

Literal translation: A study with several translation techniques to get a good translation result

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ABSTRACT


In translating advertisements, there are things to keep in mind. First, ad text has a different type of character from other text, secondly, there are limitations in the ad itself. An advertisement is limited to customs and habits, religion and beliefs, norms and ethics as well as the use of language and language style. This implies that an advertisement cannot freely express the ideas or ideas of producers to potential consumers, especially if the advertisement is aimed at consumers who have different languages and of course different cultures. A picture or sentence that can be considered neutral in one area but has a different interpretation in another. For example: in a print media commercial advertisement issued by the local government, one type of regional superior product is written which is called 'sarong goyor'. If this advertisement is given to an audience outside the area where the source text originates, then the word sarong goyor may become lepas in its meaning. For this reason, in translating a text, the translator needs to understand the approach, strategy and ideology used by the translator.



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1 INTRODUCTION

In the translation process equivalence becomes an important thing in the translation process and results. Translation experts have their own views on translation. The respective responses regarding comparability. Bell emphasizes equivalence to context-free semantic meanings at the expense of the communicative value of context or functional conformation. On the other hand, Halliday states that a good translation of a text is a result; of translation related to linguistic features that give great attention to the context of the translation and can adjust to the values contained in the source text. Responding to what Halliday said, Newmark gave more importance to the choice of language to express meaning so that the selection became an important part of the translation of the text [1][2][3].

A lot of research on translation has been carried out, both the analysis of translations carried out by translation experts to those who are not experts. Research on translation carried out by non-experts is interesting because we can find out how the translators carried out a series of translation methods, strategies and techniques [4][5]. Even though they did not learn how to translate according to what was taught in the classroom as foreign language learners usually do, many of their translations were accepted and enjoyed by their readers. One of the studies conducted was the research conducted regarding the translation of subtitles in Javanese Mataraman from the Batman film.

The choice of source text data source comes from informal letters or private letters because private letters will make translators less stressed by formal letters that have to be official and are not like very formal business. This is also one of the characteristics of informal letters or personal letters that prioritize friendliness, are easy to chat with, and are relaxed with an informal atmosphere which is usually aimed at people close to the sender of the letter [6][7]. In addition, there has not been much research on translation for private letters.

Advertising is designed for practical purposes, namely to promote goods and services whose ultimate goal is to make a profit or profit, or it could be for public service which means it does not lead to profit oriented. The structure and type of ad text is different from other types of text, that's why ad text has a language character that is also different from other types of text [8][9]. Advertising translation is also intended to promote goods and services in the target culture. To make the target reader understand the message conveyed, the translator must be extra careful in transferring the message, especially regarding the culture that exists in the source language but does not exist in the target culture.

In carrying out translation activities, the translator has various provisions of translation theory, one of which is the Skopos theory. This Skopos theory pioneered by Vermeer is a special theory in the field of translation, using the main principles of action aimed at determining translation strategies. In essence, the Skopos theory is a theory that explains that one of the most important factors in determining the direction of translation goals is the target audience [10][11].

2 METHOD

The case study method is used in this research because this research focuses on one case of translation in one population, namely students of English Literature Study Program, Faculty of Languages and Arts, Bina Sarana Informatika University who have received the course 'Translation '. Meanwhile, the limitation in this study is only on the results of the translation done by these students who can be categorized as amateur translators, especially in the translation techniques they have done.

In this study, a qualitative approach was used because the data used were in the form of sentences and words. While the data collection technique used is literature study to find primary data for source texts which will be translated by students and secondary data used to analyze data. Meanwhile, documents are used for primary data retrieval. The author obtains the Source Text online and the Target Text data from the student's translation has been done by the students at the request of the researcher [12][13]. They are data sources. Meanwhile, the data in this study were all words, phrases and/or sentences from TL. Descriptive analysis method is a method of analysis that the author uses by analyzing the data from the material under study and then describing the results descriptively.

To help process existing data, theory is used as a basis for observing the translation techniques performed by students. There are 18 types of translation techniques expressed by them: adaptation, loan amplification, calculus, compensation, description, discursive creation, standard equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition and variation [14][15][16]. The theory is a measuring tool to identify the types of techniques used by students in translating letters given in English. The processed data will then be translated into findings and discussion with descriptions and conclusions.

3 DISCUSSION

In this study, there are three things of concern, namely the dominance of literal translation in translation techniques and the distribution of translation techniques that appear in translations carried out by a population consisting of students of the English Language Study Program, Language and Communication Faculty, Bina Sarana Informatics University.

As stated in the research findings above, literal translation is a translation technique that dominates in the translation results of the students who become the population. Literal Translation or literal translation is a translation technique that translates sentences or expressions word for word. Contrary to Vinay and Darbelnet's literal 'definition' of *Stylistique comparée du français et de l'anglais* (SCFA), literal does not mean translating one word for another. Translating ink (English) with *incre* (French) is not a literal translation but an established equivalent [17][18]. The literal translation here corresponds to the 'formal equivalent' of Nida, which is when form meets function and meaning. This type is the same as the literal translation of the SCFA. An example of this technique. The amplification technique is a technique found only once in this study. This technique introduces details that are not formulated in the source text: information, explanatory paraphrasing. The correspondence is with: *Excitation* belongs to SCFA, *Addition* from Delisle, *Legitimate* and *ilegitimate* from Margot, *Newmark's explicit paraphrase*, *Delisle's periphasies and paraphrases*. Footnotes or footnotes are one type of amplification. Amplification is the opposite of reduction. An example of amplification is as follows:

Discursive Creation: This discursive creation is similar to Delisle's proposal, which is to make temporary equivalents that are unexpectedly very out of context. An example of this discursive is the translation of *Goblet of Fire* which translates to 'cup of fire'. In this study, there are 22 data that fall into the category of discursive creation techniques. Examples of this technique found from the object of research. As many as nine data are categorized as standard equivalent techniques or 4.31% of the total data found, *Established Equivalent* is a translation technique that uses a term or expression that has been recognized (by the dictionary or the language used) as the equivalent in the target language. This corresponds to the translation of the equivalent and literal SCFA. An example of this technique is the standard translation of human rights which is translated by default as 'human rights'.

Generalization or generalization is a translation technique that uses terms or expressions that are more general than the translation should have. This coincides with SCFA's *proprietary acceptance* and is the opposite of *particularization*.

There are five data that fall into this category. Linguistic Amplification Techniques, From the research results, Linguistic Amplification or Linguistic Amplification appeared eight times or 3.83% of the total data. This technique is a technique that adds linguistic elements to the translation. It is often used in consecutive and dubbing interpretations. This is in contrast to linguistic compression.

Linguistic Compression Techniques, Linguistic compression or Linguistic Compression is a technique to synthesize linguistic elements in TL so that it becomes shorter without losing the meaning or message to be conveyed. This is usually done in simultaneous interpretation and translation of texts. This type is the opposite of linguistic amplification. An example of this technique. *Modulation* or modulation is the next technique that appears in the research findings. A total of six data indicated to be part of this technique. Modulation techniques are techniques that translate by changing the point of view, focus or cognitive category in relation to TL. This modulation can be lexical or structural. This type is the same as *acceptation*. An example of the findings of the modulation technique [19].

Reduction technique is a technique that aims to suppress SL information items in TL by removing elements of words or phrases in TSu. The reduction includes *implications* from SCFA and *Delisle*, *coincision* from Delisle, *omission* from Vazquez Ayora. This type conflicts with amplification. **Transposition Technique,** although this transposition or transposition technique was found quite a lot in the findings, the number was not as significant as the literal translation technique, which was 28 data or 11% of the total data. This transposition technique is a translation technique that changes the grammatical / grammatical category. This transposition is divided into three, namely the transposition of structures, units, categories [20].

Variation is a translation technique that changes linguistic or paralinguistic elements that affect aspects of linguistic variation: changes in textual tones, styles, social dialects, geographic dialects, etc., to introduce or change dialectical indicators for characters when translating for theater, changes in tone to adapt a novel for children, etc.

Advertising is news or messages to encourage people to be interested in the goods or services offered, which are usually promoted through advertising media such as radio, television, newspapers, magazines. Advertisements contain notification to the public and have the character of influencing readers to do what they want. Advertising is not limited to products but also information, invitations or calls to do something, for example an invitation to plant trees or stay away from drugs. This kind of advertisement is better known as *service advertisement* (non-commercial) because it does not have a profit orientation.

Advertisements have several functions, namely providing information (informing), persuading (persuading), remembering (reminding) and providing added value (adding). Advertising has a function to provide information when producers advertise new products that are released in the community that they don't know about before. Advertising is persuasive when by seeing this advertisement the public feels persuaded or tempted to at least turn to the offered item to buy it. Advertising also serves to remind people when there is a product that is already known to the public and after a certain time the advertisement returns to remind the public of the existence of the product. Finally, advertising serves to provide added value when the advertisement of the product or service can provide added value to the public with insight.

In general, the purpose of advertising is made to attract the attention of the audience so that the audience can 'turn' to the advertised product. In the business world, the message conveyed is a message of invitation or persuasion to something that is offered by producers to potential consumers. By using mass media, advertising has a function to multiply sales efforts. In other words, advertising is a huge accelerating force in distribution. Advertising is one of the most effective marketing strategies.

Still on the same source, Robert V. Zacher, an expert and practitioner in the advertising field, said that advertising has several purposes, namely:

- a) Provide information on a product (services, goods, ideas, etc.).
- b) Efforts to foster a good image or a sense of liking to the advertised product
- c) Convince the public about the truth of a product
- d) Make or make it easier for consumers to know the specifications of a product, be it price, function, benefits, and others

In fact, today's marketing strategies have become very complex and unique. Currently, selling products alone is not enough, but the most important thing is to sell the company's products to as many consumers around the world. In addition, the rate of technological development in the advertising world in the last ten years has been very fast. Economic competition between countries is growing wildly to attract the attention of people all over the world. It is not easy to be able to exist among the products and technologies that are increasingly mushrooming. One of the most effective ways to combat this is to advertise the product or service in question effectively. Thus, advertising plays an important role in the modern economy, because no matter how great a product is, the product must become famous and known before consumers choose a certain type of brand.

Advertising is not simple and cheap. To improve the image of a certain brand, a company can budget 20-30 percent of its gross income, so that their products look different from others. Still on the same source, so far, advertising has touched a global dimension, so the writing in the advertisement has attracted attention from the translation field. In the types of international advertisements, there are 3 main obstacles, namely different cultural value systems, environment and language.

In the previous section, it was stated that translation plays a vital role in the world of advertising. This is reinforced by the opinion of states that several forms of translation can be done when companies operating abroad want to make their advertising materials in accordance with the target culture. The definition of translation has to be broad, involving a whole range of strategies from complete transference of the source text into the target culture to the creation of a new advert for the target culture, based on the interpretation of the advertiser's creative brief [21][22].

There are two main strategies or approaches in creating advertisements, namely standardization and adaptation of advertising messages. The standardization approach assumes that an advertisement can function well in different markets, while the adaptation approach reflects the need to take social and cultural aspects in the target context, on the same source, these two approaches are put on one continuum line. This means that a mixture of the two approaches is applied more frequently to international advertisements to convey advertising messages in the most feasible form [23].

Meanwhile, the opinion that "translation has little to do with this fascinating area of communication", while on the other hand views ad translation as a means of communication better than a company that exports its products. From these opinions, it can be seen that the role of translation in making an advertisement is still a debate (pros and cons) [24]. However, from several previous writings it can be seen that there are still many producers who choose to translate the ad text they make to promote their products, especially abroad. Furthermore, things that need to be addressed in advertising translation are about: linguistic strategies and advertising techniques, focus on the target audience, and the objectives of the translation itself. In linguistic strategy and advertising techniques, Cook analyzes the semantic concepts, denotations and connotations that are certainly known in linguistics and are related to "reason" and "tickle" for advertising engineering problems. Meanwhile, "the main factor influencing the production and the translation of an ad is the receiver". Meanwhile, the purpose of translation is a central issue in the discussion of ad translation.

The Importance of Skopos Theory, in this study, Skopos theory focuses on the purpose of doing things including translation, with the hope that this theory can explain and inspire advertising translation. Still at the same source, Skopos theory is seen as drawing full attention to the purpose of translation. At this point, the Skopos theory is considered relevant for the translation of advertisements which solely work for the ultimate goal of promoting goods or services which are ultimately for profit.

As a result of Skopos' theory, this theory is no longer seen as a determining factor. Nevertheless, Skopos theory is important in distinguishing from traditional theories in two ways. First, this theory does not require much attention and respect to the source text and the authors of the source text. On the other hand, this theory actually plays a big role in the target text. As a result, translation can result from limitations that exist in the source text, including linguistic forms or the implications of the culture that surrounds them. So in this case, the source text can have various translations for a variety of different purposes. In addition, by applying the Skopos theory, translators are given more power and higher status. The translator also has the right to decide whether or not to translate a text, and the translator is justified in using a different strategy. In other words, Skopos theory provides translators with a freer perspective to study translation.

Contribution of Skopos Theory in Advertising Translation, As stated above, Skopos theory is considered more suitable to be applied in translating advertisements. In this case, the translator's awareness in carrying out ad translation can be increased and ad translation can be more effective in meeting its objectives. Advertisements are designed for the sole purpose of promoting products and services. Although some of the advertisements provide information or aesthetic value, advertising also aims to persuade audiences and promote goods or services. Perhaps it is justified to say that advertising will be meaningless if it is unable to disseminate the concept of advertising to generate profit. This is because Skopos theory emphasizes the goal of being 'central guidance' in taking translation steps. Therefore, the Skopos theory becomes a special theory that can be applied in ad translation.

The specialty of Skopos theory can be seen from 5 things that are taken into consideration in translating advertisements. The five things are: The translator does not have to attach linguistic equivalence because the dominant rule is the skopos rule that favors the goal and the target audience. The translated ad text must be both textual and intertextual coherence so that readers can trust it and understand the ad content well. The customs, beliefs, morals and ethics for the target audience must be considered and respected so as not to cause misunderstanding of the audience. The relevant rules and regulations for the

target culture must be obeyed. In this case the translator must really understand the source culture and target culture well. The demands of the advertising language style must be harmonious and harmonious. By paying attention and carrying out the five things above, translators can carry out their translation tasks well, especially in terms of ad translation. Thus the contribution of Skopos theory in ad translation is proven to be able to help translators in carrying out their roles.

Implementation of Tamansiswa Teaching in Advertising Translation As stated by Masitah in his paper entitled "Tracing the Teachings of Ki Hajar Dewantara in an Effort to Realize Freedom of Learning in the Millennium Era" at a national seminar held by Sarjanawiyata Tamansiswa University Yogyakarta in early March 2020, according to him, education is a cultural process, namely an effort to provide noble values to the new generation in society which are not only maintenance in nature, but with the intention of advancing and developing culture towards the nobility of human life. Ki Hajar Dewantara, who founded the Tamansiswa school at that time, had the characteristics of Tamansiswa education, namely Ing Ngarsa sung Tuladha, Ing Madya Mangunkarsa, Tutwuri Handayani. This trait has a very deep meaning because it is hoped that these traits will produce human beings with superior character who can lead the Indonesian nation in the future. The characteristics of the Tamansiswa teachings include manifested in an orderly, peaceful, greeting and happy personality.

The embodiment of personality according to the Tamansiswa teachings can also be implemented in the field of translation, especially for a translator. A translator must have a good personality because a translator has a moral and material responsibility for the work he does. As an example of an orderly embodiment of personality, a translator must have an orderly personality, both in speech and in action. Translators are trusted by many people because of their words, both written and spoken. What is conveyed by the translator must be trusted by other people, especially those who use the translator's services. Furthermore, the peaceful embodiment of personality can be explained that the translator's attitude must be "cool" to help both parties (in oral translation). Translators should not tend to one side, but must be neutral and able to spread peace.

Such attitudes, if owned by the translator, the translator will be able to carry out his translation duties properly. This, of course, is proportional to the results of his translation. In other words, Tamansiswa teachings can be applied in shaping the personality and character of the (Indonesian) translator to become a professional translator who is responsible for the work he does.

4 CONCLUSION

This research found that not all translation techniques can be applied in one translated manuscript. It can be seen in this study that only eleven out of eighteen translation techniques are applied by translators with various levels of translation skills. This diversity can be seen from the many techniques used by translators in translating informal letters provided by researchers.

The interesting thing that happened was that literal translation techniques became very dominant in the resulting translation. Almost all translators show a tendency to use this technique with a significant amount of data compared to the use of other techniques. The tendency to use literal translation is supported by the distribution of data distribution with normal distribution categories between 17-27 data. This literal translation can be a translation that is actually quite an adequate translation for the 'distribution' of messages from the source text to the target text or can simply translate without fully understanding the implicit meaning in the source text.

From some of the descriptions above, the following conclusions can be drawn: Ad translation must pay attention to the structure of the text because the ad text structure is different from other text. Ad translation has restrictions that apply to the audience. Some considerations in translating advertisements according to Skopos theory, namely: not necessarily attaching linguistic equivalence due to skopos rules, advertising text must be translated textually and intertextual coherence, customs, religions, morals and ethics for target audiences must be considered, the relevant rules and regulations of the target culture must be obeyed, demands a harmonious and harmonious style of advertising language. In relation to the Tamansiswa teachings taught by Ki Hajar Dewantara, there are two things that can be taken directly. First, the translator must be orderly in acting and speaking. Second, the translator must have a peaceful and impartial personality.

Conflict of Interest Statement

The authors declare no conflicts of interest related to the material presented in this article.

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