STRATEGIES USED IN TRANSLATING SPONGEBOB SQUAREPANTS "GARY, OH, GARY INTO INDONESIAN "GARY OH... GARY" BY STEPHEN HILLENBORG

A THESIS

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ADVISOR'S APPROVAL

This thesis has been approved by the advisor, strata 1 study program of English Language, Faculty of Humanities, Dian Nuswantoro University on october 10, 2013.

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STATEMENT OF ORIGINALITY

I hereby certify that this thesis is definitely my own work. I am **completely** responsible for the content of this thesis. Opinion or findings of other included in this thesis are quoted or cited to ethical standard.

Semarang, 09 october 2013

Yovan Firdadi

MOTTO

Experience is the best teacher, believe a miracle plan of God.

DEDICATION

I modestly dedicated this thesis to:

1. My beloved parents who always support me and provide facilities of the study.

2. My sisterNika Helmarosa who always believe me, support me when I'm down and always there for me until now, you are one of the reason I always keep stronger and finishing this thesis.

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ABSTRACT

This thesis is a study of Translation Strategies in the comicentitled ***"Strategy Used In Translating SpongebobSquarepants "Gary, Oh, Gary Into Indonesian "Gary Oh... Gary" By Stephen Hillenborg"***, describing the strategies used by the translator in dealing with non- equivalence at word level, and idioms and describing in what situation those strategies are used.

The data of this study were analyzed by using four steps: classifying each sentence according to the method, drawing the tables based on strategies process found on the comic, explaining strategies are used by the translator in translating the comic, drawing the tables and give the codes based on the strategies process found in the comic.

Some of the strategies used in comic translation are those dealing with non-equivalence at word level, and strategies dealing with idiom. Strategies dealing with non-equivalence at word level that consist of five strategies which are: translation by more general word (superordinate), Translation by more neutral/ less expressive word, translation using loan word or loan word plus explanation, translation by cultural substitution, and translation by omission. Strategies dealing with idiom consist of three strategies of translation, which are: 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 Translation strategies will help the translator to deal with problems. In comic translation, these strategies based on Mona Baker are used to make the result of translation meaningful and easy to understand for the readers. The findings from this comic are found two ways of translation strategies dealing with non-equivalence at word level and strategies dealing with idiom.

Keyword: strategies, the translator, non- equivalence at word level, comic

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Word are, physically, referred to as the surface forms and considered as having temporary importance; what really matters is beyond their meanings and structures. In recent years, there has been a move away from analyzing texts for their underlying meaning regardless the prominent functions of the words themselves. Language, then, as the system of words used by human beings to express their thoughts and feelings, is considered as having some value since it contain information, emotion, and certain purposes, either in practical or social terms.

Language can be learned both orally or verbally. In learning language, expecially english language, there some major of the study which can be learned and one of them are Translation. It is concerned with a study of the lexicon, grammatical structure, communication situation, and cultural context of the source language text, which analyzed in order to determine its meaning. Then, the discovered meaning is re-expressed or re-constructed using the lexicon and grammatical structure that are appropriate in the receptor language and its cultural context. Larson (1984:3) says, "Translation consists of translating the meaning of the source language into the receptor language. This is done by going from the form of the first language to the form of a second language by way of semantic structure.

Nida and Taber in Choliludin (2006: 3) propose that "Translation consists of reproducingthe closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style". According to them translators should use the closest natural equivalent either in the meaning or in the style of the receptor language. In other words, the results of translation should not sound as translation but without changing the meaning of the source language.

Language as means of human expression can be seen through literature. Literature is a mode of social interaction, reflecting and creating its own institutions and power relations. Literature does involve socially-situated boundaries in which different people are equipped with different ways of expressing their thoughts and felling and, consequently, they will also acknowledge things differently. Comics are the product of literature. It contains word and pictures which are enjoyable to read. Guilaume Desyon in comics' scholars survey by Loogan (1995:13) states "the strength of comics is that it can be understood and enjoyable at many levels". As entertainment media, they are universal.

Translation and literature have the strong conection one another. Based on the that statement, this study is about translation strategy in translating SpongeBob Squarepants "Gary, oh, Gary" into Indonesian Translation "Gary Oh... Gary". Translation strategy is the way translator to figure out problem in translating.

1.2 Statement of the Problem

When translating a text, the translator's goal is to figure out the strategy of translation are used by the writer in translating the comic. Based on the reason, this study includes the following problem. "What strategies used by the translator in translating the comics entitledSpongeBob Squarepants "Gary, oh, Gary" into Indonesian Translation "Gary Oh... Gary?

1.3 Scope of the Study

This study is limited into the following things to avoid being broad and not focus:

1. The data of this thesis, which are in the form of written in English, are ones taken from a comic entitledSpongebob Squarepants "Garry, Oh, Garry" and the Indonesian version "Garry Oh.. Garry".

2. The analysis of strategies on Translation are used a frame work proposed by Monna Baker.

1.4 The Objective of the Study

In line with the statement of the study above, the objective of the study can be stated as follows: "To find out the kinds of translation strategies used by the translator in translating the entitledSpongebob Squarepants "Garry, Oh, Garry" and the Indonesian version "Garry Oh..Garry."

1.5 Significance of the Study

By conducting a research of this topic, the researcher hopes that this thesis will be useful for those conducting the similar research and translation of literary works. For the researcher himself, this thesis is a way of applying his ability in evaluating the value of a given translation. For the readers in general hopefully this thesis is able to make them understand how the translator applied the strategy in translating a comic.

1.6 Thesis Organization

Thesis organization is a summary of each chapter. It is to create a systematic writing and to make it easy to the readers in understanding the content. This thesis organization is arranged as follows:

Chapter I is Introduction : It consists of Background of the Study, Statement of the Problem, Objective of the Study, Scope of The Study, Significance of the Study, and Thesis Organization.

Chapter II is Review of the Related Literature : Approach in Translation, Translation Procedure, Types of Translation, Meaning, Potential Problem in Translation : Problems of Non-Equivalence at Word Level, Strategies in Translation : Strategies Dealing with problem of Non-Equivalence at Word Level, Strategies Dealing with Idioms.

Chapter III is Research Method : It conveys Research Design, Unit Analysis, Source of Data, Method of Data Collection, and Method of Data Analysis.

Chapter IV is Data Analysis : It consists of the finding of the kinds of the strategies used and describing the strategies used by translator in translating comic.

Chapter V is Conclusion and Suggestion : It contains the conclusion of the study and suggestions related to the subject, which is analyzed.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Translation

There are some definitions of translation based on the translation theorist. According to Munday (2001: 4-5) translation itself has several meanings, it can refer to the general subject field, the product (the text that has been translated) or process (the act of producing the translation, otherwise known as translating). He also states that translation is the process of translation between two different written languages involves the translator changing an original written text (the source text or ST) in the original verbal language (the source language or SL) into a written text (the target text or TT) in a different verbal language (the target language or TL).

Tommaso (1989: 38) states that translation is any transfer, for any reason, of any text from one language code to another language code- the expressions by means of one language of any thought expressed by means of another language.

Translation is the interpretation of verbal signs by some other languages. Brislin in Choliludin (2006: 18) defines translation as follows:

> Translation is general term referring to the transfer of thoughts and ideas from one language (source) to another (target), whether the language are in written or oral form, whether the languages have established orthographies or do not have such standardization, or whether one or both language are based o signs, as with sign languages of the deaf.

From the definitions, it is concluded that translation is the processes which change the written of source language into another language that states as a target language without changing the core meaning of the origin source.

2.2 Translation Principles

There are some important concepts and principles that we need to consider and understand. The principles for the translation below are proposed by Duff in Choliludin (2006: 41):

1. The translation should reflect accurately the meaning of the original text. Nothing should be arbitrarily added or removed, though sometimes part of the meaning can be transposed. The following questions may be very helpful:

   a. Is the meaning of the original text clear? If not, where does the uncertainty lie?

   b. Are any word loaded, that is, are there any underlying implications?

   c. Is the dictionary meaning of a particular word the most suitable one?

   d. Does anything in the translation sound unnatural or forced?

2. The ordering of words and ideas in the translation should match the original as closely as possible. This is particularly important in translating legal documents, guarantees, contracts, etc. However, differences in the language structure often require changes in the form and the order of

words. When in doubt, underline in the original text the words on which the main stress falls.

3. Languages often differ greatly in their levels of formality in a given context, for example in the business letter. To resolve these differences, the translator must distinguish between formal and fixed expression, and personal expression in which the writer or speaker sets the tone. It is also necessary to consider:

    1. Would any expression in the original sound too formal/ informal, cold/ warm, personal/ impersonal if translated literally?

    2. What is the intention of the speaker or writer? To persuade, to apologize, to criticize?

    3. One of the most frequent criticisms of translation is that it does not sound "natural". This is because the translator's thoughts and choice of words are too strongly moulded by the original text. A good way to avoid the influence of the source language is to set the text aside and translate a few sentences aloud from memory. This will suggest natural patterns of thought in the first language, which may not come to mind when the eyes is fixed on the source language text.

    4. It will be better if the translator does not change the style of the original. Nevertheless, if it is needed, for example because the text is full of repetitions or mistakes in writing, the translator may change it.

    5. Idiomatic expressions are words and phrases that are characteristic of a particular language with meanings that are usually different from the

meanings of each of the words used alone. Idiomatic expression including similes, metaphors, proverbs, and sayings, jargon, slang, and colloquialisms and phrasal verbs are often untranslatable. To solve these problems, there are some hints one can use. They are:

a. Keep the original word in inverted commas, for example: "yuppie".

b. Keep the original expression, with a literal explanation in the bracket.

c. Use a non-idiomatic translation.

2.3 Translation Types

Jacobson's terminology of translation in Newmark (1988:173) can be explained as:

1. Interlingual translation or translation proper that is an interpretation of verbal sign by means of other sign of the same language.

2. Intralingual translation or rewording that is often called paraphrasing, that is an interpretation of verbal signs by means of other signs in the source language.

3. Intersemiotic translation or transmutation, which is interpretation of verbal sign by means of non-verbal sign system.

Nababan (1999:29-46) classifies the kinds of translation into ten categories, they are: word for word translation, literal translation, dynamic translation, pragmatic translation, esthetical-poetic translation, ethnographic translation, semantic translation, and communicative translation. However, Larson

(1984:15) only divides translation categories into two kinds: form-based translation, and meaning-based translation.Meanwhile, according to Newmark (1988:45-47) there are three kinds of translation they are: free translation, idiomatic translation, and communicative translation. Sometimes the problem encounteredtranslatorsin   translatingisnoequivalencebetweenthe sourceandtargettext.

2.4 Translation purposes

The activity to translate the source text into the target text in order to produce the grammatical and natural translation involves the complex system that many different factors directly or not influence to the translation result.

Situational factors include field, tenor, and mode (register variable purpose), while cultural factor includes the genre (social purpose). Field is an abstract term for "what is going on" that is relevant to the speaker's choice of linguistic items. Tenor is an abstract term for the role relationship between people taking part in the discourse. Mode refers to what part the language is playing (speech, essay, lecture, instruction) what ii is that the participants are expecting the language to do for them in that situation. While genre related to: teach how to (do or make (procedure)), to persuade other people (exposition), to tell what happened (recount-material process), to entertain and educate using action stories (narrative).

2.5 Extensions and Reduction in Translation

The main purpose of translation is to transfer the message of the SL into the TL. Then, it is the message; which is basically transferred, whereas the form or the structure of the SL can be suited to the needs into the TL. In this matter, when a translator wants to transfer the message, he/she can change the structure of the translation work from the original one to obtain the most appropriate translation result.

In translation, it is difficult to preserve the form constantly since every language has the different rules. Relating to the content of the message. The form needs to be changed. Apparently, the alternative to make extension or reduction is commonly conducted by a translator in order to find out the closest equivalent in TL (Sadtono, 1985:56).

Every language has its own system, including the structure. The structure in SL may be different from its own system, including the structure. Because of this situation, the translation may change the structure, in order to get an appropriate translation. The process of adopting and modifying the structure is called extension and reduction.

A translator often makes an extension or a longer translation than its original text to make the best translation. He or she gives addition of some words to get more information explicitly or implicitly. In extending the structure, a translator can explore everything in SL and explain the meaning and message from SL to TL explicitly.

On the other hand, the translator conducts a redactor with some purpose (Sadtono, 1985:145) to simplify the doublet matters, to reduce repetition, to eliminate conjunctions, to reduce formula, to avoid the state of subject, to shortening the repeated words, and to extent ellipsis in SL. It is clear that the aim of either extension or reduction in translation is to obtain the closets equivalence meaning and finally to get the proper and natural translation.

2.6 Translation Process

According to Larson (1984:6), best translation is one which a). Uses the normal language forms of the receptor language, b).Communicates same meaning that was understood by the speakers of the source language, and c).Maintains the dynamics of the original source language text.

Translation can be a complex process that involves many aspects to consider before we come to a final version of a translation product. Many authors try to describe the processes of translation in a way that can show the nature and the steps of translation.

Translating a text from English into Indonesian is not an easy work. A translator must have requirement needed to translate a text. Hornby (1995:922) state that "procedure is a series of action that need to be completed in order to achieve something" While Hoed (1993) states that:

> "Procedure of translation is not a must. This is merely a way which helps a translator to find the equivalence through the two procedures that are relevant to translate from English into Indonesian or from *Indonesian into English"*.

In translating Mark New (1988:144) mentions that there are basic translation processes. Those are:

1. The interpretation and analysis of the SL text

    This explains the reason for the translator on the text. The translator should be someone who has experience in the message he wants to transform or at least, he processes adequate knowledge.

2. The translator procedure

    Based on Mark New, this process "may direct". Or the basis of SL and TL corresponding syntactic structure, or troughs and underlying language "inter language"

3. The reformulation of text

    In this point, the process has to be in accordance with the researcher's ideas of intention, the reader's curios wish, the proper forms of TL and so an.

    Nida and Taber in Hoed (1969:33) state that the steps or the process of translation are: (I) Analysis (learning the source text), (2) Transfer (replacing the substance of source language with its equivalence substance of target language), (3) Restructuring (adapting the translated text to the turn of reader). Meanwhile, New Mark (1988: 144-147) divided the translation procedure into 14 types, they are:

1. Naturalization

    It is the transference and adoption of the SL word first to the normal Pronunciation, then to the normal morphology (word-form) of the TL.

Example: For German, Performa, and Attractive. That words in English translated in performance and attractive.

2. Cultural equivalent

This is an approximate translation where SL cultural words are translated by TL cultural words.

Example: baccalaureate is translated as (the French) "A level", or (Arbiter Matura) as (German/Austrian) "A level", Pala is Bourbon as "(The French) Westminster".

Charccuteric-delicatedsen (now English "deli"); notaire-soliccitor.

3. Functional equivalent

This common procedure is applied to cultural words requiring the use of a cultured word, sometimes with a new specific term.

Example: Baccalaureate-French translated in English secondary school leaving exam.

4. Descriptive equivalent

In translation description sometimes has to weigh against function. Description and function are essential element in explanation and in translation.

Example: "Samurai" is described as the Japanese aristocracy from the eleventh to the nineteenth century; its function was "to provide officers and administrators".

5. Synonymy

   This procedure is used for a SL word where there is no clear one-to one equivalence, and the word is not important in the text, in particular for adjectives or adverb of quality.

   Example: "Person gentile" Translated in English "kind person"

6. Through translation

   Normally, through-translation should be used only when they are already recognized terms.

   Example: people's chamber for volskammer, "committee on trade and development "For committee du commerce et du development a common procedure for international institution terms.

7. Shift or transportations.

   A "Shift" (Catford's term) or "Transportation" (Vinay and Darbelnet) is a transportation procedure involving a change in grammar from SL to SL.

   For example: the change from singular to plural.

   Furniture; des meubles, "applause", des applaudeissements", advice, " des conceals" or in the position of the adjective.

8. Modulation

   Vinay and Darbelnet (1986:69) coined the term "modulation" to define a variation through a change of view point, of perspective and very often of category of thought"

Example: "buy/sell", "lend/borrow", for English "loan" there are alternative in other languages and "crenate" translated "credit" or "debt" depending on the point of view.

9. Recognized translation

This procedure is usually used in the official or the generally accepted translator of any institutional term.

Example: Mitbestimung (in Management) has to be translated first as "codetermination".

10. Translation label

This is provisional translation, usually of a new institutional can later be discreetly withdrawn.

Example: "Promotion social translated in social advancement".

11. Compensation

This procedure occurs when lost of meaning, sound-effect metaphor or pragmatic effect in one part of sentence is compensated in another part.

Example: there is really nothing to discuss translated in Indonesian

Tak ada yang perlu dibicarakan lagi kalau begitu.

12. Componential analysis

It is the splitting up of lexical unit into its sense, component, and often one two-three or four translations.

Example: "Pleurs" translated in English "tears" refers to "refined" style

13. Reduction and extension

In this type, a translator has to change the system of translation work from the original one to obtain the most appropriate translation result to find out the closest equivalent TL.

Example: incomplete translated become "not yet completed" (extension)

Science linguistic become" (reduction).

14. Paraphrase

It is an amplification or explanation of the meaning, of a segment of the text.

Example: TL equivalent, transcription, neologism, by reproducing the "encyclopedic" tenor for the linguistic vehicle.

Pinchuck in Rifqi (2000:35) explains that the procedure of translation can be in the form of:

a. Translation

This means rendering the sound of SL into a TL form.

b. Transliteration

This is the process of rendering the letters of one alphabet into the letters of another with a different alphabetical system.

c. Borrowing

A procedure often used in the TL has no equivalence for the SL units to adopt them without changing but sometimes with spelling or pronunciation adjustment.

d. Literal

This is one structural and conceptual correspondence. Literal is the rendering of text from one language to another "word-for-word" ([Latin](): "*verbum pro verbo*") rather than conveying the *[sense]()* of the original.

For example: "*Kindergarten*" would be "children garden

e. Transposition

This is one of the most common procedures used in translation. It involves replacing a grammatical structure in the SL with one of different types in the TL in order to archive the same effect.

f. Modulation

Modulation and transposition are the two main procedures in translation. Modulation entails a change in lexical elements, a shift in the point of view.

g. Adaptation

It involves modifying the concept, or using a situation analogous to the SL situation thought not identical to it. An adaptation may at the same time entail modulation and translation

2.7 Potential Problems in translation

The goal of translation is to establish a relationship of equivalence between the source and the target text. Bell (1991:6) states that language is different from each other and there is no absolute synonymy of words between languages. Several potential problems may occur in translating the source text, one of which is non-equivalence. It means the target language does not express

the same meaning as the source language. The problem of non-equivalence at word level, problems in translating idioms, and problems in translating dialects sometimes occur in translating the source text.

2.7.1   Problems of non-equivalence at word level.

2.7.1.1 Culture – specific concepts.

Simatupang (1999: 50) says, ' language is part of a culture that cannot be separated from its speakers". Different culture has different language; we can obviously notice the differences between cultures from the vocabularies. Baker (1992; 21) says that words in the source –language may express a concept, which is completely unknown in the target culture.

2.7.1.2 The target language lacks of specific terms (Hyponym)

If the source language has a variety of hyponyms, which have no equivalents in the target languages, it can be a problem for the translator. Usually, languages tend to have general word's (Super Ordinates) but lack of specific words of hyponyms (Baker 1992:231) it the super ordinate word is flower, from the specific term that flowers are rose, jasmine, orchid, ylang-ylang, lotus, etc. the problem approach when some of the specific term are not used by the other culture. The specific terms like ' daffodil' may not used by Indonesian.

2.7.2   Problems in translating idioms.

Besides non- equivalence at word level, idioms also can be a problem for a translator. An idiom is an expression which meaning is not compositional, in example those which meaning does not follows from the meaning of the

individual words of which it is composed (from http: //en. wikipedia.org/wiki/idiom). Idioms are usually called figurative expression are different from are culture to another culture. A good translator should have an excellent understanding in using idioms in both SL and TL. It is very important because it helps to him/her in producing a good translation result.

To make more vivid, the writer will discuss some of the examples of English idioms and Indonesian idioms.

Table 1. English idioms and Indonesian idioms.

Idioms	Literal Indonesia	Idiomatic Indonesia
The apple of one's eye	Apel dari mata seseorang	Orang yang menjadi kesayangan
A cat and dog life	Hidup kucing dan anjing	Selalu bertengkar
Children-hearted	Berhati ayam	Pengecut
On thin ice	Diatas es tipis	Dalam kesulitan
A bag egg	Telur yang jelek	Orang yang tak berguna

Source (Baker 19932:72)

From the examples we can see that idioms cannot be translated only based on the form. Sometimes the meaning of idioms cam be different from the word that the translator cannot translate them literary. We need to be careful in using the literal strategy. Larson (1984:120) points that literal translation will sound nonsense. Similarly, Newmark (1988:125) says that translator should not translate

word to word. In the example above the literal translation will only result in meaningless expressions. However, we should remember that not all literal translations are meaningless. Finding an idiom of similar meaning and similar form on the Target Language may seem to be a good solution in translation idiom (Baker 19932:72).

2.7.3 Problems in translating dialects.

Not only non- equivalence at word level and idioms can be problematical in translation, but also dialects. It is a like dilemma when the translator dealing with dialects. Harim and Mason (1990:41) Mention that translating SL dialect into TL standard can lose the special effect intended in the SL, which means that it brings disadvantage. Moreover, when a translator translates dialect by dialect it can create unwanted effect. With almost the same idea, Landers (2001:116) says that substitution of an ' equivalent' dialect is tending to be unsuccessful, that in some specific cases. Larson (1984:510) defines dialect as ' a speech variety within a language ". Accent, is often a source of problem, that it would be awkward is a translator using the SL accent in the translation. It would be unnatural and the worse is the reader cannot understand what the meaning is. Since naturalness in translation is important, translator must no use the words, phrase, or clauses that sound unnatural to the target reader. Related to that, Newmark (1988; 128) suggest that the translator should write him/her conception of the SL.

2.7.4   Strategies in translation.

Considering that they are problems like the non-Equivalence at word level, idioms and dialects in translating the source text. The translator needs solution. To make the translation work well accepted by the readers the professional translator might apply some strategies in translating the SL. Most of the strategies written in this research will be taken from the book entitled ' *in other words a course book on translation*' written by Mona Banner.

2.7.4.1 Strategies dealing with problems of non-equivalence at word level.

2.7.4.1.1   Translation by a more general word (super ordinate).

Dealing with many types of non-equivalence, among the other strategies. This strategy is the commonly used (Baker. 1992:26), for an example: the word 'shampooing' can be translated into Indonesian as *mencuci,* because the general word of the word 'shampooing' is *washing.* A translator also can translate 'daffodil', which actually a name of a bulbous flower with a yellow trumped-shaped corona into *bunga* as the more general word in Indonesia. This strategies is commonly used which the target language lack of specific terms.

2.7.4.1.2   Translation using a loan word or loan word plus explanation.

Simatupang (1999:51) says that since a long time ago, translators have used the loan words or borrowing words. Developing culture usually borrow some words from the developed country. Such as: theatre, film, piano, and bank, jet etc. all of those words were originally borrowings from English. Nowadays, people often use some loan words in their daily live. So if the reader of translation work

can understand the loan words, it is actually can be used on its own. In other to avoid lengthy explanations, the translator can simply uses the loan words. Baker (1992:36) says that in same cases they are used, because they sound more modern, smart and high class. It is not because they do not have equivalents. Otherwise, the translators can also explanation when there is a problem in non-equivalence dealing with cultural. Specific concept, a translator can use the word as a loan word. Translators does not need to translate foreign dishes like 'pizza' ' spaghetti', 'hamburger', etc. the translator can supply write them as loan words because in our culture we do not have terms like that.

2.7.4.1.3 Translation by cultural substitution.

As discussed before that different culture has own vocabularies. The vocabularies from one culture may not be understandable in other culture. A word from the SL may seem strange in the target language. In this strategy, the translator replaces a culture-specific item or expression with a target language item, which does not have the same proportional leaning. However, it must likely have similar result on the target reader (Baker 1992; 31). For example: a translator can translate 'jaguar', which means a large flesh-eating spotted cat of control and S. America as *harimau* that meaning is similar. There the translator substitutes the term 'jaguar' which seem strange in Indonesian into ' *harimau'* which they are accustomed to the meaning of *harimau* here I likely to have similar impact to the target reader. Dealing with the problems in culture- specific concepts this strategy can be used.

However, it is dangerous is cultural substations become too localized. Too localized have means that when the people cannot appreciate the real culture of the source language. For example: a translator translates' salad', which means mixed vegetables for eating raw as *lalapan*. Here translator substitutions the term "salad" which sound strange in Indonesia into *lalapan*, which is familiar in Indonesia. At this point, the translator makes mistake that actually in this case ' salad' and *lalapan* are different in meaning. 'Salad' is a cold dish of various mixtures of raw or cooked vegetables that usually seasoned wish oil, mayonnaise, whereas *lalapan* is a mixed raw vegetables and spicy sauce.

In addition, in translating initiation of sounds the strategies of culture substitution also can be used. For instance, ' woof-woof' which related to sound of dog, translated into *guk-guk* in Indonesian. In order to make a natural translation, this strategy can be applied.

2.7.4.1.4   Translation by omission.

Omission or in the order word is deletion. Seems to be the fastest strategy that translator simply omit the word. It gives an expression that the translator surrender to translate the word. Although translation by omission may sound as an extreme strategy, in some contexts it is acceptable to omit a word or expression. Translators can simply omit the different words or expression, it the meaning suggested by a particular item or expression is not very important enough to the development of the text. The purpose is to give a good reason for distracting the reader with Lengthy explanations (Baker, 1992:40), while Landers (2001:95) adds

that, the translator delicates any point of the original text beyond the translator's

ability to render.

2.7.5 Strategies dealing with idioms.

2.7.5.1 Translation by using an idiom of similar meaning and form.

This strategy is to translate an idiom by using idiom in the target language, which roughly have the same meaning as the source language idiom (Baker 1992:72). It is a kind of matching idiom from the target language with idiom from the source language. Not all idioms have the same form the meaning with the source language. So we have to remember that this strategy can only be used for certain idioms. For example here the writer writers some English idioms that have similar form with idioms in Indonesian:

Table 2 English Idioms in similar meaning.

Idioms in English	Idioms in Indonesia that have similar meaning and S. form
But of bounds In tune with Night and day	Kelewat batas Sependapat dengan Siang dan malam

Source (Baker 1992:72)

2.7.6 Translation by using an idiom of similar meaning but dissimilar form.

We know that it is impossible to translate all idioms in the source language into the same form as idioms in the target language. Baker (1992:74) says that it is possible for the translator to find an idiom in the target language, which has a meaning that similar to the source idioms have the same form, and meaning. The

writer concrete that the similarity in meaning is the priority for the translator in translation. In other words, meaning is the priority and form is the following.

For examples, here the writer writers down some idioms, which have similarity in meaning between idioms in English and Indonesia:

Table 3 Idioms English in similarity meaning

Idioms in English	Idioms in Indonesia that have similar meaning but dissimilar form
The apple of one's eye	Anak emas
A cat and dog life	Bagaikan minyak dan air
Chicken-hearted	Bernyali tempe
On thin ice	Di ujung tanduk

Source (Baker 1992:74)

We can see that by using this strategy the result of the translation sound natural in Indonesia.

2.7.7 Translation by paraphrasing

We usually paraphrase a passage or a text when we express, the meaning in other words. We can say that paraphrasing is rewording a passage or a text. When a match cannot be found in the target language or when it seems strange to use idiomatic language in the target language because of differences in style of the source and the target language, the translator can use the strategy of paraphrase

(1992; 24). Similarly, Buss (1981) point out that it is not necessary to translate an idiomatic expression in one language as an idiomatic expression in another. Here the writer gives some examples in paraphrasing some idioms, into Indonesian.

Table 4 Translating by paraphrasing

Idioms in English	Paraphrase in Indonesia
'Fireworks' - excitement of any kind, an impressive performance most often of an negative nature, an explosive, noise dispute or	Keramaian
'Nip it in the bud'-present something undesirable while it is just getting started and still a small, manageable problem	Waspada

Looking for the examples, by paraphrasing the translator readers the idioms in his/her own words. It sounds natural rather than giving the reader the long explanation of the idioms.

2.7.8 Translation by omission.

If there is no close match in the target language and its meaning cannot be easily paraphrased, an idiom may sometimes be omitted together in the target text (1992:77). In order to make the result text, this strategy is whom the translator unable to translate the meaning of the idioms. For stylistic reason, his strategy can also be used.

CHAPTER III

RESEARCH METHOD

In conducting this research, it is important for a researcher to determine the research method that researcher would like to use. This chapter will discuss the research method used in this research including research design, unit of analysis, and source of data, collection and technique of data analysis.

3.1 Research Design

The main problem of this study is abouttranslation strategies used in "SpongeBob Squarepants "Gary, oh, Gary" into Indonesian Translation "Gary Oh… Gary" by Stephan and the objective is to describe and interpret the data easily and accurately, this study uses descriptive research method. Isaac and Michael in Danni (2007: 32) state, "Descriptive method has a purpose to describe systematically a situation or area of interest factually and accurately".

In the description method, it may classify, order, and correlate data seeking to describe relationships those are discoverable in phenomena themselves. This study belongs to qualitative type, which is an ethnographic study without set out test hypotheses, but rather to identify and describe the data with its focus and consequently the data free to vary during the course of the identification and description.

3.2 Unit of Analysis

The unitdata of analysis is the sentences of comic "Spongebob Squarepants "Gary, oh, Gary" into Indonesian Translation "Gary Oh... Gary". The researcher used traslation strategies on comic to analyze the data.

3.3 Source of Data

The data used in this study are written text. Tha data were taken from the comic entitled "Spongebob Squarepants "Gary, Oh, Gary" into Indonesian Translation "Gary Oh... Gary". The English version was published in 2010 by Viacom International Inc. Meanwhile, the Indonesian version was published in 2008 by Viacom International Inc.

3.4 Techniques of Data Collection

The data of this study will be collected by using following steps:

1. Survey the data on bookstore.

   The data were obtained through surveying the literature for the bilingual Storybook in the Gramedia bookstore.Choosing the comic for the data.

2. Reading the comic.

   The data in this book are collected by reading the sentencesand its translation.

3. Grouping the data

The researcher analyzed the data after choosing and grouping every sentences of the comic based on the meaning.

3.5 Techniques of Data Analysis

The data of this study will be collected by using following steps:

1. Classifying.

   Sentences were classified according to the method. They must be included by strategies.

   For example:

   Source Language:

   Like I said, I'll be famous one day, but for now I'm stuck in middle school with *a bunch of morons*.

   Target Language:

   Seperti yang kubilang tadi, aku akan terkenal suatu hari nanti. Tapi sekarang, aku terjebak di sekolah menengah pertama bersama *segerombolan orang dungu.*

   The sentences in above classified into similar meaning and form

2. Tabling

   Drawing the tables based on strategies process found on the comic.

Source Language: Like I said, I'll be famous one day, but for now I'm stuck in middle school with *a bunch of morons*.

Target Language: Seperti yang kubilang tadi, aku akan terkenal suatu hari nanti. Tapi sekarang, aku terjebak di sekolah menengah pertama bersama segerombolan orang dungu.

SL	Like I said, I'll be famous one day, but for now I'm stuck in middle school with *a bunch of morons.*
TL	Seperti yang kubilang tadi, aku akan terkenal suatu hari nanti. Tapi sekarang, aku terjebak di sekolah menengah pertama bersama *segerombolan orang dungu.*

Code information's:

SL: Source Language (English Version)

TL: Target Language (Indonesian Version)

3. Explaining strategies are used by the translator in translating the comic.

For example:

Source Language:

Like I said, I'll be famous one day, but for now I'm stuck in middle school with *a bunch of morons*.

Target Language:

Seperti yang kubilang tadi, aku akan terkenal suatu hari nanti. Tapi sekarang, aku terjebak di sekolah menengah pertama bersama *segerombolan orang dungu.*

MG: More general word

LE: Neutral/less expressive word

LW: Loan-Word

CS: Cultural Substitution

O: omission

MF: Similar meaning and Form

MD: Similar meaning and dissimilar meaning.

Paraprashing: Paraprashing

4. Drawing and conclusion

Drawing the tables and give the codes based on the strategies process are found in the comics. Bellow the translator gives the example of table and the information of codes.

For example:

Code	SL-Ln-02-10/TL-Ln-02-12/L
SL	Like I said, I'll be famous one day, but for now I'm stuck in middle school with *a bunch of morons.*

| TL | Seperti yang kubilang tadi, aku akan terkenal suatu hari nanti. Tapi sekarang, aku terjebak di sekolah menengah pertama bersama *segerombolan orang dungu.* |

Code information's:

Ln: Line of page in the comic

02: Page of the comic SL

02: Page of the comic TL

10: Line of page on the SL

12: Line of page on the TL

CHAPTER IV

DATA ANALYSIS

4.1 FINDING

In this chapter, the researcher explained about the describtion of the findings and its analysis which is found in the comic of Spongebob Squarepants "Gary, Oh, Gary" into "Gary, Oh, Gary". In this analysis, the researcher divided this describtion into two strategis. Those are dealing with problems of non-equivalence at word level and strategies dealing with idioms. For the brief explanation, it can be seen in the following description below:

Table 4.1 shows the number of Strategies Dealing with Problem of Non-equivalence at Word Level is found in: the translation by a more general word (super ordinate), translation by more neutral/ less expressive word, translation using a loan word or loan word plus explanation, translation by cultural substitution, translation by omission, Strategies Dealing with Idioms: Translation by using an Idiom of Similar Meaning and Form, Translation by using an Idiom of Similar Meaning and Dissimilar Form, Translation by Paraphrasing.

Table 4.1 Strategies Dealing with Non-Equivalence at Word Level

No	Strategies Dealing with Problem of Non-Equivalence at Word Level	Total	Percentage
1	Translation by omission	9	15,5%
2	Translation by a more general word (super ordinate)	8	14,5 %
3	Translation by using an idioms of similar meaning	10	28,25%

	and form		
4	Translation by cultural substitution	6	10%
5	Translation by paraphrasing	36	31,75%
	TOTAL	65	100%

4.2 Strategiesdealing with problems of non-equivalence at word level

There are four types of this strategies. The brief explanation for each strategy of non-equivalence at word level can be found in the following describtion below:

4.2.1 Translation by Omission

In this type of translation, the translator omits his part of translation to make the result of its translation understandable and well accepted by the readers. The example of this strategy can be seen in the following excerpt below:

Excerpt 1

Context: Patrick asks his best friend Spongebob to attend the jelly-fishing convention in Ukulele Bottom.

Source Language	Target Language
Spongebob! **Are** you ready? The annual jelly-fishing convention in Ukulele Bottom **is this weekend**? (page 8)	Spongebob! Kau sudah siap ke konferensi ubur-ubur di ukulele Bottom? (page 8)

It can be seen in the excerpt : 32   that there are two bold types found in the excerpt above and those are **are** and **is this weekend**. It can be seen in the example above that to be **are** in the Source Language is not translated into the Target Language. It also also happened in the phrase **is this weekend**. In this case,

it is said that the type of strategies the translator used in translating the utterance above is omission because the translator did not translated those words in the Target Language. Here, the translator tried to make the result of his translation clearer and understandable because this comic is read by children so, the translator should translate into a simple sentence in oder to the readers, especially children, understand the utterances.

A similar example showing omission strategy made by the translator in translating the comic can be seen below:

Excerpt 2

Context: Squidward let Spongebobs to have three days weekend and asked him to get into the bus.

Source Language	Target Language
Have fun **bye-bye.** (page 10)	Selamat bersenang-senang. (page 10)

It can be seen in the excerpt above that the translator used by the strategy of translation omission. It can be seen in the bold word above that theutterance **by-bye** in the Source Language was not translated into in the Target Language. If the translator translated the utterance **bye-bye** into **selamat tinggal** or **selamat jalan** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by omission to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator was not translated the utterance **bye-bye** in the Target

Language because the translator wanted to make the result of its translation is well accepted by the readers.

Excerpt 3

Contex : Squidward said to Gary "you've got to finish this food"

Source Language	Page	Target Language	Page
Oh, just cheking up **on old Gary** for you	15	Aku baru saja memeriksa Gary, baiklah, sampai jumpa	15

It can be seen in the excerpt above that the translator used by the strategy of translation omission. It can be seen in the bold word above that theutterance**on old Gary**food in the Source Language was not translated into in the Target Language. If the translator translated the utterance **on old Gary**food into **Pada tua Gary** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by omission to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator was not translated the utterance **on old Gary**food in the Target Language because the translator wanted to make the result of its translation is well accepted by the readers.

Excerpt 4

Contex : Docter said " this snail is dehydrated therefore, a shot of snail plasma must be carefully".

Source Language	Page	Target Language	Page
What a great friend, **you are**, Squidward	15	Wah, kau teman yang baik, terima kasih Squidward.	15

It can be seen in the excerpt above that the translator used by the strategy of translation omission. It can be seen in the bold word above that theutterance**you are** in the Source Language was not translated into in the Target Language. If the translator translated the utterance **you are** into**kamu adalah** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by omission to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator was not translated the utterance **you are**in the Target Language because the translator wanted to make the result of its translation is well accepted by the readers.

Excerpt 5

Contex : Spongebob said to Gary "have to get in that tub".

Source Language	Page	Target Language	Page
Now, Gary, we can do this hard way, **or the easy way.**	33	Hmm..jadi kau ingin membuat ini jadi lebih sulit!	33

It can be seen in the excerpt above that the translator used by the strategy of translation omission. It can be seen in the bold word above that theutterance **or the easy way** in the Source Language was not translated into in the Target Language. If the translator translated the utterance **or the easy way** into**atau jadi lebih mudah** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the

translator employs translation by omission to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator was not translated the utterance **or the easy way** in the Target Language because the translator wanted to make the result of its translation is well accepted by the readers.

Excerpt 6

Contex : spongebob going to assault Gary mind with subliminal messages " shower .. shower".

Source Language	Page	Target Language	Page
Come on **boy**, let's go get tha treasure	38	Ayo, kita cari harta karun	38

It can be seen in the excerpt above that the translator used by the strategy of translation omission. It can be seen in the bold word above that theutterance**boy** in the Source Language was not translated into in the Target Language. If the translator translated the utterance **boy**into **laki - laki** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by omission to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator was not translated the utterance **boy**in the Target Language because the translator wanted to make the result of its translation is well accepted by the readers.

Excerpt 7

Contex : spongebob talking to Gary that he live in his house under my his rules.

Source Language	Page	Target Language	Page
What are you doing ? I am talking to you, **mister.**	49	Apa yang kamu lakukan ?aku sedang berbicara dengan mu.	49

It can be seen in the excerpt above that the translator used by the strategy of translation omission. It can be seen in the bold word above that theutterance**mister** in the Source Language was not translated into in the Target Language. If the translator translated the utterance **mister** into **tuan** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by omission to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator was not translated the utterance **mister** in the Target Language because the translator wanted to make the result of its translation is well accepted by the readers.

Excerpt 8

Contex : Patrick used laundry.

Source Language	Page	Target Language	Page
Squarepants, i hear **talk you** make a mean krabby patty.	74	Squarepants, aku dengar kau pembuat krabby patty paling top !	74

It can be seen in the excerpt above that the translator used by the strategy of translation omission. It can be seen in the bold word above that

theutterance**talk you** in the Source Language was not translated into in the Target Language. If the translator translated the utterance **talk you**into **bicara padamu** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by omission to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator was not translated the utterance **talk you**in the Target Language because the translator wanted to make the result of its translation is well accepted by the readers.

4.2.2 Translation by a More General Word (Super Ordinate)

In this part, the translator can use a similar or common word that is suitable with the Indonesian words. In this case, the translator should find the general word of the Source Language into the Target Language. The example can be seen in the excerpt below

Excerpt 9

Context: Spongebob ask Squidward to look after his pet, Gary that weekend.

Source Language	Target Language
Squidward, could you **watch** Gary this weekend? (page 8)	Squidward, bisakah kau **menjaga** Gary minggu ini? (page 8)

It can be seen in the excerpt 1 above that the translator used strategy by a more general word. It can be seen in the bold word above that the word **watch** in the Source Language was translated into **menjaga** in the Target Language. If the

translator translated the word **watch** into **melihat** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by a more general word to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the word **watch** in the Source Language into **menjaga** which is more appropriate in the Target Language and well accepted by the readers..

A similar example of translation by a more general word made by the translator in translating Spongebob comic can be seen in the followinf excerpt 2 below:

Excerpt 10

Context: In this case, Squidward refuses to take care of Spongobob's pet, Gary and asks Spongebob to find others.

Source Language	Target Language
Well, I can't. **Get** somebody else (page 8)	Tidak. **Cari** orang lain saja (Page 8)

It can be seen in the excerpt 2 above that the translator used by strategy by a more general word. It can be seen in the bold word above that the word **get** in the Source Language was translated into **cari** in the Target Language. If the translator translated the word **get** into **mendapatkan** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the

conversation. That is why the translator employs translation by a more general word to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the word **get** in the Source Language into **cari** which is more appropriate in the Target Language and well accepted by the readers.

A similar example of translation by a more general word made by the translator in translating Spongebob comic can be seen in the followinf excerpt 3 below:

Excerpt 11

Context: Spongebob tells Squidward that he will have three days convention in the weekend.

Source Language	Target Language
Actually. **A three – day weekend** (page 9)	**Tiga hari ke konvensi ubur – ubur** (Page 9)

It can be seen in the excerpt 3 above that the translator used by strategy by a more general word. It can be seen in the bold word above that thephrase**A three – day weekend**in the Source Language was translated into **Tiga hari ke konvensi ubur – ubur** in the Target Language. If the translator translated the phrase **A three – day weekend** into **tiga hari berakhir pekan** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by a more general word to make the result of its translation more understandable and in

order to be accepted by the readers of this comic. In this case, the translator translated the word **A three – day weekend** in the Source Language into **Tiga hari ke konvensi ubur – ubur** which is more appropriate in the Target Language and well accepted by the readers.

A similar example of translation by a more general word made by the translator in translating Spongebob comic can be seen in the following excerpt 4 below:

Excerpt 12

Context:Spongebob squarepants' best friend Patrick is eager to go for jellyfishing with Spongebobs.

Source Language	Target Language
Jellyfishing, Jellyfishing, Jellyfishing (page 10)	**Menagkap ubur-ubur, Menagkap ubur-ubur** (Page 10)

It can be seen in the excerpt 4 above that the translator used by strategy by a more general word. It can be seen in the bold word above that thephrase**Jellyfishing, Jellyfishing, Jellyfishing**in the Source Language was translated into **Menagkap ubur-ubur, Menagkap ubur-ubur** in the Target Language. If the translator translated the phrase **Jellyfishing, Jellyfishing, Jellyfishing** into **Memancing Ubur-ubur** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by a more general word to make the result of its translation more understandable and in order to be

accepted by the readers of this comic. In this case, the translator translated the phrase **Jellyfishing, Jellyfishing, Jellyfishing**in the Source Language into **Menangkap ubur-ubur, Menangkap ubur-ubur** which is more appropriate in the Target Language and well accepted by the readers.

Excerpt 13

Context: at squidward's home

Source Language	Target Language
I never want to see another snail again, good night, clary (Page 26).	**Semoga** aku tak perlu berurusan lagi dengan siput. Selamat malam, Klari. (Page 26).

It can be seen in the excerpt 5 above that the translator used by strategy by a more general word. It can be seen in the bold word above that the word **I never want**in the Source Language was translated into **semoga**in the Target Language. If the translator translated the word **I never want** into **semoga** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by a more general word to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the word **I never want** in the Source Language into **semoga** which is more appropriate in the Target Language and well accepted by the readers.

Excerpt 14

Context: Spongebob want Gary get into the bath tub but he don't want.

Source Language	Target Language
Gary **don't let go !** (Page 41)	Gary **jangan lepaskan..** (page 41)

It can be seen in the excerpt 6 above that the translator used by strategy by a more general word. It can be seen in the bold word above that the word **don't let go** in the Source Language was translated into **jangan lepaskan** in the Target Language. If the translator translated the word **don't let go** into**jangan pergi** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by a more general word to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the word **don't let go** in the Source Language into **jangan lepaskan** which is more appropriate in the Target Language and well accepted by the readers..

Excerpt 15

Context: Patrick said to spongebob let Gary choose .

Source Language	Target Language
Well, well, I guess that answer the question, so long. Sponebob. (page 61)	**Akhirnya** Gery memilih ku, sampai jumpa, spongebob!. (page 61)

It can be seen in the excerpt 7 above that the translator used by strategy by a more general word. It can be seen in the bold word above that the word **Well, well,** in the Source Language was translated into **Akhirnya** in the Target Language. If the translator translated the word **Well, well,** into**Akhirnya** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by a more general word to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the word **Well, well,** in the Source Language into **Akhirnya** which is more appropriate in the Target Language and well accepted by the readers.

4.2.3 Strategies Dealing with Idioms

There are four types of this strategies. The brief explanation for each strategy of non-equivalence at word level can be found in the following describtion below:

4.2.4 Translation by Using an Idioms of Similar Meaning and Form

In this part of strategy, the translator tried to translate an idiom by using idiom in the target language which has the same meaning as the source language idiom. For the brief example and the describtion of this strategy, it can be seen in the followng excerpt below:

Excerpt 16

Context: Spongebob asks his friend Squidward to feed his pet, Gary, every night and day.

Source Language	Target Language
Feed him **night and day.** (page 9)	Beria ia makan, pagi dan malam! (Page 9)

It can be seen in the excerpt above that the translator used by strategy of translation by using idiom of similar meaning and form. It can be seen in the bold word above that thephrase **day and night** in the Source Language was translated into **pagi dan malam** in the Target Language. If the translator translated the phrase **night and day** into **hari dan malam** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by strategy of translation by using idiom of similar meaning and form to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the phrase **day and night** in the Source Language into **pagi dan malam**which is more appropriate in the Target Language and well accepted by the readers.

Excerpt 17

Context: Spongebob can't give Gary his plasma.

Source Language	Target Language

Squid, wait! I can't give Gary his plasma. **I'm squeamish too.** (page 18)	Squid, tunggu!. Aku tidak bisa menyuntik Gary. **Aku tidak tega.** (Page 18)

It can be seen in the excerpt above that the translator used by strategy of translation by using idiom of similar meaning and form. It can be seen in the bold word above that thephrase**I'm squeamish too**in the Source Language was translated into **Aku tidak tega** in the Target Language. If the translator translated the phrase **I'm squeamish too**into **Aku gampang mual juga** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by strategy of translation by using idiom of similar meaning and form to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the phrase **I'm squeamish too**in the Source Language into **Aku tidak tega**which is more appropriate in the Target Language and well accepted by the readers.

Excerpt 18

Context: Spongebob said to Gary about his head.

Source Language	Target Language
It's all in my head. I feel **tip-top** (page 23)	Sepertinya ada yang **tidak beres** dengan kepala ku. (Page 23)

It can be seen in the excerpt above that the translator used by strategy of translation by using idiom of similar meaning and form. It can be seen in the bold

word above that thephrase **tip-top**in the Source Language was translated into

tidak beres in the Target Language. If the translator translated the phrase **tip-top**

into **ujung teratas** in the Target Language then the meaning will be different.

Besides that, it will not be accepted by the readers because it is not appropriate

with the context of the comic which is occurred in the conversation. That is why

the translator employs translation by strategy of translation by using idiom of

similar meaning and form to make the result of its translation more

understandable and in order to be accepted by the readers of this comic. In this

case, the translator translated the phrase **tip-top**in the Source Language into **tidak**

beres which is more appropriate in the Target Language and well accepted by the

readers.

Excerpt 19

Context: Squidward never want to see another snail.

Source Language	Target Language
No !!**Stay away** (page 27)	Tidak !!**jangan dekati aku** !!. (Page 27)

It can be seen in the excerpt above that the translator used by strategy of

translation by using idiom of similar meaning and form. It can be seen in the bold

word above that thephrase**Stay away** in the Source Language was translated into

jangan dekati aku in the Target Language. If the translator translated the phrase

Stay away into **menghindar** in the Target Language then the meaning will be

different. Besides that, it will not be accepted by the readers because it is not

appropriate with the context of the comic which is occurred in the conversation.

That is why the translator employs translation by strategy of translation by using idiom of similar meaning and form to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the phrase **Stay away** in the Source Language into **jangan dekati aku**which is more appropriate in the Target Language and well accepted by the readers.

Excerpt 20

Context: Squidward never want to see another snail.

Source Language	Target Language
Come on, let's go get the water started. (Page 32)	**Ayo**, kita nyalakan kran air kita! (Page 32)

It can be seen in the excerpt above that the translator used by strategy of translation by using idiom of similar meaning and form. It can be seen in the bold word above that thephrase**Come on**in the Source Language was translated into **Ayo**in the Target Language. If the translator translated the phrase **Come on**into **ikut** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by strategy of translation by using idiom of similar meaning and form to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the phrase **Come on**in the Source Language into **Ayo**which is more appropriate in the Target Language and well accepted by the readers.

Excerpt 21

Context: Spongebob want Gary take a bath.

Source Language	Target Language
I am now going to **assault your mind with subliminal messages**. (Page 35)	Aku akan coba **menghipnotis** Gary (Page 35)

It can be seen in the excerpt above that the translator used by strategy of translation by using idiom of similar meaning and form. It can be seen in the bold word above that thephrase**assault your mind with subliminal messages** in the Source Language was translated into **menghipnotis** in the Target Language. If the translator translated the phrase **assault your mind with subliminal messages** into **memasukkan pesan** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by strategy of translation by using idiom of similar meaning and form to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the phrase **assault your mind with subliminal messages** in the Source Language into **menghipnotis** which is more appropriate in the Target Language and well accepted by the readers.

Excerpt 22

Context: Patrick said to spongebob you to stop living in the past.

Source Language	Target Language
Face it Spongebob,you're only hurting. (Page 68)	**Hadapi** Spongebob, kau hanya melukai (Page 68)

It can be seen in the excerpt above that the translator used by strategy of translation by using idiom of similar meaning and form. It can be seen in the bold word above that thephrase**Face it** in the Source Language was translated into **Rupa** in the Target Language. If the translator translated the phrase **Face it** into **hadapi** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by strategy of translation by using idiom of similar meaning and form to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the phrase **Face it** in the Source Language into **hadapi**which is more appropriate in the Target Language and well accepted by the readers.

4.3 Translation by Paraphrasing

Meanwhile the following strategy is also used translation by paraphrasing. For the brief example and the describtion of this strategy, it can be seen in the followng excerpt below:

Excerpt 23

Context: Squidward thinks that he will get an awesome three-day weenkend when Spongebob is away.

Source Language	Target Language
This gonna be an awesome three-day weekend**.** (page 9)	Akhir pekanku akan menyenangkan! (Page 9)

It can be seen in the excerpt above that the translator used the strategy of translation paraphrasing. It can be seen in the bold word above that theutterance**This gonna be an awesome three-day weekend** in the Source Language was translated into **Akhir pekanku akan menyenangkan!**in the Target Language. If the translator translated the utterance **This gonna be an awesome three-day weekend** into **tiga hari liburan q pasti akan menyenangkan** in the Target Language then the meaning will be different. Besides that, it will not be accepted by the readers because it is not appropriate with the context of the comic which is occurred in the conversation. That is why the translator employs translation by paraphrasing to make the result of its translation more understandable and in order to be accepted by the readers of this comic. In this case, the translator translated the utterance **This gonna be an awesome three-day weekend** in the Source Language into **Akhir pekanku akan menyenangkan!**in the Target Language because the translator wanted to make the result of its translation is well accepted by the readers.

Excerpt 24

Context: Squidward   just cheking up on old Gary for Spongebob.

Source Language	Target Language
Oh, just **cheking up** on old Gary for you (page 15)	Aku baru saja **memeriksa** Gary, baiklah, sampai jumpa (Page 15)

It can be seen in the excerpt above that the translator used the strategy of translation paraphrasing. It can be seen in the bold word above that theutterance**cheking up** in the Source Language was translated into **memeriksa** in

the Target Language. If the translator translated the utterance **cheking up** into

memeriksa in the Target Language then the meaning will be different. Besides

that, it will not be accepted by the readers because it is not appropriate with the

context of the comic which is occurred in the conversation. That is why the

translator employs translation by paraphrasing to make the result of its translation

more understandable and in order to be accepted by the readers of this comic. In

this case, the translator translated the utterance **cheking up** in the Source

Language into **memeriksa** in the Target Language because the translator wanted

to make the result of its translation is well accepted by the readers.

Excerpt 25

Context: Patrick suggest Spongebob to food Gary and let him choose.

Source Language	Target Language
Hold it right there. I suggest that you put him down and let him choose. (Page 61)	**Tunggu!** Biarkan Gary memilih sendiri siapa yang mau diikutinya. (Page 61)

Here the translator analyzed the data using translation by paraphrasing

because the equivalent of phrase real tight cannot found in target language. The

translator translated source language from **Hold it right there**paraphrasing into

target language to become **Tunggu!**.The translator analyzed the data used

translation by paraphrase the words **Hold it right there**at into **Tunggu!** because

in the text when translated into target language means **Tunggu!** has a different

meaning. The translator analyzing to ordered the meaning for acceptable and

readability.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the previous chapter it can be concluded that the strategies used by the translator in translating in the comic entitled **SpongeBob Squarepants "Gary, oh, Garry**

Strategies dealing with Non-Equivalent at world level consist of translation by more general word (super ordinate), translation using loan word, translation by cultural substitution, and translation by omission. Strategies dealing with idiom consist of 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.

Translation by using more general word is used if the translator cannot find specific term. Translation using loan word is used in translating unfamiliar words from the source language into the target language, in modifying or categorizing the sentences to make the meaning clear, using foreign words that totally new for the target language will be meaningless, translating a strange word into common word in Indonesian, and using footnotes or explanation to make the meaning clear. Translation by cultural substitution is used if the translator often cannot find the right equivalent between words of one language and the words of another but it is fine as long as the substitution shares similar meaning and a translator should not change the fact in the story. Translation by omission is used if it is suitable to use strategy by omission only when all else has failed, omission

means the word is beyond the translator ability to reader, it is tolerable to omit translating a word or expression in some context. Translation by using an idiom of similar meaning and form is used when it is kind of matching idiom from the target language with idiom from the source language. Translation by using an idiom of similar meaning but dissimilar form is used when it is possible for the translator to find an idiom in the target language, which has a meaning that similar to the source idioms have same form and meaning. Translation by paraphrasing is used when it seems strange to use idiomatic language in the target language because of differences in style of the source and the target language, it is not necessary to translate an idiomatic expression in one language as an idiomatic expression in another.Some of the strategies that were used in the comic entitled **SpongeBob Squarepants "Gary, oh, Garry**are translation by more general words (super ordinate), a loan word, cultural substitution, and omission. These strategies will help the translator to deal with the problem.

In this comic, kinds of translation strategies are used to make the result translation not only enjoyable but also meaningful for the readers to read.

5.2 Suggestion

After done this study, the writer hopes that more students will be interested in studying about translation. Studying translation is not only interesting, but also importantbecause canconvey the messagetobe readandunderstoodin case of differenceofculturesource languageintothe targetlanguagein the delivery ofthe message. Moreover, it is very useful for the writer to learn more about translation. The writer suggests that students who are

interested in studying about translation can focus more on the translation strategies because this aspect is one of the most significant parts in translating. By studying translation strategies, one can know more deeply about how to produce good translation, and how to get equivalent effect. Furthermore, it can also provide the researcher with more skills in becoming a professional translator. The writer realizes that translation is not easy at all. It is important to know about translation theories and read translation textbooks. The people who want to be a translator also have to a lot of exercises, which is translating many kinds of text, since different texts require different translation strategies. By doing a lot of exercises, the skill and the knowledge as a translator will increase. To become a good translator have to learn not only by reading the book about translation but also practice to translate the text.

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Appendix

Translation Strategies in **"Sepongebob aquarepants " GARY, OH, GARY"** by Stephen

hillenborg translated into **"GARY, OH, GARY"**

No	Source Language	Page	Target Language	Page	Translation strategies
1.	Spongebob! Are you ready? The annual jelly-fishing convention in ukulele bottom **is this weekend?**	8	Spongebob! Kau sudah siap ke konferensi ubur-ubur di ukulele bottom?	8	Omission
2.	Squidward! could you **watch** gary this weekend?	8	Squidward, bisakah kau **menjaga** Gary minggu ini?	8	General word
3.	Well, I can't. **Get** somebody else.	8	Tidak. **Cari** orang lain saja.	8	General word
4.	Go away? You mean, if I **wacth** Gary, you guys will be gone all weekend?	9	Pergi? Maksudmu, kalau aku **menjaga** Gery, kalian akan pergi berakhir pekan?	9	General word
5.	Feed him **night and day**	9	Beri ia makan, **pagi dan malam!**	9	Similar meaning and form
6.	This is gonna be an awesome **three-day** weekend.	9	Akhir pekan q akan menyenangkan!	9	Paraphrasing
7.	Jellyfishing! Jellyfishing! Jellyfishing! Jellyfishing!	10	**Menangkap** ubur-ubur.. **Menangkap** ubur-ubur..	10	General word

8.	Have fun, **bye-bye**.	10	Selamat bersenang-senang!	10	Omission
9.	Take care of Gery, **will you?**	11	Aku titip Gery!	11	Omission
10.	Oh, just cheking up **on old Gary** for you	15	Aku baru saja memeriksa Gary, baiklah, sampai jumpa	15	Omission
11.	Oooo.... spongebob is home, **what am I gonna do?**	14	Oooo.... spongebob pulang! Bagaimana ini?	14	General word
12.	Oh, just **checking up** on old Gery, for you.	15	Aku baru saja **memeriksa** Gery, baiklah sampai jumpa.	15	Paraphrasing
13.	What a great friend you are, squidward.	15	Wah, kau teman yang sangat baik, terima kasih, squidward.	15	General word
14.	What a great friend, **you are**, Squidward	15	Wah, kau teman yang baik, terima kasih Squidward.	15	Omission
15.	This snail is dehydrated. Therefore,a shot of snail plasma must be carefully administered**. Here you go.**	17	Siput ini kurang cairan, berikan suntikan plasma siput ini maka ia akan sembuh.	17	Omission
16.	Squid,wait! Ican't give gary his plasma. **I'm sque amish too**.	18	Squid,tunggu. Aku tidak bisa menyuntik gary. **Aku tidak tega.**	18	Similar maening and form
17.	**Now**, don't hurt him, squidward.	18	Jangan sakiti dia, squidward.	18	Omission
18.	**Okay, okay**,	19	Diam!! Jangan bergerak!!	19	Omission

	steady.				
19.	Will you hold him still?	19	Bisa kau diam??	19	General word
20.	**Well,** you made me do it.	20	Aku kan sudah menyuruh mu diam!	20	Omission
21.	**Trust me** spongebob, nothing's going to happen to you. Happen to tou. You're fine.	21	Spongebob, kau tidak akan apa-apa.	21	Omission
22.	Alright, gary. I'll get **some more** for you.	23	Baiklah, gary, akan ku ambilkan lagi untukmu!	23	Omission
23.	It's all in my head. I feel **tip-top!**	23	Sepertinya ada yang **tidak beres** dengan kepala ku.	23	Similar meaning and form
24.	**I never want** to see another snail again. Good night, clary.	26	Semoga aku tak perlu berurusan lagi dengan siput. Selamat malam, klari.	26	General word
25.	No!! **Stay away!**	27	Tidak!! **Jangan dekati aku!**	27	Similar meaning and form
26.	Gary! Looks like it's that time **of the week again**, bath time.	32	Gary! Lihat, jam menunjukan, waktunya mandi.	32	Omission
27.	**Come on,** let's go get the water started.	32	Ayo, kita nyalakan kran air nya!	32	Similar meaning and form
28.	Now, Gary, we can do this the hard way, **or the easy way.**	33	Hmm..jadi kau ingin membuat ini jadi lebih sulit!	33	Omission

29.	I am now going to **assault yourmind with subliminal messages**	35	Aku akan coba **menghipnotis** Gary.	35	Similar meaning and form
30.	Come on **boy**, let's go get tha treasure	38	Ayo, kita cari harta karun	38	Omission
31.	Enough. Now why don't **you just get into** the tub?	39	Cukup, kesabaran ku habis, **cepat masuk kedalam bak mandi,** Gary.	39	General word
32.	Gary **don't let go**!	41	Gary **jangan lepaskan**..	41	General word
33.	What are you doing? I am talking to you, **mister**.	49	Apa yang kamu lakukan? Aku sedang bicara dengan mu.	49	Omission
34.	**Hold it right there**. I suggest that you put him down and let him choose.	61	**Tunggu**! Biarkan gary memilih sendiri siapa yang mau diikutinya!	61	Paraphrasing
35.	**Well,well,** I guess that answers the question, so long. Spongebob.	61	**Akhirnya** Gary memilih ku, sampai jumpa, sepongebob!	61	General word
36.	Face it spongebob, you're only hurting	68	**Hadapi** spongebob, kau hanya melukai	68	Similar meaning and form
37.	Squarepants, i hear **talk you** make a mean krabby patty.	74	Squarepants, aku dengar kau pembuat krabby patty paling top !	74	Omisson