

## Photography Terms In *Understanding Exposure* And Their Translations Into Indonesian

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**Abstract**—This article aims to analyze the translation procedures adopted in translating photography terms from English into Indonesian. The data were taken from the book entitled *Understanding Photography* (Peterson, 2010) and its Indonesian version *Pintar Eksposur* (Andwiani, 2013). The data in this qualitative research were collected using note-taking technique. The analyzed data were presented informally and formally. The theory used to analyze the problems and what procedures were applied in translating photography terms from English into Indonesians and why those procedures were applied were the theory and procedures proposed by Newmark (1988) who presented eighteen translation procedures. There were five translation procedures applied in translating the photography terms including the literal, transference, naturalization, functional equivalent, and couplet procedures.

**Keywords:** *translation procedures, photography terms.*

**Abstrak**—Artikel ini bertujuan untuk menelaah prosedur penerjemahan yang digunakan untuk menerjemahkan istilah fotografi dari bahasa Inggris ke bahasa Indonesia. Data diambil dari buku berjudul *Understanding Photography* (Peterson, 2010) dan versi bahasa Indonesianya yang berjudul *Pintar Eksposur* (Andwiani, 2013). Teknik pengamatan dalam metode penelitian kualitatif yang dilakukan dalam studi ini disertai dengan pencatatan. Data yang ditelaah kemudian disajikan secara tidak formal dan formal. Teori yang digunakan untuk menelaah masalah, prosedur apa yang digunakan dalam menerjemahkan istilah fotografi dari bahasa Inggris ke bahasa Indonesia dan mengapa prosedur tersebut digunakan, adalah teori yang diusulkan oleh Newmark (1988) yang mengemukakan delapan belas prosedur penerjemahan. Ada lima prosedur penerjemahan yang diterapkan dalam menerjemahkan istilah fotografi. Prosedur terjemahan tersebut adalah *literal, transference, naturalization, functional equivalent, dan couplet.*

**Kata kunci:** *prosedur penerjemahan, istilah fotografi.*

### 1. Introduction

Translation enables dissemination of information to a wider reading society because this intellectual activity links different languages by rendering the meaning from a source language text into a target language text. It is an operation performed on languages: a process of substituting a text in one language for a text in another (Catford, 1965:1). Larson (1984:3), more specifically defines translation as a change of form from the SL to the TL but in such change the meaning is kept. Vinay and Dalbernet (in Venuti, 2000) divides translation into two major categories namely direct or literal translation and oblique translation. The former tends to give a chance for the translator to transfer the flavor of foreign terms while the latter offers an opportunity to be closer to the target language values. In this way, translation contributes to the transmission of knowledge from different fields of study, ranging from natural sciences to social sciences with their specific terms. Through translation of specific terms in different fields of study, people are helped to cope with the communication problems due to language barriers, and, at the same time, they can also learn new things from the specific concepts that the terms carry. In the case of English-Indonesian translation, many terms are not always easily translated due to different points of view and different language systems in which the terms are used. English has many words that express the concepts in

different fields of study such as sociology, sports, politics, technology, etc. The native speakers of English as the source language (SL) and of Indonesian as the target language (TL) have different points of view on such fields due to different cultural backgrounds. The different points of view of expressing various concepts in many fields make the translation from English into Indonesian a challenging task.

The challenges of transferring the message from one language to another may then be overcome through some procedures of translation. In this study, the translation of the English photography terms into Indonesian are analyzed based on the procedures of translation proposed by Newmark (1988:81-93), which comprise literal, transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation, shift, modulation, recognized translation, translation label, compensation, reduction and expansion, paraphrase, couplets, notes, and componential analysis. Photography popularity itself keeps rising. This results from the improved photography technology and various social media which consecutively makes people find it easier to take pictures and provide various spaces to share the pictures they have taken. Quality and exquisiteness of the pictures taken depend on the artistic sense of the people who take the pictures employing the appropriate techniques. The photography terms in the book *Understanding Exposure* share those techniques and how those terms are translated into the terms found in the book *Pintar Eksposur* may affect the target readers' understanding of the terms, and the degree of their understanding of the terms which lead to their photography skill. Based on the matters mentioned above, the aim of this research is, then, to analyze the techniques applied in translating English photography terms into Indonesian. The analysis is done to answer the research questions which include; 1) what procedures are applied in translating photography terms from English into Indonesians and 2) why those procedures are applied in translating photography terms from English into Indonesians. By these procedures, the translation could more be easily understood by the TL readers.

There are some benefits that hopefully can be obtained by conducting this research, namely to give contribution to knowledge of the application of translation theory, and, therefore, would be beneficial to the translation studies, to be useful as a reference for the translators, particularly to those who are interested in the translation of technical terms whereby to overcome the challenges faced when handling translation tasks, and to give contribution to Indonesian people who are interested or working in the field of photography.

In doing a translation task as an intellectual activity, a translator needs to apply several appropriate procedures in order to render the source language message naturally and accurately. Many linguists have their own terms in naming the procedures applied by a translator. According to Newmark (1988:5), translation is rendering the meaning of a text into another language in the way that the author intended the text. The following are the different translation procedures that Newmark (1988) proposes:

1. Literal translation: it is when an SL word is translated into a TL word literally; it is the procedure from which translation starts (Newmark, 1988:69).
2. Transference: it is the process of transferring an SL word to a TL text. It includes transliteration, which relates to the conversion to different alphabets. The translated word then becomes a 'loan word' e.g. French *coup d'état*, *décor* into English.
3. Naturalization: it adapts the SL word first to the normal pronunciation, then to the normal morphology (word-forms) of the TL (Newmark, 1988:82).
4. Cultural equivalent: This is an approximate translation where an SL cultural word is translated into a TL cultural word (Newmark, 1988:83).
5. Functional equivalent: This common procedure is applied to cultural words, requires the use of a cultural free word, sometimes with a new specific term; it, therefore, neutralizes or generalizes the SL word.

6. Descriptive equivalent: in this procedure an SL word is translated into description in TL e.g. Japanese Samurai is described as 'the Japanese aristocracy from the eleventh to the nineteenth century'; its function was 'to provide officers and administrators'.
7. Synonymy: the word 'synonym' is used in the sense of a near TL equivalent to an SL word in a context, where a precise equivalent may or may not exist e.g. French *personne gentile* into English *kind person*, French *conte piquant* into English 'racy story' (Newmark, 1988:84).
8. Through-translation: it is the literal translation of common collocations, names of organizations and components of compounds e.g. English 'Superman' into German *Übermensch*.
9. Shifts or transpositions: it involves a change in the grammar from SL to TL. Newmark(1988:85-87)
10. Modulation: it occurs when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective (Newmark, 1988:88).
11. Recognized translation: it occurs when the translator "normally uses the official or the generally accepted translation of any institutional term." (Newmark, 1988:89).
12. Translation Label: it is a provisional translation, usually of a new institutional term, which should be made in inverted commas, which can later be discreetly withdrawn.
13. Compensation: it occurs when loss of meaning in one part of a sentence is compensated in another part (Newmark, 1988:90).
14. Reduction and Expansion: These procedures can be practiced intuitively in some cases, ad hoc in others. However, for each there is at least one shift which we may bear in mind (Newmark, 1988:90).
15. Paraphrase: This is an amplification or explanation of the meaning of a segment of the text. It is used in an 'anonymous' text when it is poorly written, or has important implications and omissions (Newmark, 1988:90).
16. Couplets: it occurs when the translator combines two (couplets), three (triplets), or four (quadruplets) different procedures (Newmark, 1988:91).
17. Notes, Additions, Glosses: notes are additional information in a translation (Newmark, 1988:91).
18. Componential Analysis: comparing an SL word with a TL word which has a similar meaning, but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components.

## 2. Research Methods

The data analyzed in this research are the English photography terms taken from the book *Understanding Exposure* (Peterson: 2010) and their translations into Indonesian in *Pintar Eksposur* (Andwiani: 2013). In undertaking a scientific study, two types of data are usually involved namely primary and secondary data. The primary data used in this research are 76 English photography terms. The English terms and their translations are in the forms of words and phrases. The secondary data include supporting data that are of use to elaborate the analyses like the references that show how the translation of technical terms is made, and the findings of previous similar research.

Library research is central to this study. It is, according to Semi (1993:8), a study that is undertaken in the library, where the researcher collects the data and information from the sources in the forms of books under concern. Since the data used were taken from documents or printed texts this research belongs to the type of library research. The method of collecting the data in this study

is observation as proposed by Sudaryanto (1988:1-37). This method is implemented by reading the texts and doing necessary note-taking to collect the relevant data.

The collected data were analyzed using qualitative method proposed by Djajasudarma (1993). In her book, she argues “qualitative method becomes the starting point of qualitative research that emphasizes the quality of original data according to descriptive understanding.” The data obtained were, then, read and classified based on the procedures of translation proposed by Newmark (1988:81-93). The data were classified guided by the translation procedures which were relevant for that purpose. The results of the analysis are presented informally and formally proposed by Sudaryanto (1993:145). The analysis is presented descriptively.

### 3. Discussion

This section presents the results and discussion on the procedures applied by the translator in translating 76 English photography terms into Indonesian found in the book entitled *Understanding Exposure* and its Indonesian version *Pintar Exposure*. Based on Newmark’s procedures of translation utilized in this study, several classifications can be made concerning the transfer of meaning from SL to TL. After comprehending the characteristics of each procedure covering how linguistic units are translated from SL to TL as proposed by Newmark, the identification is possibly made in three categories namely (1) the application of one translation procedure, (2) the use of two translation procedures which are, actually, the combination of two procedures of translation that is called *couplets*, (3) the application of three translation procedures in translating a photography term in the form of either words or phrases and (4) the utilization of quadruplet which is the mixed of four translation procedures. Each classification is further discussed completely in the following section.

First, one translation procedure in the following discussion demonstrates the translator’s choice in transferring meaning of the English photography terms into Indonesian. The special feature of one translation procedure found in this study is that the translator does not need to translate the English photography terms through the combination of two or more procedures based on Newmark’s procedures of translation. One procedure utilized by the translator in this translation is literal procedure, transference, naturalization, and functional equivalent. After classifying the English terms and their Indonesian versions, it is found that 31 terms are translated by means of one translation procedure; (1) 2 terms are translated through literal procedure, (2) 10 terms are simply transferred by applying transference, (3) 10 terms are naturally translated using naturalization, and (4) 9 terms and their translations show the application of functional equivalent.

Second, the combination of two translation procedures that is called *couplets* in this study involves three categories i.e. (1) literal procedure and shift, (2) transference and shift, and (3) naturalization and shift. Interesting enough, shift is always used in the combination whether it goes with literal procedure, transference or naturalization. This phenomenon occurs since shift is defined by Newmark (1988:85-87) as the translation procedure which involves a change in the grammar. Having investigated the translation of English-Indonesian photography terms, shift is combined with the other three procedures like literal procedure, transference and naturalization because there is a change in structure shown in the translation products, that is, the different grammar in SL terms and TL terms. As a detailed presentation, the three *couplets* found in this study is (1) 15 terms are translated by means of literal procedure and shift, (2) 2 terms are transferred through transference and shift, and (3) 4 terms are translated by the application of naturalization and shift.

Third, the *triplets* which is the term used to represent the mixed use of three translation procedures in the present study can be narrowed down into several categories involving the combination of (1) literal procedure, transference and shift as found in the translation of 1 photography term, (2) literal procedure, functional equivalent, shift represented by the translation of 2 terms, (3) literal procedure, naturalization, shift as demonstrated in the translation of 8 terms, (4)

transference, functional equivalent, and shift which is shown in the translation of only 1 term, (5) naturalization, expansion and shift that is reflected in the translation of 4 terms, (6) naturalization, functional equivalent, shift as found in the translation of 3 terms, and (7) naturalization, transference and shift which is presented in the translation of 4 terms.

Finally, *quadruplet* that is found in the classification shows the combination of literal procedure, transference, naturalization and shift. Of the 76 English photography terms, only 1 term is translated through the quadruplet procedure. The English photography terms which are translated into Indonesian are in the forms of words and phrases. Of the eighteen translation procedures proposed by Newmark, only five were applied by the translator to translate the terms in the book *Understanding Exposure*. Each of the applied procedure could be presented in the following discussion.

### The Literal Procedure

Newmark (1988:69) defines literal procedure as a procedure of translation when an SL word or phrase is translated into a TL word or phrase literally. It is the procedure most commonly resorted to at the commencement of translation process. The following data exemplify this procedure.

#### Data 1

SL : More often than not, to **freeze motion** effectively you must use fast shutter speeds (p. 84).

TL : Seringnya, untuk **membekukan gerakan** secara efektif, Anda harus menggunakan *shutter speed* cepat (p. 90).

This is one-to-one translation in which the SL words – *freeze* and *motion* – are individually translated into the TL equivalent words. Here, the verb *freeze* is literally translated into *membekukan*. According to *Oxford Learner's Dictionaries* the SL verb *freeze* means *stop* (a moving image) at a particular frame when filming or viewing, and its equivalent counterpart the TL verb *membekukan* means *menjadikan beku (dalam berbagai arti)* (*Kamus Bahasa Indonesia*). The verb *membekukan* is derived from the adjective *beku*, which means *tidak mengalami perubahan; kaku; statis* (*Kamus Bahasa Indonesia*) and, in the TL sentence, it must be added with the prefix *me-* and the suffix *-kan* to function as a verb. As clearly seen, the word *beku* is initiated with *b*, the prefix *me-* is then added with *m*, then the prefix *mem-* occurs. In the TL structure, if the word begins with *b*, *p* or *f*, the prefix *mem-* occurs (Sneddon 1996: 9). This *me-...-kan* derivation system of the TL has a causative meaning; the object is caused to have the characteristic as indicated by the adjective base (Sneddon 2000: 29). Thus the verb *membekukan* causes the object *gerakan* to have the characteristic of the adjective base *beku*. The object *gerakan* now has such characteristics as rigid and static.

The TL noun *gerakan* is the equivalent counterpart of the SL noun *motion*. The meaning of *motion* is the action or process of moving or being moved (*Oxford Learner's Dictionaries*) and the meaning of *gerakan* is *perbuatan atau keadaan bergerak* (*Kamus Bahasa Indonesia*). Based on the definition of the TL and SL words above, it is seen that the SL verb phrase is translated to the TL verb phrase and the meaning of the SL verb phrase *freeze motion* is literally translated into the TL verb phrase *membekukan gerakan*.

### The Transference Procedure

Transference is the process of transferring an SL word or phrase into a TL text. It includes transliteration, which relates to the conversion to different alphabets (Newmark, 1988:81). This could be exemplified with the following data.

Data 2

SL : And when the available light wasn't enough, they'd resort to using flash or a **tripod** (p. 14).

TL : Dan ketika cahaya yang tersedia tidaklah cukup, mereka terpaksa menggunakan lampu flash atau **tripod** (p. 18).

The SL word *tripod* is transferred to the TL by the translator. There are pronunciation adaptations for respective part of the term. The part *tri* that is originally pronounced /trɪ/ in the SL, is pronounced /tri/ in the TL and the part *pod* that is pronounced /pɒd/ in the SL, is pronounced /pod/ in the TL. Word form adaptation, however, as one element in naturalization procedure, is not found in this translation. The SL *tripod* is a three-legged stand used for supporting a camera or other apparatus (*Oxford Learner's Dictionaries*) and the TL *tripod* is *penyangga mesin bor (kamera dsb) yg terdiri atas tiga buah kaki berbentuk batang* (*Kamus Bahasa Indonesia*).

### The Naturalization Procedure

It adapts the SL word first to the normal pronunciation, then to the normal morphology (word-forms) of the TL (Newmark, 1988:82). This procedure could be exemplified by the following data.

Data 3

SL : Still, I'm pleased to say that the formula (or what I call the Photographic Triangle) for successful **exposure** has not changed one iota since the inception of photography (p. 8).

TL : Namun, saya senang untuk menyampaikan bahwa (atau apa yang saya sebut 'segitiga fotografis') untuk menghasilkan **eksposur** yang baik tidak berubah sedikitpun sejak awal mula dunia fotografi berdiri (p. 10).

The SL word *exposure* is adapted to pronunciation and word form of the TL. First, the first syllable of the SL word that consists of *e* and *x* is pronounced /ɪk/. In the TL it is pronounced /éks/ which consists of *e*, *k*, and *s*. Second, the last syllable of the SL word that consists of *s*, *u*, *r*, and *e* is pronounced /ʒə/. In the TL it is pronounced /sur/ which consists of *s*, *u*, and *r*. Based on this adaptation the SL word *exposure* is naturalized to *eksposur* in the TL. The SL *exposure* means the quantity of light reaching a photographic film, as determined by shutter speed and lens aperture (*Oxford Learner's Dictionaries*). The TL *eksposur* is sebuah proses penangkapan cahaya yang lebih jauhnya dapat menentukan kualitas suatu hasil foto dari segi pencahayaannya (Rosdiyana, 2010)

### The Functional Equivalent Procedure

This common procedure, applied to cultural words, requires the use of a culture free word, sometimes with a new specific term; it, therefore, neutralizes or generalizes the SL word. This procedure is also used when an SL technical word has no TL equivalent (Newmark, 1988:83). This could be exemplified by the following data.

Data 4

SL : ....to ensure the maximum **depth of field**, and then I simply adjusted my shutter speed until 1/100 sec (p. 16).

TL : ....untuk memastikan **ruang tajam** maksimal, dan kemudian saya sesuaikan shutter speed sampai 1/100 detik (p. 21).

*Depth of field* refers to the range of distance that appears acceptably sharp (McHugh, 2005). *Ruang tajam* means *area ketajaman atau fokus yang ada di dalam foto* (Piskha, 2013). From the definition of the SL term and the TL terms above, it is seen that the meaning of the TL term is equivalent with the meaning of the SL term. It is not word for word translation as the TL equivalent words cannot be used to express the meaning carried by the photography term *depth of field*. The meaning of the SL noun phrase is transferred to the TL, and a new specific term *ruang tajam* is produced to transfer the meaning.

### The Couplets Procedure

Couplets occurs when the translator combines two (couplets), three (triplets), or four (quadruplets) different procedures (Newmark, 1988:91). The following data exemplify this procedure.

Combination of Two Translation Procedures (Literal and Shift).

SL : Then, press the DOF **preview button** while looking through the viewfinder (p. 58).

TL : Kemudian, tekan **tombol pratinjau** Dof sambil tetap melihat melalui jendela bidik (p.64).

The SL *preview* means an opportunity to view something before it is acquired or becomes generally available (*Oxford Learner's Dictionaries*). It is literally translated into the TL equivalent word *pratinjau* which means *tinjauan pendahuluan* (*Kamus Bahasa Indonesia*). The SL *preview* that functions as a modifier precedes the head *button* in the SL while its equivalent counterpart the TL *pratinjau* that also functions as a modifier is preceded by the head *tombol*. This shift occurs because the TL structure requires modifier to be preceded by head. Newmark (1988: 85) argues that shift occurs when SL grammatical structure does not exist in the TL

The SL *button* which means a small device on a piece of electrical or electronic equipment which is pressed to operate it (*Oxford Learner's Dictionaries*) is literally translated into the TL *tombol* which means *alat (knop) pada mesin dan sebagainya, yang gerak tekan atau gerak tariknya dapat menjalankan, menghentikan, atau mengubah gerak pada mesin* (*Kamus Bahasa Indonesia*).

Combination of Three Translation Procedures (Literal, Transference, Shift)

SL : Use your camera's **manual settings** (bottom).....(p. 14).

TL : Gunakan **setelan manual** kamera Anda (bawah)..... (p. 19).

First, *manual* in the SL pronounced as /manjʊəl/ is transferred to *manual* in the TL that sounds /manual/. Phonetic adaptation occurs but spelling adaptation is not seen. The SL *manual* means (of a device) operated or controlled by hand, rather than automatically or electronically (*Oxford Learner's Dictionaries*). The TL *manual* means *dilakukan dengan tangan* (*Kamus Bahasa Indonesia*). Second, *settings* is translated literally into *setelan*. Setting means a speed, height, or temperature at which a machine or device can be adjusted to operate (*Oxford Learner's Dictionaries*). *Setelan* means *hasil menyetel; cara menyetel* (*Kamus Bahasa Indonesia*). Third, there are two shifts that occur. In the TL, instead of *manual setelan*, *setelan manual* occurs in that the TL head *setelan* precedes the TL modifier *manual*. In the TL, head precedes modifier while in the SL,

head is preceded by modifier. Another shift is the SL plural *settings* that is shifted to the TL singular *setelan*. *Manual settings* can be translated into the reduplication *setelan-setelan manual* but it sounds unnatural or odd, in this context. Newmark (1988:86) argues “literal translation is grammatically possible but may not accord with natural usage in the TL”.

#### Combination of Four Translation Procedures (Literal, Transference, Naturalization, Shift)

SL : Whether you shoot with a Minolta, Olympus, Pentax, Nikon, Sony, or Canon **fixed lens digital camera**,..... (p. 54).

TL : Kalau Anda menggunakan **kamera digital berlensa tetap**, apakah itu Minolta, Olympus, Pentax, Nikon, Sony, atau Canon,..... (p. 60).

The SL *fixed* is literally translated into the TL *tetap*. The SL *fixed* means (especially of a price, rate, or time) predetermined and not able to be changed (*Oxford Learner's Dictionaries*). The TL *tetap* means *tidak berubah (keadaannya, kedudukannya, dan sebagainya)*. The SL *lens* is naturalized to the TL *lensa*. The SL *lens* that consists of one syllable is adapted to two syllables in the TL *lensa*. The SL *lens* that consists of *l*, *e*, *n* and *s* is pronounced /lenz/. In the TL, it is pronounced /lénsa/ in which the first syllable *len* consists of *l*, *e*, and *n*. The sound /z/ that is part of the first syllable in the SL is adapted to the sound /s/ in the second part of the TL word. The sound /s/ is then added with the sound /a/ to make the second syllable /sa/ in the TL. The SL *lens* means a piece of glass or other transparent material with curved sides for concentrating or dispersing light rays, used singly (as in a magnifying glass) or with other lenses (as in a telescope) (*Oxford Learner's Dictionaries*) and the TL *lensa* means *kaca bulat melengkung (seperti kaca pembesar, kaca potret) (Kamus Bahasa Indonesia)*.

The SL *digital* is transferred to the TL *digital*. The SL *digital* means (of signal or data) expressed as series of the digits 0 and 1, typically represented by values of a physical quantity such as voltage or magnetic polarization (*Oxford Learner's Dictionaries*). In the TL, *digital* means *berhubungan dengan angka-angka untuk system perhitungan tertentu; berhubungan dengan penomoran (Kamus Bahasa Indonesia)*. Phonetic adaptation occurs from /dɪdʒɪtəl/ in the SL to /digital/ in the TL but there seems no spelling adaptation that is required for the naturalization procedure.

The SL *camera* is naturalized to the normal pronunciation and word form of the TL. The first syllable of the SL word that consists of the orthography *c*, *a*, and *m*, and pronounced /kam/ is, in the TL, pronounced /ka/ which consists of the orthography *k* and *a*. The letter ‘m’ in the SL *camera* is placed in the first syllable while in the TL *kamera*, it is placed in the second syllable. The second syllable of the TL is, then, pronounced /mé/ which consists of the orthography *m* and *e*. In this case, one syllable in the SL is naturalized to two syllables in the TL. The SL *camera*, which sounds /kam(ə)rə/, is naturalized to the TL *kamera*, which sounds /kaméa/. *Camera* is a device for recording visual images in the form of photographs, film, or video signals (*Oxford Learner's Dictionaries*) while *kamera* is *kotak kedap sinar yang dipasang dengan lensa yang menyambung pada lubang lensa tempat gambar (objek) yang direkam dengan alat yang pekat cahaya (Kamus Bahasa Indonesia)*.

There are two types of shift that are applied in this translation. First, the shift that is caused by the different structures between SL and TL. The SL *digital camera* is shifted to the TL *kamera digital*. Here, in the SL, the modifier *digital* precedes the head *camera* it modifies while in the TL the modifier *digital* is preceded by the head *kamera* it modifies. The SL *fixed lens digital camera* is shifted to the TL *kamera digital berlensa tetap*. The modifier *fixed-lens* precedes the head *digital camera* it modifies while in the TL the modifier *berlensa tetap* is preceded by the head *kamera digital* it modifies. Second, the shift that is applied as the natural usage in the TL. The SL adjective *fixed-lens* is shifted to the TL verb phrase *berlensa tetap* instead of the TL noun phrase *lensa tetap*.



*Kamera digital berlensa tetap* sounds more natural to the TL readers than *kamera digital lensa tetap* does. The prefix *ber-* in the TL functions as a verb-forming prefix transforming the noun *lensa* to the verb *berlensa*. The TL verb phrase, then, implies that the camera has a fixed lens as also implied by the SL adjective.

## 5. Conclusion

Based on the discussion presented above, this study reveals that, in the translation of the photography terms from English to Indonesian, there are two categories of translation procedures applied by the translator, i.e., single translation procedure – literal, transference, naturalization, cultural equivalent – and combined translation procedures – couplets, triplets, quadruplets. While the percentage of single translation procedure application reaches up to 40.23%, combined translation procedures application covers 59.77%, resulting from the fact that the photography terms are mostly phrases in which most of the SL words must be each translated through different procedures. In the application of the combined procedures of translation, shift – the procedure that keeps the TL values – always occurs. Newmark (1988:85-87) proposes four types of shift; they are are; 1) the change from singular to plural, 2) SL grammatical structure does not exist in the TL, 3) literal translation is grammatically possible but may not accord with natural usage in the TL, and 4) the replacement of a virtual lexical gap by a grammatical structure. All of the types of shift mentioned above are applied by the translator in this translation. The shift that occurs the most is the second type of the shift, which is the SL grammatical structure that does not exist in the TL. In this matter, the modifier-preceding-head structure of the SL does not exist in the TL. Conversely, in the TL, head-preceding-modifier structure exists. This occurrence of the second type of the shift relates very closely to the phrases that dominate the photography terms in this matter. This is due to different language systems between English and Indonesian and naturalization of translation that must be established for TL readers. The five procedures are applied in order to reach accuracy and naturalness of the translation to the TL readers.

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