation

2. Identifying and classifying the translation procedures according to their types, based on the theoretical foundations that are proposed by some experts, which have been mentioned in chapter two.

3. Calculating the total number and percentage of each procedure to find out the amount of each procedure based on the following formula:

$$P = \frac{F}{N}\text{x } 100\%$$

P = Number of percentage

F = Frequency of translation procedure

N = Number of whole sample

4. Judging the quality of the translation based on some theories described in chapter two by using the same formula with the third step. This step is supported by some experts in determining the quality of translation.

5. Drawing conclusion

Data Presentation and Discussion

- **Translation Procedures in Sony Ericsson Live with Walkman Startup Guide**

  In the end of the research, there were six translation procedures found in the text.

Table 1 Percentages of the translation procedures in Sony Ericsson Live with Walkman Startup Guide

Translation Strategy	Frequency	Percentage
Borrowing/transference	56 items	28%
Calque/through translation	12 items	6%
Literal/word for word	32 items	16%
Transposition	42 items	21%
Adaptation/Naturalization	42 items	21%
Reduction	16 items	8%
Total	**200 items**	**100%**

The table above shows the numerical data of the translation procedures that were employed in Sony Ericsson Live with Walkman Startup Guide. Based on this finding, it is very obvious that the procedures mostly used in the text, from the highest to the lowest percentages are *borrowing/transference* (56 items or 28%), *adaptation/naturalization* (42 items or 21%), *transposition* (42 items or 21%), *literal/word for word* (32 items or 16%), *reduction* (16 items or 8%), and *Calque/through-translation* (12 items or 6%).

- **Borrowing**

The first procedure is *borrowing/transference*. *Borrowing* of *transference* is a process of transferring the SL (Source Language) into the TL (Target Language) in which the words of

the text become "loan words" because there is no change of form when transferring SL text into the TL (Vinay and Darbelnet, 2000). Some examples of *borrowing* found in the data analysis are presented in the following table:

Table 2 Examples of *Borrowing* or *Transference* Translation Procedure

English	Indonesian
<u>Headset</u> connector	Konektor <u>headset</u>
Dedicated <u>Walkman</u> key	Tombol khusus <u>Walkman</u>
Proximity <u>sensor</u> 2	<u>Sensor</u> jarak 2

All the SL words in the table above are not lexicalized into TL. They were transferred without changing the original forms because they had no equivalent meaning in the TL. That is, the words "headset", "walkman", "sensor", "google", "android market", "nokia", "symbian S60", "IPhone", "PC", "ITunes"are easy to understand by the reader.

- **Adaptation**

The second translation procedure mostly found in translating the text is *adaptation* or *Naturalization* translation procedure. *Adaptation* or *Naturalization* is the procedure that succeeds, transfers, and adapts the SL word first to normal pronunciation, then to the normal morphology of the TL (Newmark, 1988). The examples of *adaptation* procedure investigated in the text are presented in the following table:

Table 3 Examples of *Adaptation* or *Naturalization* Translation Procedure

English	Indonesian
Important information	Informasi penting
Android is your phone's operating system	Android adalah sistem operasi telepon anda
You can also access the setup guide later.	Anda juga dapat mengakses panduan konfigurasi nanti

The examples in the table above were categorized as *adaptation* or *naturalization* translation procedure because all of them had been adapted to normal pronunciation and morphology of the TL. That is, most of Indonesian use those words in many occasions in their daily activities such as at work, at school, etc. The TL has almost the same sense of words with the SL; the translation resembles the SL form, so the meaning is delivered well. This case is relevant to the theory proposed by Newmark (1998, p.82).

- **Transposition**

The next translation procedure that was found in the Sony Ericsson Live with Walkman Startup Guide is *transposition*. *Transposition* or *Shift* is a translation procedure that is proposed by Catford (1965) and Vinay and Darbelnet (2000). They assert that this is a kind of translation procedure which involves a change in the grammar from the SL to the TL. In what follows are some examples of transposition procedure:

Table 4 Examples of Transposition translation Procedure

English	Indonesian
Go back to the previous screen	Beralih kembali ke layar sebelumnya
From your home screen	Dari layar beranda anda
The first time you start your phone	Saat menghidupkan telepon untuk pertama kalinya

It can be seen clearly that there were changes position in the examples above. The translator chose *transposition* to translate those sentences in order to produce acceptable translations. With regard to this, if the translator applied *word for word* translation to translate the words, the meaning would be awkward. For example, if the phrase "step by step instructions" was translated "petunjuk langkah demi langkah" the translation was more acceptable and understandable than "langkah demi langkah petunjuk" in which the phrase "langkah demi langkah petunjuk" was translated using word for word translation procedure. This explanation goes with the theory suggested by Catford (1965) and Newmark (1988) who state that

transposition involves a change in the grammar from the SL to the TL.

- **Literal**

Another translation procedure found in Sony Ericsson Live with Walkman Startup Guide was *literal* translation or *word-for-word* translation. This kind of translation procedure is considered as the easiest or the most effortless translation procedure (Fawcet, 1997, p.36). Regarding this, it is said that the TL was translated one-by-one and literally by their most common meanings, they also have no changes in their form (Newmark, 1998, p.45). The examples are presented in the following table:

Table 5 Examples of *Literal* or *Word-for-Word* Translation Procedure

English	Indonesian
What is different about Android?	Apa yang beda dengan Android?
<u>Which means that you're not limited to using applications and services</u> from only one provider	<u>Yang berarti anda tidak dibatasi untuk menggunakan aplikasi dan layanan</u> hanya dari satu penyedia layanan
Tap wallpaper, then select wallpaper	Ketuk wallpaper, lalu pilih wallpaper

The examples in the table above were categorized as *literal* or *word-for-word* translation because the translator translated completely all of the words so that the meaning was identical to the SL. This is relevant to the theory proposed by Newmark (1998) who stated that *literal* translation transfers SL text to the nearest equivalence of the TL text, meaning that this is also referred to as *word for word* translation.

- **Reduction**

Reduction is the omission of information considered to be unnecessary or unlikely to make sense to the target-language reader. It is in line with what Newmark (1988, p. 90) and Fawcet (1997, p. 47) in which *reduction* is used to make simplicity in creating meaning. In this text, the amount of this procedure reached 16 items or 8%. Here are the examples of *reduction* translation procedure found in the manual translation:

Table 6 Examples of *Reduction* Translation Procedure

English	Indonesian
To activate the screen	Mengaktifkan layar
To unlock the screen	Membuka kunci layar
To go to the home screen	Membuka layar awal

The sentences above indicate omissions. In the examples above, the preposition "to" in all sentences, the word "your" in the sentence "to change your home screen wallpaper", and the word "a" in the sentence "to end a call" were

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not translated. The translator might do it to omit unimportant parts. It is on the contrary to the *expansion* translation procedure because in the *expansion* translation procedure the text needs an addition to produce a clear translation i.e. the meaning seem sensible, as declared by Barnwell (1980 as cited in Larson 1984), and Nida and Taber (1982).

- **Calque**

Through-translation is the literal translation of phrase or idiom (Newmark, 1988, p.46). Besides, Vinay and Darbelnet (2000) in Munday (2001) has another term for this translation procedure. Their term is known as *calque*. In this text, *calque* or through-translation was used in order to translate phrases or common collocations. Here are the examples of *reduction* translation procedure found in the manual translation:

Table 7 Examples of *Calque* or *Through-Translation Procedure*

English	Indonesian
Startup guide	Panduan memulai
It may take a while for the phone to start up	Memerlukan waktu beberapa saat hingga telepon hidup
Setup **your** phone	Menyiapkan telepon

All of the examples in the table above were categorized as *calque* or *through-translation* translation procedure

because they were common collocations. This is consistent with what Newmark (1998) and Vinay and Darbelnet (1995, in Munday, 2001) declare that through translation or *calque* is used to translate common collocations.

- **Translation Quality in Sony Ericsson Live with Walkman Startup Guide**

Based on data analysis, the frequency of acceptable translations reached 188 items or 94%. Meanwhile, the unacceptable translations were only 12 items or 6%. It proves that overall the translation quality of Sony Ericsson Live with Walkman Startup Guide was good or acceptable.

Founded on the table 4.10, in the words column there are 76 acceptable items and 10 unacceptable items. Next, in the phrases column there were more acceptable items (60 items from 62 items) than unacceptable items (2 items from 62 items). Then, in the sentences column there are 52 items and no unacceptable items. Furthermore, the total acceptable items in the text are 188 items (76 words, 60 phrases, and 52 sentences) or 94 % from 200 items and for the unacceptable items there are 12 items (10 words, 2 phrases, and 0 sentence) or 6% from 200 items.

Conclusions

Based on the findings and discussion presented in the previous chapter, the research actually had reached its aims. Based on the result of data analysis, two points can be concluded. There are the conclusion of translation procedure and the translation quality of Sony Ericsson Live with Walkman Startup Guide. Firstly, for the translation procedures the researcher found several translation procedures applied by the translator. The findings, sorting from the highest to the lowest percentage are as follows: *borrowing/transference* (54 items or 27%), *adaptation/naturalization* (43 items or 21.5%), *transposition* (42 items or 21%), *literal/word-for-word* (31 items or 15.5%), *reduction* (18 items or 9%), and *Calque/through-translation* (12 items or 6%).

Founded on the data analysis, the result showed that the translation quality of the text was good. From the samples, there were 94% or 188 items which were acceptable or had a good quality of translation and the rest were unacceptable (6% or 12 items). This result is supported by Barnwell (1980) in Larson (1984). In the words there are 76 acceptable items and 10 unacceptable items. Next, in the phrases there were more acceptable items (60 items from 62 items) than unacceptable items (2 items from 62 items). Then, in the sentences there are 52 items and no unacceptable items. Furthermore, the total acceptable items in the text are 188 items (76 words, 60 phrases, and 52 sentences) or 94 % from 200 items and for the unacceptable items there are 12 items (10 words, 2 phrases, and 0 sentence) or 6% from 200 items.

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