



**STRATEGIES USED IN TRANSLATING SPONGEBOB
SQUAREPANTS “GARY, OH, GARY INTO INDONESIAN
“GARY OH.. GARY” BY STEPHEN HILLENBORG**

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By:
Yovan Firdadi
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ENGLISH DEPARTMENT, FACULTY OF HUMANITIES
DIAN NUSWANTORO UNIVERSITY SEMARANG
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ABSTRACT

Faculty of Humanities
English Department, Dian Nuswantoro University

This thesis is a study of Translation Strategies in the comic titled “Strategy Used In Translating Spongebob Squarepants “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

Thesis ini meneliti tentang Translation Strategies dalam komik yang berjudul “Gary, Oh, Gary” dan di terjemahkan menjadi “Gary Oh... Gary”, menggambarkan strategi yang digunakan oleh penerjemah pada dealing non-equivalence at word level, dan idiom dan disini menggambarkan situasi apa yang digunakan dalam strategi tersebut.

Data yang dianalisa disini menggunakan empat langkah: mengklasifikasikan tiap kalimat berdasarkan metode yang digunakan, menggambar table berdasarkan pada proses strategi yang ditemukan dalam komik, menjelaskan strategi yang digunakan oleh penerjemah dalam menerjemahkan novel, menggambar table dan memberikan kode berdasarkan proses strategi yang ditemukan dalam novel.

Beberapa strategi yang digunakan pada komik terjemahan ini dealing with non-equivalence at word level, dan strategi dealing with idiom. Strategies daling with non-equivalence at word level terdiri dari lima strategiyaitu: translation by more general word (super ordinate), translation by 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 terdiri dari tiga strategi terjemahan 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 strategies akan membantu penerjemah dalam menyelesaikan masala-masalah yang dihadapi. Dalam novel terjemahan strategi ini berdasarkan Mona Baker yang membuat hasil terjemahan lebih bermakna dan lebih dimengerti oleh para pembaca Finding dari novel ini ditemukan dua cara dalam translation strategies dealing with non-equivalence at word level danstrategies dealing with idiom.

Kata kunci :strategi, penerjemah, non-equivalence at word level, komik, ,

INTRODUCTION

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 reproducing the 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 feelings and, consequently, they will also acknowledge things differently. Comics are the product of literature. It contains word and pictures which are enjoyable to read. Guillaume 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.

METHOD

Research Design

The main problem of this study is about translation 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.

Unit of Analysis

The unit data of analysis is the sentences of comic “Spongebob Squarepants “Gary, oh, Gary” into Indonesian Translation “Gary Oh... Gary”. The researcher used translation strategies on comic to analyze the data.

Data

The data used in this study are written text. The 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.

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

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 kubilangtadi, akuakanterkenalsuatuharinanti. Tapisekarang, akuterjebak di sekolahmenengahpertamabersamasegerombolan 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 kubilangtadi, akuakanterkenalsuatuharinanti. Tapisekarang, akuterjebak di sekolahmenengahpertamabersamasegerombolan orang *dungu*.

SL	Like I said, I'll be famous one day, but for now I'm stuck in middle school with <i>a bunch of morons</i> .
TL	Seperti yang kubilangtadi, akuakanterkenalsuatuharinanti. Tapisekarang, akuterjebak di sekolahmenengahpertamabersamasegerombolan orang <i>dungu</i> .

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 kubilangtadi, akuakanterkenalsuatuharinanti. Tapisekarang, akuterjebak di sekolahmenengahpertamabersamasegerombolan 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 <i>a bunch of morons</i> .
TL	Seperti yang kubilangtadi, akuakanterkenalsuatuharinanti. Tapisekarang, akuterjebak di sekolahmenengahpertamabersamasegerombolan orang <i>dungu</i> .

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

FINDING

In this chapter, the researcher explained about the description of the findings and its analysis which is found in the comic of SpongebobSquarepants "Gary, Oh, Gary" into "Gary, Oh, Gary". In this analysis, the researcher divided this description into two strategies. 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 and form	10	28,25%
4	Translation by cultural substitution	6	10%
5	Translation by paraphrasing	36	31,75%
TOTAL		65	100%

Strategies dealing 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 description below:

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

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! Kausudahsiapkekonferensiubur-ubur di ukulele Bottom? (page 8)

It can be seen in the excerpt 1 above 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

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)	Selamatbersenang-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 the utterance **by-bye** in the Source Language was not translated into in the Target Language. If the translator translated the utterance **bye-bye** into **selamattinggalor selamatjalan** 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.

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

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, bisakahkaumenjagaGary mingguini? (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 **menjagain** 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.

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 description below:

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 description of this strategy, it can be seen in the following excerpt below:

Excerpt

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 iamakan, pagidanmalam! (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 the phrase **day and night** in the Source Language was translated into **pagidanmalam** in the Target Language. If the translator translated the phrase **night and day** into **haridanmalam** 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 **pagidanmalam** which is more appropriate in the Target Language and well accepted by the readers.

Translation by Paraphrasing

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

Excerpt

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

Source Language	Target Language
This gonna be an awesome three-day weekend. (page 9)	Akhirpekankuakanmenyenangkan! (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 the utterance **This gonna be an awesome three-day weekend** in the Source Language was translated into **Akhirpekankuakanmenyenangkan!** in the Target Language. If the translator translated the utterance **This gonna be an awesome**

three-day weekend into **tigahariliburan q pastiakanmenyenangkan** 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 **Akhirpekankuakanmenyenangkan!** in the Target Language because the translator wanted to make the result of its translation is well accepted by the readers.

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.

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