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Translation techniques as a method for describing the results and classifying the types of translation solutions

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ABSTRACT

Translation technique is a method applied in translation to describe the results of translation and classify the types of translation solutions. Translation techniques appear to differentiate from translation strategies. This translation technique will determine the ideology used by the translator. The translation techniques discussed in this paper are the Molina and Albir translation techniques which consist of 18 techniques, namely adaptation, amplification, borrowing, calculating, compensation, discursive creation, common equivalence, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation.

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1 INTRODUCTION

Translation activities cannot be separated from translation techniques. Translation techniques are used to determine the ideology of translation, whether translation is foreignization or domestication. Before translation techniques emerged, people were confused about distinguishing translation techniques from the translation strategies discussed [1]. The translation technique in this case is the image that appears in the translation results, especially in the smallest units of text (micro elements), while translation in macro / global units is called a method. The translation strategy is closely related to the translation process, where the translator tries to find tactics to get out of the problems that may arise during the translation process. In other words, the fundamental difference between technique and strategy is that strategy is part of the process, whereas technique can be seen from the product of translation.

Technique is a method, expertise or practical art that is applied to a particular task. The technique describes the results obtained and can be used to classify various types of translation solutions. From the definition of the technique above, it can be concluded that the translation technique is a method applied in translation to describe the results of translation and to classify the types of translation solutions. Translation techniques have five basic characteristics, namely: impact on the translation results, classified by comparison with the original text, impact on the micro-units of the text, discursive and contextual, and functional [2].

Below, are the types of translation techniques? The author takes examples of translation techniques from various sources. Adaptation is a technique that replaces cultural elements of the source language with cultural elements known in the target language. Kilimanjaro is a snowy mountain located at an altitude of 6008 meters above sea level and is dubbed the highest mountain on the African continent. In the first sentence, the word 'feet' (height measurement) is translated into 'meter', because Indonesian people better understand meter size. Likewise in the second sentence, the measure of weight in SL, 'stone', is translated as 'kilo' so that the TL reader can understand. In the third sentence the translator adapts the word 'hi' to 'hello' because the word hello is more often used in TL. The word "hi" here can also be translated as an adaptation technique to "hi". The fourth sentence adapts the hours' half-past twelve 'to the number '12 .30'. This is done because readers of TL more often find hour markers written with the numbers "12.30" than with "half one". Amplification is introducing / adding detailed information that is not contained in SL, namely explicit paraphrase. "Look at them," he said. "Now is it sight or is it scent that brings them like that?"

"Try to observe the birds," he said. "Well, guess what, is the sense of sight or the sense of smell that makes them that way?" Barely five years before his birth, the centuries-old Abbasid caliphate at Baghdad had been destroyed by the Mongols. The coffee system, at the least, prevented them from spending time on other more profitable or necessary endeavors [3].

The coffee [plant] system, at least, prevented them from spending time on other ventures that were more profitable or more necessary. In the example of the first sentence, the translator translates the implicit information contained in the SL sentence. Look at them à explicitly translated to try to observe the birds - the birds. The translator translates them into birds, because the previous sentence contained the word bird. In the second sentence, the translator adds information to the word the Mongols into Mongol troops. In the third sentence, the translator makes explicit the word "plant" to further clarify the sentence information.

Borrowing is a technique of taking a word or expression from the source language. This borrowing can be in the form of pure borrowing (Pure Borrowing) and borrowing that has been naturalized (adjusted to the phonetic system and morphology of the target language). In his dream he was at his home on Long Island and it was the night before the girls' school farewell ceremony [4].

In the example above, there is a pure champagne borrowing technique which translates to champagne, asparagus which also translates to asparagus and Long Island which also translates to calque is a technique of literally translating a word or phrase from SL to TL. This translation technique can be done lexically or structurally. This technique is similar to literal translation, the difference is seen in the SL structure which still appears in TL or lexical which is maintained but follows the TL structure. In the first and second sentences, there is a calque technique that follows the SL structure but its lexical element is still preserved. In BSU there is the word "Normal School" which is translated by the SL structure into "Normal School" and also the word "Positive Energy" which translates to "Positive Energy". In the third and fourth sentences, there is a calque translation technical whose SL structure still appears in the TL structure. In the third sentence there is the word "Assitant Residences" which translates to "Assistant Residency" and in the fourth sentence there is the word: Stop the bus "which translates to" Stop the bus ". From the two sentences there is no change in the structure of the SL or TL.

In the sentence above, the translator uses a description technique to describe a word or term so that the target language reader understands better. As in the first sentence, the translator described "Gimlet" as a type of drink made from gin, vodka,

lemon juice, or sparkling water. Likewise with the second sentence which describes the male clubhouse. In the third sentence the translator adds information about "Government Regulation" with "Decree of the Ministry of Transportation, Directorate General of Civil Aviation No. AU 4357 / DKP.09752003 ". This is to explain that the government regulation in question is a regulation from the transportation department.

Discursive creation is a translation technique for presenting temporary correspondences that are unexpected or out of context. This technique is usually used to translate book titles or film titles. The main conflict arises between two different versions of Islam, namely the traditional syncretic Islam (which is taught in the family surau and the nagari mosques). In the third sentence, unexpected changes occur, such as "eclectic" (understanding that takes the best things from several sources) to "syncretic" (understanding / sect that combines several streams / religions to achieve harmony). Common equivalence is a technique for using terms or expressions that are familiar / recognized in the dictionary of the target language as equivalents in the source language text [5].

The equivalence technique is commonly used for words that already formally have equivalents in BSa, such as those contained in the dictionary or that have been agreed upon by certain communities as language users (everyday language usage. This common equivalence technique is also used for common expressions that have been used in a field. certain knowledge or in a certain society. For example in the first sentence there is the word 'in-laws' which is paired with' men in-law 'in Indonesian, because the word' menatu 'is commonly used in Indonesia. In the second example sentence there is the word' south-east Asian countries' which already have a common equivalent in Indonesian, namely 'Southeast Asian countries'.Then in the fourth sentence the word' watered 'is more commonly translated as' drool' rather than 'watery'.In the fourth sentence the word' good evening 'is indeed translated as 'good evening' and the word 'Mr' is often the equivalent of the word 'sir' in Indonesian.

In the first sentence the word "grumpy" which is more precisely "grumbler" is generalized to be "grumpy". In the second sentence there is a generalization of the word 'nephews and nieces' which translates to 'nephew and nephew' to be more neutral 'nephew', and in the third sentence 'liquid' which means 'liquid' is translated into 'drink'. Linguistic amplification is a technique of adding linguistic elements to the target language text. This text is used in consecutive oral translation and dubbing [6].

Linguistic compression is a technique of synthesizing linguistic elements into TL texts. This technique is often used for spontaneous spoken translation and subtitling. The literal translation technique is to transfer an expression word for word but the structure follows the rules in the target language. Modulation is a translation technique that changes the point of view, focus, or cognitive categories in relation to the SL text, either at the lexical or structural level.

In the example of the first sentence the translator modulates because if it is translated with a literal meaning it results in an unnatural translation. The second sentence the translator modulates the word "put hand" to "put". In the third sentence the translator modulates the word 'I make a wish' to 'I say' and changes the perspective of 'the first little star that I see in the sky' to 'the first little star that appears in the sky'. Reduction is the opposite of the amplification technique. This technique suppresses / compresses the information contained in SL into TL. This technique is almost similar to omission but there is a slight difference. This removal technique (ommision) is different or not included as a reduction technique that is redefined [7]. They mentioned that the reduction was related to the implication of the message SL on TL. Meanwhile omission is the elimination of messages in TL. Therefore, these two techniques need to be distinguished because of context. In other words, information that is explicit in the source language text is made implicit in the target language text.

In simple terms, the translation technique is the image that appears in the translation results, especially in the smallest units of text (micro elements). Differentiate translation strategies and techniques based on products and processes. Strategy is a process that is in the translator's mind when translating, namely when the translator faces a problem and tries to solve it. Meanwhile the translation technique is the result of choices made by the translator or the realization of a strategy in overcoming problems at the micro level which can be seen by comparing the translation results with the source text. The translation techniques have five characteristics: Impact on translation, Classified by comparison with the original text, Impact on the micro-units of text, Discursive and contextual, Functional. This technique is to change the linguistic and paralinguistic elements that affect linguistic variation, textual tone changes, language styles, social dialects and geographic dialects. Usually this technique is applied in drama translation [8].

Blog is a medium for publishing information on the internet. Blogs allow anyone to contribute to the internet in the form of writings, pictures and videos [9]. Blogs are also known as web logs or weblogs, which means logs on the internet. Blogs have various functions ranging from daily notes, promotional media, product and service offerings, company or organizational profiles. Some blogs are owned and managed by an author or several authors called Blogger. There are many services and

sites for creating blogs (platforms) that are provided free or paid. One of the popular platforms is Blogger or Blogspot. Creating a blog can be done by creating a blog profile first, then determining the title and address of the blog (domain). Managing a blog can be done on the blog dashboard after logging in to the Blogger.com blog profile. The features available on the blog dashboard include: overview, posts, pages, comments, google +, comments, statistics, campaigns, templates, and settings [10].

The source language used on the Blogger.com dashboard is English. The language can be changed to another language. One of the languages provided is Indonesian. This language change includes words, phrases, and sentences in the features, instructions, and information in the dashboard. The process of translation or translation is not only carried out in books, novels, comics, and other types of text. Translation is also applied to sites and blogs, including on Blogspot. Translation can be interpreted as translation in the form of changing, referring, producing and replacing text, words, phrases and sentences from the source language to the target language. Translation involves linguistic and extra-linguistic aspects of SL and TL. These aspects are very different between SL and TL. One of them is the use of terms in the source language is different from the use of terms in the target language, especially in translation in blogs that tend to use information technology and computers.

In the translation of the blogspot dashboard, there is a term that tends to and is dominated by the source language. This dominance can be proven by borrowing a lot of terms, for example templates, posts, inserts and so on. There are several terms that are directly borrowed even though in fact they can still be translated, for example alt text, open in a new window, and remove captions. Ideally a translation does not lean on a single text. The tendency of the translation results is called the ideology of translation, if it tends to use SL it is called the ideology of foreignization, while if it tends to use TL it is called the ideology of domesticization [11]. Thus the translation on Blogspot still adopts many of the original terms directly, namely the language of information technology and English.

In the translation of the English text into Indonesian on the term blog, which resulted in difficulties in interpreting ideas and ideas in the Taget language. The difficulty in understanding the contents of this blog only occurs in the translation of words, phrases and sentences. Based on the above problems, this article aims to identify the techniques for translating blog content in Blogspot. The results of this study are expected to provide benefits, either directly or indirectly, to develop the field of translation, especially the translation of information technology texts, especially blogs and websites.

Translation can be interpreted as a translation of the original text to the target text. It explains that translation is "the replacement of textual material in one language by equivalent textual material in another language". Translation can be defined as the replacement of the source text with the target text seen from the agreed meaning. Through an equivalent meaning, the message contained in the translated text will be the same as the original text [12].

Translation is "rendering the meaning of a text into another language in the way that the author intended the text". A translated text must have the same meaning as the meaning intended by the author of the original text. The main purpose of translation is to reproduce the message, so a translator must not do anything other than reproduce the meaning [13]. In order to reproduce meaning, the translator must prioritize equivalence over the form of speech.

There is a similarity in the meanings of some of the above definitions, namely translation related to the equivalent meaning of the text of one language and the text in the language that is the purpose of translation. Translation is not only related to the equivalent meaning in a text from one language to another but also has a functional relationship. This opinion emphasizes the process of 'transfer' rather than 'proper translation' because it prioritizes a functional view over the normal standard of equivalence [14]. Therefore, translation is viewed from the point of view of whether the target text is functional in the context of translation.

From the above definitions, it will be concluded that translation involves SL and TL by creating the closest equivalent of both meaning and language style according to its semantic and functional structure. A translator must be able to carefully analyze the contents of the text to be translated. This is because at the analysis stage, a translator will face several difficulties. In order to capture the contents of the text correctly, a translator must be able to overcome the difficulties he faces. In translating, a translator will face several problems that arise due to cultural differences, including cultural clashes and lack of lexical equivalents. Cultural clashes occur when a term in the source language has a different value from a term in the target language.

The translation process consists of 3 stages, namely 1) analysis, 2) transferring, and 3) restructuring. First analysis, at this stage the translator analyzes the external structure of the source language. The purpose of this analysis is to find a grammatical relationship, and the meaning of a word. More than that, by analyzing the source language, a translator will be able to understand the meaning, meaning, context, sentence patterns

used and others that are absolutely necessary before the translator carries out the actual translation activities. The translator tries to understand and interpret the contents of the manuscript as a whole. The second stage is transfer, after completing the analysis process, the next step is transfer, namely replacing the elements from the source language text into the target language text which is equivalent in both form and content by remembering that the equivalence is not the same. The third stage is called reconstruction or reconstruction. The translator chooses the appropriate word equivalents and sentence forms in the recipient's language, so that the author's message can be conveyed as well as possible. After obtaining the target text, the translation product can be re-evaluated for its suitability, so that the translation process takes the form of a cycle.

Translation techniques are also referred to as translation procedures which are used to analyze and classify the extent to which meaning can be achieved in translation. There are 14 translation techniques, namely borrowing is a technique of taking a word or term directly from the source language without any changes or only in pronunciation or phonetic changes. This translation is a form of foreignization of the source text that transfers to the target text. There are two types of borrowing techniques, namely direct (pure borrowing) and indirect borrowing. Direct borrowing is called pure borrowing, while borrowing that uses phonetic adjustment and morphology of the target language is called natural borrowing. Example of pure borrowing, the word android is translated android. For example of natural borrowing, the word computer is translated computer [15].

Literal translation is word-for-word translation. This technique is used for the translation of scientific texts to avoid misunderstanding. Example: he read a book translated he reads a book. Calque is a technique that translates foreign words or phrases into the target language by adjusting the structure of the target language. The calque technique will cause anomalies in the target reader because this technique still feels literal. Example of beautiful girl translated beautiful girl. Transposition is a technique that switches the grammar category between SL and TL. Example: neuorological disorders translated neurological disorders. Modulation is a translation technique that changes the point of view. Example: she is expecting baby translates she is pregnant.

Adaptation is a translation technique that replaces elements of the source language with elements that are accepted and recognized in the target language. Adaptation technique is also defined as an adjustment or equivalence between SL and TL. Example: cricket is translated as baseball. Amplification is a technique that provides a detailed explanation of a term in the target language. Example: ramadhan is translated the month of

fasting of muslim. Description is a technique that provides an explanation or description of the form and function of a term from the source language into the target language. Example: panetton translates to a traditional Italian cake eaten at New Year's time. Reduction is a reduction or removal technique with the aim of compressing information from SL to TL. This technique is similar to removal (ommision or deletion or substraction) or imitation. In other words, information that is explicit in the SL text is made implicit in the TL text. Example: the month of fasting of muslim is translated ramadhan.

Parentesis is a technique used to explain a term or word using brackets. Example: internal links are translated internal links (links that lead to a page on the website itself). Inversion is a technique that transfers one term in the source language to another part of a sentence in the target language. Example: open webmaster tools translated open the search console. Particularization is a technique for using more specific and concrete terms. Example: window translates to ventilation (superordinate to subordinate). This technique is the opposite of the generalization technique.

Substitution is a technique to replace linguistic elements into paralinguistic or vice versa, either in the form of intonation or gesture. The application of substitution in a culture translation technique is called a cultural substitution technique which is carried out by replacing the source cultural text with the target cultural text. The resulting translated text has the same or close function.

This technique makes the target text very natural and doesn't feel out of place. Example: church is translated mosque. Generalization is a technique for using more general terms. Example: mansion is translated house. A blog is a collection of pages that display information on data, text, images, animation data, sound, and a combination of all of them. A weblog or blog is a site that uses a date and time log format which is used to publish periodical information. Blogs are usually written and owned by one person whose purpose is to convey information or just a diary. Apart from that, there are also professional blogs that are used for specific purposes such as publishing news, tips, information, tutorials, company profiles, and product and service offerings.

Blogspot is a site provided by Google to create a blog. Blogger.com is also known as Blogspot because each blog address (domain) has an additional blogspot.com domain which is called a subdomain of blogspot.com. Managing a blog can be done on the Blogger dashboard after registering and logging in. The features provided on the Blogger dashboard include: overview, posts, pages, google +, comments, statistics, campaigns, layouts, templates and settings.

2 MATERIALS AND METHODS

This type of research used in this research is qualitative research by providing a description of the results of the exploration related to the techniques and ideology of translation of the term blog on Blogspot. The unit of analysis in this research is a blog term in the form of words, phrases, clauses, and sentences on the dashboard of one of the Blogspot blogs which are translated from English to Indonesian. The data source is in the form of translated text translated by Google Inc. on Blogspot from English to Indonesian. The data collection technique used in this study was the note-taking technique. This technique is adapted to read notes, because the data to be collected is in written form. The reading technique has a basic technique in the form of tapping techniques. In practice data collection is by tapping, which is tapping every word, phrase, clause, and sentence. This technique is done by viewing and recording the data source, namely the translated text in the Blogspot dashboard then compare between SL and TL, and understand the content and meaning of the two data sources. The validity and reliability of the research data used triagulation techniques to obtain a degree of validity and reliability from different data sources. Analysis of research data using the Interactive Analysis model which includes 3 processes that can be applied in cycles, namely 1) data reduction, 2) data presentation, 3) drawing conclusions / verification to ensure the conformity of research results with the formulation of the problem.

3 RESULTS AND DISCUSSIONS

The results of this study indicate that there are 48 blog terms obtained from one of the Blogspot dashboards. There are five translation techniques on the term blog in Blogspot, namely 1) borrowing techniques, 2) literal translation techniques, 3) calque techniques, 4) adaptation techniques, and 5) inversion techniques. In addition, the method used in translating the term blog consists of 5 methods, namely 1) word for word translation method, 2) literal translation method, and 3) trusted translation method, 4) adaptation translation method, and 5) free translation method. The description of the translation technique for the blog term is as follows the first technique is the borrowing technique, this technique translates the text by taking it directly from the source text. Examples of the use of this technique can be seen in the translation of the word edit and the word post.

In example number 1, there is the term blog in the word edit which is still translated edit. The word edit is taken directly from the source language, even though it is actually translated into the word edit, so it is called pure borrowing technique. In example number 2, the word post is translated as post

according to Indonesian morphology, it is called natural borrowing. Literal translation techniques, namely word-for-word translation techniques. This technique is found in the term blogspot blog which is exemplified in the word blogger in the phrase news from blogger.

In the example above, the phrase translated word-for-word, namely news from from blogger, is translated as news from blogger without changing the structure of the phrase. The kalke technique is a translation technique by adjusting foreign words or phrases into the TL structure. Example of translating the term traffic into the phrase top traffic source. In the phrase top traffic source translates the top traffic source. This translation changes the structure of English noun phrases into the structure of Indonesian noun phrases.

Adaptation techniques in translation replace TL elements with known and accepted SL elements. With this technique there will be an adjustment between SL and TL. Examples of translating blog terms on the word permalink. The term permalink is translated into a permanent link phrase to suit equivalence and it is acceptable use of the term, because the word permalink is a condition of unfamiliar blog terms. The inversion technique transfers one term in SL to another part of a sentence in TL. An example of the term blog webmaster tools in the phrase open webmaster tools is translated open the search console.

The term webmaster tools, in the phrase open webmaster tools, translates to open search console, is a transfer of the term from SL, namely webmaster tools to a search console, because the term webmaster tools is a service provided by Google for managing blogs, also known as search console in Indonesian. From the results of the above analysis, data recapitulation of the types of translation techniques is obtained as follows This research shows that the translation of blog terms on Blogspot which includes words, phrases, and sentences, there are several translation techniques used by Google Inc. The techniques used are 1) borrowing techniques totaling 21 techniques, 2) literal translation techniques totaling 11 techniques, 3) calculating techniques totaling 9 techniques, 4) adapting techniques totaling 4 techniques, and 5) inversion techniques totaling 3 techniques. A total of 48 techniques in total. All translation techniques are analyzed based on blog terms in words, phrases, clauses, and sentences based on the context shown in the image in which the term appears. The most widely used translation techniques are borrowing techniques and literal translation techniques. This is because the translation of the term blog is one type of factual text, especially in the field of information technology and computers so that Google Inc. prioritizes the accuracy of translation.

4 CONCLUSION

Based on the analysis of the data translation of the blog term in Blogspot, it can be concluded that there are several translation techniques on blog terms and translation ideologies that are oriented towards the source language. Translation techniques used in Blogspot translation include 1) borrowing techniques, 2) literal translation techniques, 3) calque techniques, 4) adaptation techniques, and 5) inversion techniques. The use of blog terms in words, phrases and sentences is adopted from the programming language and English, and there are still direct loan terms. The emphasis on direct lending is based on the agreed upon translation results so that there is no ambiguity of the blog term.

Conflict of Interest Statement

The author declared no conflicts of interest related to the material presented in this article.

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