



**Translation Strategies Employed in the Facebook Game  
Criminal case: Corpse in a Garden**

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## ABSTRACT

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The research is entitled Translation Strategies Employed in the Facebook Game Criminal Case: Corpse in a Garden. This study is aimed at describing what strategy is found in every utterance in every scene of the game dealing with non equivalence at word level, and idiom that have been translated in Criminal Case game.

This research is using descriptive qualitative method because the purpose of this study is to describe translation strategies which are used in Criminal Case game. The unit of analysis of this research is every utterance which has one translation strategy classified into strategy dealing with non equivalence at word level and strategies dealing with idioms. The source Language is English and the Target Language is Indonesian as the data which is analyzed.

The result of this research shows that both of strategies are used. Translation strategy in dealing with non equivalence at word level consists of five strategies, the results show there are four strategies that were used. 31 utterances (33,3%) of translation using a loan word or loan word plus explanation, 24 utterances (25,8%) of translation by cultural substitution, 28 utterances (30,1%) of translation by omission, 10 utterances (10,7%) of translation by illustration. Strategies dealing with idiom consist of three strategies, the results show there are 4 (12,5%) utterances that using strategy of translation by using an idiom of similar meaning and form, 5 (15,6%) utterances that using strategy of translation by using an idiom of similar meaning but dissimilar form, 23 (71,8%) utterances that using strategy of translation by paraphrasing.

Translation by using a loan word or loan word plus explanation is mostly employed by the translator in translating dealing with non-equivalence at word level, there are many words in the Source Language that the translator cannot find the specific term in Target Language and there are some words which are not translated or omitted by the translator. The translator keep the word as an adapted word and used the strategy of using a loan word or loan word plus explanation. Translation by paraphrasing strategy is mostly used by the translator in translating dealing with idioms since using an idiomatic language sounds strange in Target Language because of there are differences in style of Source Language and Target Language.

## INTRODUCTION

In this globalization era, a social media has an important role in human life. There are many kinds of social media, like Facebook, Twitter, Instagram, Path, Whatsapp, Line, etc. There are many contributions that social media had already given. People use social media to communicate to other, besides a social media can also become a tool of education. One of the most popular social media is Facebook. Almost all of people in the world have an account of Facebook.

Facebook is social media that can connect people with the world. People can share their feelings in “what’s on your mind?” then other people can see it, give a like or even give a comment on it. Besides through Facebook, people can chat with other, even people can also make a video call. Facebook not only gives a how to communicate with other, but also can be a media to gives an entertainment and education. Facebook has a lot of games that not only for entertain but also can gives an education because facebook contains a very important thing called language. Facebook has a lot of language in it so that people around the world can use the facebook in their own language. Language is a tool of communication that people used to expressing their ideas, feelings, and thoughts.

In Indonesia, facebook is the most popular social media. Besides to communicate with other, people can play a lot of games on facebook. Because, nowadays, there is more and more kind of games that can be played through the social media, another internet-based media, or even the mobile phone since the gamer in Indonesia getting increase, especially for teenager. Teenagers must be love to play any interesting games. Beside to enjoy the game, they also can learn from the game. In their teen-aged they have a big curious feeling. How to play this game, how to play that game, they will play although they do not know how to play the games. So this is a big opportunity for the game translator since the needed of game is getting increase in Indonesia.

There are many popular games in facebook such as MaviaWars, Pet Society, Social Empires, and Criminal Case. Games in Facebook are available in many languages. Indonesian language is mostly used by Indonesian people because there is still small percentage of people that understand English. In this case the source language is English and the target language is Indonesian. So that translation is the important thing that people need. That is that the player needed, the translation of the game, so that the player can play the game correctly. Translation is generally transferring messages from one language to other language. A good translation is needed to make the player easy to understand what they were playing. However, to make a good translation is not an easy things, the translator has to establish an equivalent translation from English to Indonesian since they have different system and structure.

Criminal Case is a game that contains words. A dialogue in written forms in it and also there is a lot of pictures. This game is enjoyable and can be an easy media to learn English. Criminal Case usually called CC is a detective-themed

hidden object game released on November 15, 2012 for facebook. Developed and published by French indie studio Pretty Simple. According to Wikipedia, Criminal Case has over ten million average monthly users. Criminal Case has been one of most popular and addictive facebook games ever since the start of 2013.

The player must finish the game by following the instructions given by the police in the game. In this case, the player must understand what he/ she have to do. This is the point of this research, whether the translation of the game can make the player understand or not. So that, the player needs the right translation to finish the game, but if the translation is not right, the player might be stuck and the player cannot continue the game because he does not know what he has to do.

In this analysis, the researcher is challenged to analyze Criminal Case, translated by administrator because many people, especially teenager love and enjoy playing this game. As the universal entertainment media, the players of Criminal Case is various, they are from ten years old to adult. So that it is interesting study in the translation strategies. This research focused on a strategies of translation because in Criminal Case contains words, phrases, clauses, sentences, etc, which are spoken in the written form. Those aspects must be understood by the player as the target reader. The translation must have particular qualities as Machali in Lusiana (2006:3) who states that a translator should have good mastery in both SL and TL in headline different problem in rendering in source text in the key to successful translation.

In fact, when the translator translates the source language the translator used some strategies. For example, strategies dealing with non equivalence at word level used by the transaltor when translate the word in source language that might express totally unknown concept in target culture. From the datathere is a word "ID" in source language then it is translated into "KTP" in target language. In some context, the translation strategies will help translation to deal with non equivalence at word level. This makes the researcher interested in analyzing translation strategies applied by the translator.

## **RESEARCH METHOD**

### **Research Design**

This research was using the descriptive-qualitative research. Nawawi in Lusiana (2006:33) states that descriptive method is a research method to describe the subject or object of the research based on the fact or reality. Descriptive qualitative means descriptive research. It describes population and the evidence of the data semantically, factually, accurately Isaac et al in Lusiana (2006:33).

The data of this research were collected from Criminal Case: Corpse in a Garden Facebook Game.

### **Unit of Analysis**

The unit of analysis of this research is every utterance and its translation taken from Criminal Case: Corpse in a Garden Facebook Game. The data that will be analyzed is English language as the source language and Indonesian language as a Target Language.

### **Source of Data**

The data were taken from Criminal Case: Corpse in a Garden Facebook Game in English language and Indonesian language. Most importantly the researcher will focus on the translation strategies in dealing with potential problem in translation of the text in the Criminal Case game.

### **Technique of Data Collection**

The data of this research were collected by using the following steps:

1. Screen shooting every text in Criminal Case in English language and Indonesian language.
2. Reading every text as a conversation and instructions in the game
3. Putting the data (source language and target language) into table that contains potential problem in translation as the data.

### **Technique of Data Analysis**

The technique of data analysis can be stated as follows:

1. Finding the problems in every conversation.
2. Classifying and categorizing the type of translation strategies that the translator applied in dealing with potential problem in translation.
3. Answering research problems.
4. Providing a conclusion according to the result.

## FINDING AND DISCUSSION

### A. FINDINGS

Strategies dealing with non equivalence at word level consist of five strategies: translation by a more general word, translation using a loan word or loan word plus explanation, translation by cultural substitution, translation by omission, and translation by illustration. The number of translation strategy dealing with non equivalence at word level is 94 utterances (100%). The results show there are translation by a more general word(0%), translation using a loan word or loan word plus explanation (33,3%), translation by cultural substitution (25,8%), translation by omission (30,1%), translation by illustration (10,7%). Strategies dealing with idiom consist of three strategies: translation by using an idiom of similar meaning and form, translation by using an idiom of similar meaning but dissimilar form, and translation by paraphrasing. The number of translation strategy dealing with idioms is 32 utterances (100%). The results show there are 4 (12,5%) utterances that using strategy of translation by using an idiom of similar meaning and form, 5 (15,6%) utterances that using strategy of translation by using an idiom of similar meaning but dissimilar form, 23 (71,8%) utterances that using strategy of translation by paraphrasing.

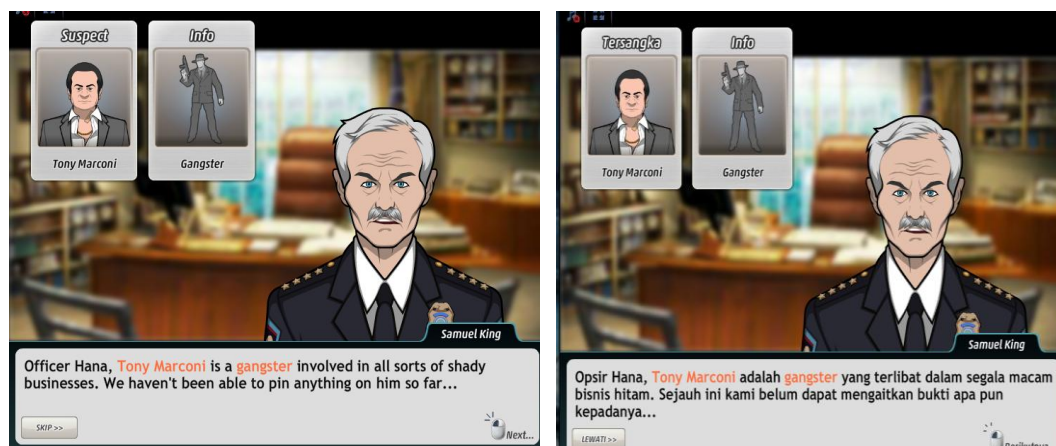
### B. DISCUSSION

#### Translation Using a Loan Word or Loan Word Plus Explanation

Source language : Officer Hana, Tony Marconi is a **gangster** involved in all sorts of shady businesses. We haven't been able to pin anything on him so far.

Target language : Opsir Hana, Tony Marconi adalah **gangster** yang terlibat dalam segala macam bisnis hitam. Sejauh ini kami belum dapat mengaitkan bukti apapun kepadanya.

#### Excerpt 33



From the conversation text above, the word **gangster** in the source language is translated into Indonesian as **gangster**.

The translator uses strategy of loan word to translate word **gangster** into the same word in the target language. According to Oxford Advanced Learner's Dictionary, **gangster** means a member of a group of violent criminals. In Indonesian, it will be **kumpulan penjahat** if translated literally. The word **gangster** is familiar in Indonesian, but some does not use **gangster** to mention a group of criminals.

Here the translator uses this strategy because the translator thinks it is easier to use the same word in translating into target language since people has already know what **gangster** is. If gangster is translated literally, the translator needs to adjust the meaning with the picture in the game and the meaning has to appropriate with Indonesian culture.

### TRANSLATION BY CULTURAL EQUIVALENCE

Source language : Look **buddy**, you don't seriously keep track of my customers, do you? Dozens of people come here every day!

Target language : Hey **bung**, kalian piker aku daftarin satu-satu semua pelangganku? Lusinan orang datang ke sini setiap hari!

### Excerpt 13



In sentence above the word **buddy** is one of culture specific terms that the translator had to face as a translation problem. In this case, the translator had to substitute the word **buddy** with a more familiar word in target language. According to online oxforddictionaries.com the word **buddy** means a form of address to a man whose name is not known. In Indonesia the word **bung** is also used to address to a man whose name is not known. The word **buddy** is culture specific term in informal form to address a man, this is the point of translator's problem. The translator had to find out the exact word or the translator had to substitute the word **buddy** into the word that have a similar meaning.



## TRANSLATION BY OMISSION

Source language : Hi officer Hana, I'm Alex! **But you can call me** the Digital God **if you want to**.

Target language : Hai Opsir Hana, namaku Alex alias dewa digital

### Excerpt 59



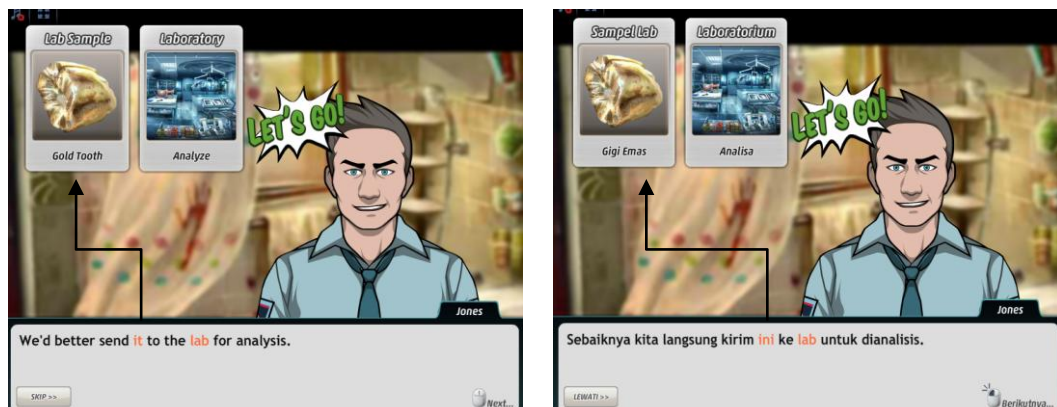
If the translator does not omit the phrase **but you can call me** and **if you want to** the translation would be like this: **Hai opsir Hana, namaku Alex tapi kau bisa memanggilku Dewa Digital kalau kau mau**. In this sentence the translator does not translate **but you can call me** and **if you want to**, the translator decides to omit those phrases to make a simple translation. The translator thinks it is not important to translate those phrases because even without translate those phrases, the reader still understand the meaning. Here the strategy of omission is acceptable.

## TRANSLATION BY ILLUSTRATION

Source language : We'd better send **it** to the lab for analysis.

Target language : Sebaiknya kita langsung kirim **ini** ke lab untuk dianalisis.

### Excerpt 17



From the utterance above, there is a word *it* that translates into Indonesian as *ini*. According to Oxford Online Dictionary, the word *it* is used to refer to a thing previously mentioned or easily identified. Here, the reader will not understand the word *ini* refers to what. The translator gives an illustration in the screen play of the game, there is a picture of gold tooth. The translator decides to use the strategy of illustration in order to make the reader understand what the word *ini* refers to. This is the point of translation strategy by illustration.

### Translation by Using an Idiom of Similar Meaning and Form

Source language : *Spoilsport*. Anyway, the owner of this phone number you found is Maria Sanchez?

Target language : Ah, *cemburu* aja lu. Jadi, pemilik nomor telepon yang kau temukan ini namanya Maria Sanchez?

According to Merriam-webster online dictionary, the word *spoilsport* means someone who spoils other people's fun or enjoyment. According to English Dictionary, *spoilsport* means *perusak permainan*. The translator translates *spoilsport* into Indonesian as *cemburu* because the translator thinks word *cemburu* has similar meaning with *perusak permainan* and it sounds natural and also understandable for the reader than *perusak permainan*.

This strategy of translating by using an idiom of similar meaning and form is like matching an English idiom with Indonesian idiom. This strategy is useful and acceptable because the result of the translation is more natural.

### Translation by Using an Idiom of Similar Meaning but Dissimilar Form

Source language : If I were you, I'd just *shut up*, Joe.

Target language : lebih baik kau *tutup mulut*, Joe.

From the utterance above, the phrase *shut up* in source language is translated into *tutup mulut* in target language. According to Oxford Advanced Learner's Dictionary, *shut up* means to stop talking (often as an order as a rude way of telling somebody to stop talking). If it translates literally into Indonesian, it will be *berhenti berbicara (biasanya cara yang kasar yang digunakan untuk menyampaikan kepada seseorang untuk berhenti berbicara)*. In this conversation the translator decided to translate *shut up* into *tutup mulut* in target language is acceptable. *Tutup mulut* also means *diam*, based on the screenplay, the translator decides to use *tutup mulut* in the translation result because it is in formal context that the police who is talking.

The researcher thinks that translator's job of paraphrase the meaning of shut up; *to stop talking (often as an order as a rude way to telling somebody to stop talking)* into *tutup mulut* is a good idea. The translator wants to avoid the

ignorance of the reader if the translation is too much word, however the translator make a simple translation that is natural and understandable.

### Translation by Paraphrasing

Source language : **Well done** Hana, we've already made good progress on the case.

Target language : **Mantap** Hana, kita benar-benar mengalami kemajuan di kasus ini.

From the above utterances, there is a idiomatic expression **well done**, it is translated into **mantap** in target language. The idiomatic expression **well done** is translated by paraphrasing by the translator because a match cannot be found and if it translates literally or using idiomatic language in the target language it will be strange.

According to Oxford Advanced Learner's Dictionary **well done** is an expressing admiration of what somebody has done. It seen in the screenplay of the game that Jones shows the expression of admiration. It is no need to translate an idiomatic expression in another language as idiomatic language. The result of paraphrasing the phrase well done into **mantap** in the target language sounds more natural than using a long translation.

### CONCLUSION

Strategies dealing with non equivalence at word level consist of five strategies: translation by a more general word, translation using a loan word or loan word plus explanation, translation by cultural substitution, translation by omission, and translation by illustration. The number of translation strategy dealing with non equivalence at word level is 94 utterances (100%). The results show there are translation by a more general word(0%), translation using a loan word or loan word plus explanation (33,3%), translation by cultural substitution (25,8%), translation by omission (30,1%), translation by illustration (10,7%). Strategy of translation using a loan word or loan word plus explanation is dominant because there are some words in target language that adapted from source language, the translator decided to not give an explanation for those adapted word in order to avoid the ignorance from the reader and some words were used in daily life, so that the target reader still understand the eaning of those adapted word without giving a long explanation. Using strategy of loan word or loan word plus explanation not only itmakes the target reader easier to understand, but also it could make the target reader difficult to understand if there is no explanation to the word that is totally unknown by the target reader.

Strategies dealing with idiom consist of three strategies: translation by using an idiom of similar meaning and form, translation by using an idiom of similar meaning but dissimilar form, and translation by paraphrasing. The

number of translation strategy dealing with idioms is 32 utterances (100%). The results show there are 4 (12,5%) utterances that using strategy of translation by using an idiom of similar meaning and form, 5 (15,6%) utterances that using strategy of translation by using an idiom of similar meaning but dissimilar form, 23 (71,8%) utterances that using strategy of translation by paraphrasing. The strategy of translation by paraphrasing is mostly used by the translator in order to make a simple translation in her/his own word of the meaning of the idioms than giving the reader the longer explanation of the idioms.

This strategy can help the translator to translate this game. The result of the translation by using this strategy can be understandable and enjoyable for the reader.

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