

A DOMESTICATION AND FOREIGNIZATION IN MRS. ANI YUDHOYONO'S INSTAGRAM

Putri Ani Agustiningsih, Achmad Basari
Dian Nuswantoro University

ABSTRACT

This thesis is entitled Foreignization and Domestication in Mrs. Ani Yudhoyono's Instagram. This study directs to analyze the domestication and foreignization found in Mrs. Ani Yudhoyono's instagram.

The researcher used a descriptive qualitative method during the research because it is used to describe the domestication and foreignization in the bilingual status of Mrs. Ani Yudhoyono's instagram. Based on the data, 30 words which are identified into foreignization and domestication found in the data. The highest number of types of domestication and foreignization is limited universalization with 11 or 37%. It appears to be the most frequently globalized word in the translation of all the culture-specific items that are considered in this analysis. The translator used this strategy to replace a cultural reference item with another from the same source language. The second type is conservation strategy. It happened because Mrs. Ani explains about traditional food and cloth from Indonesia. She adds additional information about those things. The third type is absolute universalization with 5 or 17%. It is used because Mrs. Ani applies the limited universalization to choose a neutral replacement. The fourth type is naturalization with 2 or 7%. The naturalizations are shown by adapted to the grammatical and phonological rules of the TL. The last is autonomous creation and deletion with 1 or 3%. Here, the autonomous creation is used to make the context clearer by adding the suffix. In addition, the deletion is used to delete an SL item that may have different effects on the target audience.

Keywords: *bilingual, domestication, foreignization, instagram, Mrs. Ani.*

INTRODUCTION

In Indonesia, many people try to learn English. It happens because English is international language; so, they can communicate with many people around the world. As the result, everybody uses many media as the tools of learning English. One of the media is internet. People can get information and communicate with other people. However, people sometimes feel hard when they try to understand the messages or the information because English is not the first language of Indonesian. Here, the translation is needed to solve the problem. Sharifabad et,al (2013:1) states that:

Since we live in an increasingly globalized world, we are definitely more well-informed about the world happenings through various mediums of globalization such as internet, news agencies, news channels, etc. Here lies the important and remarkable role of translation as a medium of conveying messages and transferring information.

From the statement above, it can be concluded that, translation can become a medium to deliver message and transfer information. Translation can help the reader to understand the meaning easily.

Translation has been variously defined by so many experts; its definition depends on the point of view. One may give a definition on the basis of transforming forms of a language into another language. Others may give a definition by emphasizing translation as transferring meaning and messages from a source language (SL) into a target language (TL). Larson (1984) mentions that "translation as a change of form from the SL (SL) into the Target Language (TL) that refers to the actual words, phrases, clauses, sentences and paragraphs, whether it is spoken or written."

This research will use written form as the data. The researcher chooses to take the data from the internet. Furthermore, internet is cheap and everybody can use it. It is not only used by common people, but also it is used by public figures. They use it to socialize. There is a lot of website such as facebook, twitter, path, instagram, and so on. People can share everything there. One of the social media that is commonly used is instagram. This media can be used to share picture and moment to the other people who become the friend of the users. According to www.cambridge.com, instagram is the name of an online photo sharing social Web service that lets you share your life with friends through a series of pictures captured with a mobile device. Based on that reason, so many public figures use it to make them exist.

In Indonesia, one of the public figures who use instagram is Mrs. Ani Yudhoyono. She is the wife of former Indonesian President Susilo Bambang Yudhoyono and First Lady of Indonesia from 2004 until 2014. She always takes picture of her activities or his husband activities. Then, she shares it. Moreover, she makes her caption using bilingual language. The SL (SL) is Bahasa Indonesia, and the target language (TL) is English. Mrs. Ani's instagram becomes the data of the research. The researcher chooses it because Mrs. Ani is former first lady of Indonesia and she is well-known not only in Indonesia but also in the world. So, the researcher wants to analyze the translation of her caption. She interests how Mrs. Ani solves the translation problem in her caption. If a statement is translated problematically, it may have bad effects on people's thinking about Mrs. Ani or it may lead to misunderstanding and misjudgment. Therefore, to produce translations as properly as possible, especially in cultural and cross-cultural aspects of translation, the translators need to apply effective translation strategies.

Here, the researcher analyzes the translation strategy that is used by Mrs. Ani Yudhoyono especially in domestication and foreignization. The terms "domestication" and "foreignization" were coined by Venuti, who was one of the first advocates of the latter, insisting that foreignization "entails choosing a foreign text and developing a translation method along lines which are excluded by dominant cultural values in the target language" (Venuti in Munday, 2008:145). On the otherhand, domestication aims to reduce the impact of

foreignness in the target text due to ethnocentric trends that stimulate the translator to elevate his own cultural references. Impact of foreignness is in the target text due to ethnocentric trends that stimulate the translator to elevate his own cultural references. The researcher will use Venuti's frame work (2004:49).

Strategies of domesticating or foreignizing a TT vary among translators, depending on the translator's goal, the client's purpose, the genre of the text and its nature, but the judgment and vision of the translator are still primary factors. There are some kind of domestication and foreignization as follows:

1. Conservative Category

Aixela (1996:61) stated that "the main strategy that falls within the conservative category is repetition, in which the translator sticks closely to the source text and preserves some of the original references from the original work". It is used to maintain the ST in the translation when the translator does not find any references or has no equivalent in the TL. This strategy is a form of manipulation. The other manipulation which is categorized as conservative category is "orthographic adaption" (Aixela, *ibid*: 61), translators opt to alter the cultural references according to the target language. The best example is the orthographical translation of names, such as the names of prophets: Moses, Jesus and Mohammed. This procedure is adopted because of the availability of an equivalent to the source noun, such as measurement units, or due to the difficulty of pronunciation in the sounds of the TL.

The next conservative option, which can be adopted by translators, is extratextual gloss where an additional explanation is offered in the target text to clarify the meaning for the reader. Such explanations usually appear as footnotes, glossary items or detailed explanations in brackets. It can be also used to avoid ambiguity. Then, the last category is substitution. This strategy aims to domesticate cultural references and keep the reader adherent to his/her own cultural norms (Mariam, 2014:28).

2. Limited Universalization

According to Mariam (2014:28), "the translator using this strategy replaces a cultural reference item with another from the same source language, mainly when the original item is obscure to the target readership". Further, Axiela (1997:63) adds "This will maintain credibility and avoid deleting or deviating from the presence of the cultural norms that the author wants to appear in his/her writing". The other theory is delivered by Davies (2003:32). He states that he prefers to say globalization rather than universalization, as he finds the latter more extreme, and the term "globalization" may suggest a continuum rather than separating the term into two separate classes: limited and absolute.

3. Absolute Universalization

This strategy is identical to limited universalization, but the lack of a convenient equivalent or the desire to delete the foreign item obliges the translator to choose a neutral replacement (Mariam, 2014:28).

4. Autonomous Creation

This strategy is rarely used by translators. The example as stated in Hatim and Munday (2004:11) is "in the published translations, many of the Harry Potter

translators have resorted to altering the original name in order to create the required pun". Sometimes, this strategy is used to make exaggerate an autonomous creation.

5. Deletion

This is the last strategy that is used by the translators if they get difficulties in unacceptable cultural item, perhaps due to ideological, religious or stylistic restrictions in the TL or culture. According to Mariam (2014:28) says that a lack of relevance of the cultural items to the readers' interest is another possible justification for deletion.

6. Naturalization

This strategy is abandoned by most translators. It is out-dated method. However, it is still used in the children literature. Schleiermacher in Venuti (2004:48) quotes that:

Translators can at least shrink the gaps between the target text and the source text, since "one cannot possibly produce in another tongue a replica of a work of rhetorical art that in its individual parts would correspond perfectly to the individual parts of the original".

Moreover, domestication and foreignization have some advantages. Venuti (1995:306) concludes "the translated text should be the site where a different culture emerges, where the reader gets a glimpse of a cultural other". So, the major advantages of foreignization is that it offers the target readership a chance to enjoy a different cultural atmosphere. The other advantages is foreignization facilitates the process of borrowing among languages and builds new vocabulary and terms within the TL. However, domestication also keeps languages safe from the risk of imposing strange conventions and norms. "To attempt to impose the value system of the source language culture on to the target language culture is dangerous ground" (Bassnet, 2002:30).

RESEARCH METHOD

Data and Subject

The source of data is Mrs. Ani Yudhoyono's instagram. The researcher took some statuses which were posted on November - December 2014. The status was written and translated by Mrs. Ani Yudhoyono. The data was around 120 pictures. The researcher used purposive sample technique since she only took data that contained domestication and foreignization strategies.

Unit Analysis

Unit of Analysis in this research is every word that found Mrs. Ani Yudhoyono's instagram. The SL text is Bahasa Indonesia and the TL text is English. It would be analyzed using Venuti's theory (2004:49) to classify the domestication and foreignization in the data.

Technique of Data Collection and Analysis

Before analyzing the data, the researcher collected the data as the media of doing this research. Thus, the researcher browsed Mrs. Ani Yudhoyono's instagram. It is aimed to find the related data. Then, the caption in Indonesian

Language and English were read several times to make it easier to be understood. The last, the instagram of Mrs. Ani Yudhoyono which was written and translated by herself were collected. It contained two languages, Indonesian Language as the SL and English Language as the target language or the result of the translation.

After the data have been collected from Mrs. Ani Yudhoyono's instagram, it was analysis into three steps. First, the researcher classified each domestication and foreignization every of word found in the Mrs. Ani Yudhoyono's instagram. Second, after each domestication and foreignization was classified into each method, it was then explained why the domestication and foreignization applied and the functions. After analyzing the domestication and foreignization in Mrs. Ani Yudhoyono's instagram, then the researcher concluded the result of analysis.

FINDING AND DISCUSSIONS

Finding

To make the analysis clearer, the researcher uses Venuti's theory (2004:49) as the framework. Translation strategies such as domestication and foreignization are the most interesting issues of translation theories, whether the translation should domesticate or foreignize the SL. Based on the analysis, there are six types of domestication and foreignization; those are: conservative category, limited universalization, absolute universalization, autonomous creation, deletion and naturalization. The findings can be seen as follows:

Table 1. Types of Domestication and Foreignization in Ani Yudhoyono's Instagram

NO.	Type of domestication and foreignization	Σf	$\Sigma f\%$
1.	Limited Universalization	11	37%
2.	Conservative Category	10	33%
3.	Absolute Universalization	5	17%
4.	Naturalization	2	7%
5.	Autonomous creation	1	3%
6.	Deletion	1	3%
	Total	30	100%

From the table above, it is seen that there are 30 pictures out of 120 pictures taken by the researcher. The highest number of types of domestication and foreignization is limited universalization with 11 or 37%. It appears to be the most frequently globalized word in the translation of all the culture-specific items that are considered in this analysis. The translator used this strategy to replace a cultural reference item with another from the same source language. The second type is conservation strategy. It happened because Mrs. Ani explains about traditional food and cloth from Indonesia. She adds additional information about those things. The third type is absolute universalization with 5 or 17%. It is used because Mrs. Ani applies the limited universalization to choose a neutral replacement. The fourth type is naturalization with 2 or 7%. The naturalizations

are shown by adapted to the grammatical and phonological rules of the TL. The last is autonomous creation and deletion with 1 or 3%. Here, the autonomous creation is used to make the context clearer by adding the suffix. In addition, the deletion is used to delete an SL item that may have different effects on the target audience.

Discussion

A. Limited Universalization

There are 11 limited universalization found in the data. They are used to make replacement with the same word in the SL. The translators are difficult to find out the equivalent words. Furthermore, the example of analysis can be seen below:

Excerpt 1:



The first example is seen from the previous picture. It is taken when Mrs. Ani meets her followers. They gather in Dusun Bambu Bandung. Then, Mrs. Ani gives caption to her picture in the SL, “*Bersama 15 peserta Kopdar #TemuKangenibuAni di Dusun Bambu, Bandung Barat.*” In addition, it is translated into Along with 15 participants of Kopdar (Instameet) #TemuKangenibuAni in Dusun Bambu, West Bandung.” Here, the word ‘dusun’ is not translated in the TL. This strategy is called limited universalization. It happens because the translator used this strategy to replace a cultural reference item with another from the same SL, mainly when the original item is obscure to the target readership. Here, Mrs. Ani preserves the word ‘dusun’. However, the word ‘dusun’ can be translated into ‘village’ in the TL. In contrast, according to www.kbbi.web.id, the word ‘dusun’ is smaller than village. As a result, the translator used limited universalization to avoid deletion in the translation. In the other words, it is categorized as domestication.

B. Conservative Category

There are 10 conservation categories found in the data. They are used to maintain the SL in the translation when the translator does not find any references or has no equivalent in the TL. Some examples of conservation can be seen below:

Excerpt 2:



consist of variation of cooked vegetables with peanut sauce and shredded coconut and fried peanut as combination. Mrs. Ani as the writer and the translator of the caption applies domestication and foreignization strategy. It is categorized into conservation strategy. It happens because Mrs. Ani adds additional information in the SL. The phrase ‘peanut sauce’ is not found in the SL. However, it makes the context clear. As a result, the reader can easily understand the caption.

C. Absolute Universalization

According to the analysis, it is a strategy is used in the translation of culture-specific items in Mrs. Ani Yudhoyono’s instagram; this strategy is used 8 times out of 30. The analysis can be seen as follows:

Excerpt 3:



Here, Mrs. Ani takes the pictures of her son and grandson. Then, she gives caption to the picture with wise message in the SL, “*Sesibuk apapun, harus ada waktu untuk si buah hati.*” In Indonesian Language, this phrase is included into idioms. Mrs. Ani as the translator applies domestication that is called absolute universalization. It is seen from the TL, “*How busy you are, there must be a time for your child.*” So, the phrase ‘*si buah hati*’ has closer meaning with child. As a result, the context in the TL is not changing. The readers also get better understanding because the idiom is translated into more general word, but it is still equivalent.

D. Naturalization

There are 2 naturalizations found in the data. English words that are naturalized, i.e. adapted to the grammatical and phonological rules of the SL. Further explanations can be seen below:

Excerpt 4:



Hence, the SL is “*Memberikan kuliah umum di depan mahasiswa Pasca Sarjana dan Civitas Academica Universitas Airlangga Surabaya.*” It is translated into the TL “*Delivering a Public Lecture in front of the Master’s Degree students and all Academic Society of Airlangga University Surabaya.*” The bold underlined word is categorized as foreignization. The phrase ‘*Academica*’ is not replaced by the TL equivalent, but adapted to the phonological rules of the Lithuanian language, in this way foreignizing the translation. It should be noted that the SL word ‘*Universitas*’ is phonologically adapted to the English language. It should be emphasized that in the English version refers to the name of the educational institution or varsity level. However, the TL is ‘*University*’. This case is called naturalization strategy since the word in TL is adapted into TL but they have difference in phonological sound.

E. Autonomous Creation

Even though creation is a rather rarely used translation strategy, one example of creation is found in the translation of Mrs. Ani’s instagram pictures. The analysis is seen below:

Excerpt 5:



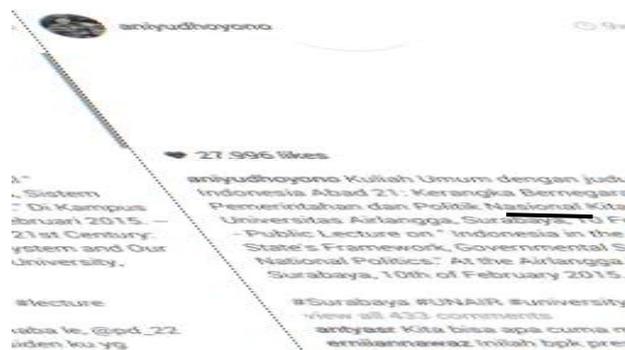
In this example the SL, the phrase ‘*Harimau Sumatra*’ is translated into the TL as ‘*The Sumateran Tigers*’. It can be claimed that the SL concept is re-created in the translation by adding the English suffix -s, which is used to form plural, to the SL word ‘*harimau*’. The use of the suffix -s helps to describe the image that there are some tigers not only one. However, it is expressed in the TL by the use of the word ‘*tigers*’; moreover, the fact that the English suffix is added to the English word has a different effect on the SL viewer as the original sentence. However, it does not change the meaning and the context of the caption. Based on that explanation, this strategy is called autonomous creation.

F. Deletion

The last strategy is deletion. Despite the fact that the strategy of deletion does not include the process of translation in its traditional sense, the translator’s choice to delete some SL items may have different effects on the target reader. The analysis of the Mrs. Ani’s instagram caption shows that the

translation of a Indonesian Language word is deleted in the English translation. The explanation is:

Excerpt 6:



As example (6) shows, the culture-specific item 'kampus', together with the whole sentence in which it appears, is not rendered in the English language as the TL. The SL is "Kuliah Umum dengan judul 'Indonesia Abad 21: Kerangka Bernegara, Sistem Pemerintahan dan Politik Nasional Kita'. Di Kampus Universitas Airlangga, Surabaya." Furthermore, it is translated into the TL, "Public lecture on 'Indonesia in the 21st Century: State's frame work, Governmental System, and Our National Politic'. At the Airlangga University Surabaya." It is seen that the word 'kampus' is not translated into the TL. It cannot be stated that the information which is presented in the deleted sentence important for the caption; still, considering this caption as a whole. Beside that, it gives emphasize the location of the public lecture. Due to that, the deletion is actually not changing the context and the meaning of the sentence. On the other hand, it makes the sentence in the TL effectively. As a result, this strategy shows foreignization in the translation.

CONCLUSION

The conclusion is made based on the data analysis. There are 30 pictures taken From the data, the researcher finds 30 foreignization and domestication. by the researcher. They can be stated as follows:

The highest number of types of domestication and foreignization is limited universalization with 11 or 37%. It appears to be the most frequently globalized word in the translation of all the culture-specific items that are considered in this analysis. The translator used this strategy to replace a cultural reference item with another from the same source language. The second type is conservation strategy. It happened because Mrs. Ani explains about traditional food and cloth from Indonesia. She adds additional information about those things. The third type is absolute universalization with 5 or 17%. It is used because Mrs. Ani applies the limited universalization to choose a neutral replacement. The fourth type is naturalization with 2 or 7%. The naturalizations are shown by adapted to the grammatical and phonological rules of the TL. The last is autonomous creation and deletion with 1 or 3%. Here, the autonomous creation is used to make the context clearer by adding the suffix. In addition, the

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