



**TRANSLATION PROCEDURES OF CULTURE BOUND WORDS USED IN VISITOR GUIDE OF
JAWA TENGAH**

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This journal article has been approved by the advisor, English Study Program, Faculty of Humanities, Dian Nuswantoro University on August, 12 2015.

Advisor,

A handwritten signature in black ink, appearing to read 'Raden Arief Nugroho', written in a cursive style.

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TRANSLATION PROCEDURES OF CULTURE BOUND WORDS USED IN VISITOR GUIDE OF JAWA TENGAH

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ABSTRACT

This thesis is entitled Translation Procedures of Culture Bound Words Used in Visitor Guide of Jawa Tengah. Some of procedures used in the translation of this book dealing with non-equivalence at word level and the culture word and here in describe any situation used in the procedure. This research is aimed at finding the cultural words and translation procedures.

The researcher used qualitative descriptive method and Newmark's (1998) Procedures of data analysis during the research.

Based on the findings, the researcher found 102 cultural bound words. Then, the researcher divided in five classifications of culture words by Newmark, Material culture classification is the words appears the most in 50 words (49,02%). The second is ecology in 17 words (16.67%), the third is social culture in 14 words (13.73%) and organization, customs, and idea in 14 words (13.73 %), and the last is gesture and habit in 7 words (6.86 %). After classifying the cultural words, the researcher divided the words into nine of the translation procedures. The first is the culture equivalence procedure in 40 culture words (39,22%), the second is descriptive equivalence procedure in 13 culture words (12.75%). The third is transference procedure in 12 culture words (11.76%), the fourth is synonymy procedure in 10 culture words (9.80%). The fifth are naturalization procedure and notes found in 8 culture words (7.84%), the sixth are the shift or transpositions procedure and modulation procedure found in 5 culture words (4.90%), and the last is the through translation Procedure in 1 culture word (0.98%) To conclude, The translators must be aware about the the cultural problem of cultural words in translating tourism book and culture equivalent can only be reached when a cultural word is translated by an accurate procedure.

Keywords: Culture Bound Words, Tourism Book, Translation and Culture, Translation Procedures.

INTRODUCTION

The role of the language as a tool of communication is very important. Language is a medium that is used by human being between two parties, speakers to hearers. Generally, there are many countries in the world, and they have different languages. If they want to communicate with other countries, they can use English language as an international language. The International language has a purpose to make an effective

interaction, although they have different language backgrounds. So, people need an international language to communicate and interact with others, For example the important English. The important of english can be seen from the use of English in promoting the tourism potential in Indonesia to the international world with the availability of English translation.

One of the ways to develop Indonesia's potentials is to establish the tourism industry because it becomes one of the top contributions to the development of Indonesia's economy. The natural, historical, and cultural heritage are potential to be promoted as tourism attractions in Indonesia. That is why the ideal use of english as an information medium to attract tourists to visit this country is very useful. Indonesia has many cultures that can attract visitors from many countries to see its beauty. There are many kinds of cultures from many regions in Indonesia, such as Javanese cloth, *Kebaya*, Traditional food of Semarang, *Tahu Gimbal*, Balinese dance *kecak*. To deliver the message of these cultures in other languages, translation is needed as to facilitate the readers of the target language to understand the message of the source language with no difficulty.

According to Larson (1984:83) "the translation is the transfer message from the source language (SL) to the target language (TL) by using lexical and grammatical structures in accordance with the target language and its culture." Torop (2002:593) also declares that "Translating as an activity and translation as the result of this activity are inseparable from the concept of culture." From the definitions above, it can be concluded that if a new word or sentence is translated in a translated cultural values, the culture can maintain the specificity in the target language as well as in the source language. Otherwise, translation is an important thing to do to make people with different language and cultural backgrounds informed.

Torop (2002:600) states, "Culture has its own sign systems or languages on the basis of which the members of the culture communicate. Therefore, the possibility to understand the culture is to learn the language of the culture, the sign systems that operate in the culture." From the statement above, it can be concluded that, in the translation, some words in the SL cannot be changed to the TL as caused by the cultural background of the words. These words are called by the words of culture (Newmark, 1998: 95-103). Words such as indigenous culture, traditional food, organization, animal, place will be difficult to translate into the target text. This is sometimes due to the cultural meaning of the words is not available in the target language. Therefore, translation plays an important role to transfer the language and culture into the target language in the translation.

The cultural word translation problems are largely caused by some wrong ideas and interpretations. The failure of transferring the cultural words to the target language can make some disadvantages for the target readers. One of them is cultural misunderstandings. It occurs when the the translator uses a wrong procedure in translating a word into the target language culture. The target readers will not receive the same message as the message in the target text if the cultural misunderstanding is found in a translation text. Thus, we can know how a word can mean differently and avoid misunderstanding of the message. Cultural word translation analysis especially in conducting translation procedures must be done to reduce cultural misunderstandings.

By the reason, the researchers argues that in promoting the tourism potential in Indonesia to the international world with the availability of English translation in printed promotional media such as The Central Java Visitor Guide Book is important. Thus, the translation procedure analysis of that book is also necessary to be done. The Central Java Visitor Guide Book is a book with pictures, giving all necessary information a tourist

needs on their arrival in the country. It is also designed to advertise a product, a service, or a program, it should be attractively designed with proper pictures. In the book, English translated text is used as a promotional media to promote the tourism potential in Indonesia, that is why the role of translation in promotional media is definitely important.

So, the researcher believes that this Tourism Book has an important information for the readers, especially for tourists as their guidance. From the problems above, it is important to analyze the translation procedures applied in Central Java Visitor Guide Book. This book is published by Central Java Provincial Culture and Tourism Office which contains the explanation of the tourism objects or tourism attractions, facilities and locations in two languages, Indonesian as a source language (SL) and English as the target language (TL). The researcher is interested in analyzing the translation procedures of cultural words, because the researcher argues that the analysis of culture words must be related to the translation procedures as the solution for the cultural problems translation.

RESEARCH METHOD

Data and Subject

Based on the research study and theory, this research used a descriptive qualitative method to study the problem because this research had proposed to find out and analyze the procedures in translating tourism book. The source of the data were written texts and results were presented in a description form which focused on the translation procedures in Visitor Guide of Jawa Tengah. According to Mandalis (1995:26), "Descriptive research is an effort to describe, analyze, and interpret the factual condition". The researcher described the chosen data and analyzed it based on Newmark's theory of the translation procedures. This researcher also involved formulating the problem, collecting the data, classifying and explaining and concluding the result.

Unit of Analysis

This study focused on translation procedure of culture words used by the translator in translating the tourism book. So, the unit of the analysis of this study were the words, phrases, clauses, and sentences of the source text (English) and target text (Indonesian) which contained cultural terms.

Technique of Data Collection

The Researcher collected the data by obtained the data from tourism booklet texts by doing some steps, that are Visiting Jawa Tengah Provincial Culture and Tourism Office to find the kinds of tourism book and asking information about that then choosing the tourism book that contained the information about the objects. In this steps, the researcher chose 1 out of 3 books. After that, Classifying the words based on the appropriate data of cultural word classification theory. In this step, the researcher coded and reduced the some data which did not have cultural items. After the data had been collected, the researcher begins to analyse it. The first step is grouping the translated words which belonged into certain category of culture bound words. Some reduction happened for the translation culture words that were not included into any types of translation procedures in the the strategy groups then, Finding the reason and cultural items of each culture bound word. Generation of key themes, tabulation and analysis

happened in this step. Then, Discussing the reason related to the translation procedures. After that, Reviewing and concluding the research result.

FINDINGS AND DATA ANALYSIS

FINDINGS

The findings of the translation procedures used by translator in Visitor Guide of Jawa Tengah can be shown in the table below :

Table 4.1 : Culture Word Classifications.

No	Class	Quantity	Percentage			
1	Ecology	17	16,67%			
	Plants / Flora			Animals / Fauna		
	6			11		
2	Material Culture	50	49,02 %			
	Food			Clothes	Houses and towns	Tools
	16			5	13	16
3	Social Culture	14	13,73 %			
	Work			Leisure		
	6			8		
4	Organization, Custom, Konsep & Ideas	14	13,73 %			
	Political Term			Artistic term		
	1			13		
5	Gestures and Habits	7	6,86 %			
	7					
Total		102	100 %			

Table 4. 2 : Translation Procedures Classifications

No	Procedures	Quantity	Percentage
1	Transference	12	11,76%
2	Naturalization	8	7,84%
3	Culture Equivalence	40	39,22%
4	Descriptive Equivalence	13	12,75%
5	Shift or transpositions	5	4,90%
6	Synonymy	10	9,80%
7	Through translation	1	0,98%
8	Modulation	5	4,90%
9	Notes	8	7,84%
Total		102	100 %

Table 4. 3 : Connections among Cultural Word and Translation Procedures.

No	Procedure	Ecology	Material culture	Social culture	Organization, custom & ideas	Gestures & habits	Q	P
1	Transference	2	5	2	2	-	11	10,78%
2	Naturalization	1	6	1	-	-	8	78,4%
3	Culture Equivalence	6	19	7	5	4	41	40,20%
4	Descriptive equivalence	1	8	2	1	1	13	12,75%
5	Shift or Transposition	3	1	1	-	-	5	
6	Synonymy	3	5	1	1	-	10	98,0%
7	Through	-	-	-	1	-	1	98,0%
8	Modulation	1	4	-	-	-	5	49,0%
9	Notes	-	2	-	4	2	8	78,4%

From the explanation above, it can be said that transference procedure is more accurate for material culture, it is less accurate for gesture and habit. Naturalization procedure is accurate to translate material culture. However, it is less accurate for organization, custom and ideas & gesture and habit. Culture Equivalent is accurate for material culture. Descriptive Equivalent is accurate also for material culture. Synonymy is more accurate for material culture and it is less accurate for gesture and habit. Paraphrase is less accurate for all of them. Modulation is only more accurate for material culture. Notes is more accurate for organization, custom and ideas and less accurate for ecology and social culture.

Based on this condition, it can be said that material culture is more dominated in procedure of translation except notes, because it is more accurate for organization, custom and ideas. Moreover, it can be found, the culture word which frequently appear is material culture in percentage 49,02% and the gesture and habit are infrequently appear in culture word analysis with percentage 6,86%. Meanwhile translation procedure which frequently appear is culture equivalence in percentage 39,22% and through translation less appear is only 0,98% occurs in this analysis. Thus, it can be concluded, analysis in tourism book contains many material culture as culture word analysis and culture equivalence word as the procedure analysis.

Therefore, it proved that tourism book contain many culture word because material culture word classification and culture equivalence procedure are more dominant in tourism book. So, this culture word which become the translation problem. The failure of transferring the cultural words to the target language can make some disadvantages for the target readers. One of them is cultural misunderstandings, because are largely caused by some wrong ideas and interpretations. Thus, cultural word

translation analysis especially in conducting translation procedures must be done to reduce cultural misunderstandings.

Data analysis

Data Analysis presents the culture bound words types and translation procedures that found in Visitor Guide of Jawa Tengah. It is discussed with some examples and brief explanation of each analysis. Thus, the translation procedures are represented by analysis below:

Descriptive Equivalence

Hoed (2006) states that correspondence is descriptive translation procedure by means of matching terms in the source language by using a clearer description of the target language. This is done if the translator did not find the equivalent of source language in target language. There are 13 cultural words found in descriptive equivalence from the text.

Excerpt 1

No	Text	Culture Word	Page	Class	Procedure
31	SL	serutan es	163	Material Culture (Food)	Descriptive Equivalence
	TL	a pile of shaved ice cubes	163		

This data is included into descriptive equivalence because the translator tries to give additional explanation in the target language. The literary meaning from the word *serutan es* is ice shavings, but the translator chooses to explain the word to avoid misunderstanding and provide clear information.

Shift or transpositions

According to Newmark (Newmark, 1988: 85). One type of shifts is required in the change from singular to plural. The second one is required when an SL grammatical structure does not exist in the TL. And the third type of shift is the one where literal translation is grammatically possible but may not accord with natural usage in the TL. There are 5 culture words found in shift or transpositions from the text.

Excerpt 2

No.	Text	Culture Word	Page	Class	Procedure
16	SL	Kupu-Kupu	48	Ecology (Animals)	Shift or Transpositions
	TL	Butterflies	48		

From the example above, we can see that this example is included into shift or transpositions category type number one, because the grammatical structure changes from singular to plural. It is clear that the bold word in source language uses two words, but the target only use one word to indicate plural word.

Synonymy

Synonymy is the translation procedure which is used to translate the word from SL which has no clear one-to-one equivalent in TL, and the word is not

important in the text, especially for noun, adjectives or adverbs of quality. This procedure can be used when literal translation is impossible and when the word is not too important for componential analysis. In this case the economy is more important than the accuracy (Newmark, 1988: 84). There are 10 culture word found in synonymy procedures from the text.

Excerpt 3

No	Text	Culture Word	Page	Class	Procedure
55	SL	Lepek	90	Material Culture (Tools)	Synonymy
	TL	Placemat	90		

This excerpt above shows synonymy because lepek can be translated literary into saucer, but the translator chooses “placemat” to change the word “saucer”. Actually, placemat and saucer are different. In Indonesian, saucer means *piring kecil* and placemat means *tatakan piring*. But, their functions are practically the same. They are cutleries or food tools. So, it doesn’t matter if the translator uses placemat because the translator tries to give other word to attract the readers and makes a new point of view.

Through translation

Through translation which is also known as calque or loan translation is a literal translation of common collocations, names of organization language, the components of compound and perhaps phrases (Newmark, 1988:84). There are only one culture words found n through translation from the text.

Excerpt 4

No	Text	Culture Word	Page	Class	Procedure
82	SL	PETA (Pembela Tanah Air)	137	Organization, customs and Ideas (Politic Term)	Through Translation
	TL	PETA (Defenders of Homeland).	137		

This example is the only one finding. It is the literal translation of a name of organization. Although that is different name, but this organization has the same meaning and goal. If it is translated literary, it is not suitable because it is the name of organization which has fixed and worth name.

Notes

Notes are additional information in a translation (Newmark, 1988, p.91). In This procedure the translator should explain more detail the meaning of the word or phrases in the note. Notes also can make word or sentence more live and attractive. There are 8 culture words found in notes procedure from the text.

Excerpt 5

No	Text	Culture Word	Page	Class	Procedure
95	SL	Undhun-Undhunan.	44	Organization, Custom & Ideas (Artistic Term)	Notes
	TL	undhun-undhunan (* a cleaning the tomb of ancestor).	44		

The translator uses notes procedure in this example, because the word of source language can not be translated literary. *Undhun-undhunan* is a cultural tradition in Indonesia, therefore there is no appropriate equivalent to translate it. So, in order to make the reader understand the meaning and avoid miscultural understanding, the translator uses additional information within the text to give clear explanation which is acceptable by the readers.

Conclusion

Translation process does not only involve two languages but also two cultures. In bridging those two different things there are some procedures of translation that can be used by the translator. The procedures that are used by the translator in this thesis are the culture equivalence. From the connection among cultural words and translation procedures analysis, the researcher concludes that every cultural word class requires different translation procedure. The researcher found the mostly used culture bound word is material culture and the mostly used translation procedure is culture equivalence. From the connection among cultural word and procedures analysis, the researcher concludes that every cultural word class requires different translation procedure. From the analysis, it can be found that cultural equivalence is more dominant in material culture. Meanwhile, cultural equivalence is not dominant in gestures and habits class. The application of translation procedures of translation is dealing with the problem in culture understanding a translation work. The translation procedures of translation will help the translator to choose the best way in translating a tourism book and to make the translation work clear for the domestic even international tourists. The use of proper translation procedures keep the translation naturally so that the target readers will understand more clearly about tourism book especially for the tourist guide book.