THE TRANSLATION TECHNIQUES
USED IN THE BILINGUAL DESTINATION MAP
"PETA WISATA JAWA TENGAH" TRANSLATED INTO
"CENRAL JAVA TOURIST MAP"

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ABSTRACT

This thesis is entitled "The Translation Techniques Used In the Bilingual Destination Map "Peta Wisata Jawa Tengah" Translated Into "Central Java Tourist Map". This study aims to find the translation techniques used by the translator in translating sentences of the bilingual destination map. The researcher used descriptive qualitative method to describe the translation techniques applied in the bilingual destination map "Peta Wisata Jawa Tengah" which is translated into "Central Java Tourist Map". This study starts by finding the problem, collecting data, classifying data, analyzing data, and drawing the conclusion. Based on the analysis, the researcher found 60 sentences that contain 6 translation techniques suggested by Molina and Albir (2002:509). There are 14 (23,33%) data using amplification; 3 (5,00%) data using description; 1 (1,67%) data using discursive creation; 30 (50,00%) data using literal translation; 4 (6,67%) data using modulation; and 7 (11,67%) data using reduction. There is also 1 (1,67%) data left deleted. The researcher found the mostly used in translation techniques is literal translation technique because the researcher found 30 sentences to make the translation work clear for the tourists domestic even international. This technique is used when the target language (TL) is applied through the sentence without observing the differences of context or meaning in the source language (SL), whereas the discursive creation and description are rarely used.

Keywords: *amplification, literal translation, translation, translation techniques.*

Penelitian ini berjudul "Teknik Penerjemahan pada Peta Wisata Dua Bahasa "Peta Wisata Jawa Tengah" yang diterjemahkan menjadi "Central Java Tourist Map". Penelitian ini bertujuan untuk mencari tahu teknik penerjemahan yang digunakan oleh penerjemah dalam menerjemahkan kalimat pada Peta Wisata dua bahasa. Peneliti menggunakan metode deskriptif kualitatif untuk menjabarkan teknik penerjemahan pada Peta Wisata Dua Bahasa "Peta Wisata Jawa Tengah" yang diterjemahkan menjadi "Central Java Tourist Map". Penelitian ini diawali dengan perumusan masalah, mengkoleksi data, mengklasifikasi data, menganalisa data, dan menarik kesimpulan. Berdasarkan pada analisis yang ada, peneliti menemukan 60 kalimat yang mengandung 6 teknik penerjemahan yang disarankan oleh Molina dan Albir (2002:509). Terdapat 14 (23,33%) data menggunakan amplifikasi; 3 (5,00%) data menggunakan deskripsi; 1 (1,67%) data menggunakan kreasi diskursif; 30 (50,00%) data menggunakan penerjemahan literal; 4 (6,67%) data menggunakan modulasi; dan 7 (11,67%) data menggunakan reduksi. Ada pula 1 (1,67%) data yang tidak diterjemahkan. Peneliti mendapati teknik penerjemahan yang paling sering digunakan yaitu teknik penerjemahan literal, karena peneliti menemukan 30 kalimat agar hasil daripada terjemahan tersebut dapat dimengerti bagi turis domestik maupun internasional. Teknik tersebut digunakan pada bahasa target dengan cara mengaplikasikan seluruh kalimat tanpa melihat adanya perbedaan konteks dan arti pada bahasa sumber. Sedangkan teknik kreasi diskursif dan deskripsi paling jarang digunakan.

Kata kunci: *amplifikasi, penerjemahan literal, teknik penerjemahan, terjemahan*

INTRODUCTION

One thing which cannot be separated in our life is a language. Language is not only to unite word together but also it has meaning. Language has its own rules, it is symbolized with an alphabet. A language is used as a bridge of giving and taking information from one person to another through conversation or any medias.

In this global era, English has a prominent role as an international language around the world. Every person should learn English by the teacher at school, the books which provides a knowledge of English use, even the media also capable to person to learn English well. In Indonesia itself is advisable to learn English to pursue Indonesia's ideals. One of Indonesia's ideals is to establish the tourism industry because it becomes one of the top contribution to the development of Indonesia's economy. The natural, historical, and cultural heritage are potential to be promoted as a tourism destination in Indonesia. Since of this ideal, English is very useful to attract tourists to visit in this country.

Indonesia has many culture that could attract visitors from every country to see its beauty. There are many kinds of culture from its territory such as a Javanese weapon is keris, a Balinese dance is kecak dance, a significant food from Jogja is gudeg. To offer those cultures, translation is needed. "Translating as an activity and translation as the result of this activity are inseparable from the concept of culture" (Torop, 2002:593). From this definition, culture operates largely through translational activity because culture is an essential criteria. When a new word of a text from source language (SL) is translated into the target language (TL) and it consists of a culture, the culture can maintain the specificity in the target language (TL) as well as in the source language (SL) otherwise, translation is an important thing to do to make people would have the same information in source language (SL) and target language (TL).

There are some definitions of translation by the experts, "Translation is a craft consisting in the attempt to replace a written message and or statement in one language by the same message and/or statement of another language" (Newmark, 1981:7).

From the definition above, the researcher can conclude that translation is a process to render, replace, or paraphrase from the source language (SL) to target language (TL) with the same concept of idea without decreasing even overlapping the main content of the source language. Making a good translation which might be easy to read without making the readers to be confused is a hard work. Translating activity has its own technique and it cannot be done frivorously. When the researcher searched in the internet there are various experts and ways to distinguish whether methods, strategies, and techniques is used. They have all different concept and its own rules. Translation method is used to analyze terms by point of view of the translator, so the researcher has to find out the reason why the translator uses those methods through interviewing the translator. The same concept of the translation method is translation strategies which the researcher has to find out the reason of translator's choices in translating a translated work. The last is translation technique which concerns to the result produce by a translator.

The researcher uses a bilingual destination map "Peta Wisata Jawa Tengah" translated into "Central Java Tourist Map" as the data. This destination map is published by Jawa Tengah (Central Java) Provincial Culture and Tourism Office in 2013. Two languages are involved those are Indonesian as a source language (SL) and English as the target language (TL). Torres (2003:57-70) states that, "the reasons for using these two languages are that English is one of the top 10 languages used worldwide, and Indonesian language is the national language of where this research conducted".

The researcher is interested in translation particularly in translation techniques. As translation is an important thing to do by a translator to achieve the equivalence of both informations in source language (SL) and target language (TL), therefore translation technique is needed. If the translator renders the source text to the target text without rules in order that she or he might have different concept of idea and meaning as the writer wants to deliver. In transferring the idea from source language (SL) to target language (TL) in the form of a sentence there are many kinds of techniques that can be done. Dealing with this problem, the

researcher investigates the translation technique used in the bilingual destination map "Peta Wisata Jawa Tengah" translated into "Central Java Tourist Map" proposed by Molina and Albir (2002:509).

The reason of choosing "Peta Wisata Jawa Tengah" translated into "Central Java Tourist Map" to analyze because when the researcher reads the destination map, it seems that many sentences from source language (SL) are slightly different with the target language (TL). However, it is very important to apply the best translation techniques to avoid some misunderstanding and overlapping idea. This destination map aims to advertise the beauty of Central Java for the tourists especially foreign tourists and it should be perfectly typed and well translated. So the researcher believes that this destination or tourist map has an important information for the readers.

All in all, from knowing that problem, the researcher analyzes what translation techniques applied in the bilingual destination map "Peta Wisata Jawa Tengah" translated into "Central Java Tourist Map" which used by the translator. The translation technique is used to reveal that producing the closest equivalence effect from the source language (SL) to the target language (TL) is very important in translating a destination map. Thus, we would know how a word can means differently and avoids misunderstanding of the message. Besides, the researcher hopes this thesis helps the readers to know further about translation techniques.

METHOD

This study was a descriptive qualitative research because it is intended to describe the translation techniques used in the bilingual destination map "Peta Wisata Jawa Tengah" translated into "Central Java Tourist Map". As Mandalis (1995:26) stated that, "Descriptive research is an effort to describe, analyze, and interpret the factual condition". The researcher describes the chosen data and analyzes it based on Molina and Albir's theory of the translation techniques.

The data has taken from the bilingual destination map "Peta Wisata Jawa Tengah" translated into "Central Java Tourist Map". It consists of the original and the English translation version. This bilingual destination map contains 60 sentences in the source language (SL) and 65 sentences in the target language (TL) in form of booklet. It is published by Jawa Tengah (Central Java) Provincial Culture and Tourism Office in 2013.

The unit of analysis of this research is the sentences in the source text and the one in the target text of the bilingual destination map "Peta Wisata Jawa Tengah" translated into "Central Java Tourist Map". This map uses Indonesian as the source text and the English as the target text.

The data of this study was collected by finding the bilingual destination map "Peta Wisata Jawa Tengah" translated into "Central Java Tourist Map" as the data and then focusing the equivalence of translation in each sentences by consulting the dictionary. The last, jotting down the data which will be analyzed and separated into source language text and target language text.

The researcher analyzed the data through some steps. First, reading several times both the Indonesian as the source text and English as the target text to get

the idea. Second, Identifying the technique used in every sentences. Third, classifying the translation techniques applied based on Molina and Albir's theory (2002:509) and calculating the percentage of data in a table. Fourth, interpreting how the translation technique are applied in each sentences. The last is drawing the conclusion.

FINDINGS AND DISCUSSION

The translation techniques used in the bilingual destination map "Peta Wisata Jawa Tengah" translated into "Central Java Tourist Map" can be presented in the following table.

Table 1. **Translation Techniques Used in the Sentences of Bilingual Destination Map "Peta Wisata Jawa Tengah" Translated into "Central Java Tourist Map"**

No.	Translation Techniques	Data	Percentage
1.	Amplification	14	23,33%
2.	Description	3	5,00%
3.	Discursive Creation	1	1,67%
4.	Literal Translation	30	50,00%
5.	Modulation	4	6,67%
6.	Reduction	7	11,67%
7.	Deleted	1	1,67%
	Total	**60**	**100%**

Translation Techniques

From the findings, the researcher finds 6 Molina and Albir's translation techniques used by the translator. They are, amplification, description, discursive creation, literal translation, modulation, and reduction. The discussion of each translation techniques is as follows:

Amplification

Amplification is to introduce details, those are not formulated in the source text such as information, explicative paraphrasing.

Excerpt 1

> SL   : *Museum Kailasa berlokasi diseberang Candi Gatutkaca.*
>   (B12, Sentence: 1)

TL : **This museum is located in Batur, which precisely across the Gatutkaca Temple.** (B12, Sentence: 1)

In the source text above, the sentence is translated use an amplification techniques. This excerpt is taken from the first sentence of point B12. This sentence describes where the Museum Kailasa is located.

The source language (SL) is for the Indonesian target readers. It only describes that the location of *Kailasa Museum is located across the Gatutkaca Temple* and the target language (TL) which aims for the Tourist target readers, it explaines that *Museum Kailasa is located in Batur, which precisely across the Gatutkaca Temple*. It produces slightly different meaning because in the source language (SL) there is not a specific place of the Kailasa Museum, Batur. The Indonesian target readers will be clearly understand if the author also added *Batur* in the source language because of not many local people know the location of Kailasa Museum itself. The aim the translator renders this sentence is to introduce details that are not formulated in the source text such as information of the location of Kailasa Museum.

But, here we can see the source language (SL) *Museum Kailasa* is translated into *This museum*. It means the translator suppress the information of the name of museum "Kailasa" in the source language (SL) become a demonstrative pronouns "This" in the target language (TL). There is also an amplification technique applied in this sentence. In the source language (SL) *berlokasi diseberang* renders into *which precisely across* in the target language (TL). *Which precisely across* it should be *yang berlokasi tepat diseberang* because *precisely* means *tepat or persis* in Indonesian.

Description

Description is to replace a term or expression with a description of its form or/ and function.

Excerpt 9

SL : Pasar Klewer terletak di gerbang barat utara komplek Keraton yang menjual aneka jenis kain terutama Batik. (G10, Sentence: 1)

TL : **Klewer market is old market that sells any kinds of fabric and predominantly batik. Located in off the west gate of Keraton's North Square, Klewer is the busiest textile market in Java.** (G10, Sentence: 1,2)

In the source text above there is a sentence that translated using description technique. This excerpt is taken from the first sentence of point G10. There is only first sentence in the source language (SL) and in the target language (TL) we can see that there are divided into two sentences.

In the first sentence of target language explain about what *Pasar Klewer* is and the second sentence explains the location of *Pasar Klewer* itself. The author puts only *Pasar Klewer* as the Indonesian people already know what type of market *Pasar Klewer* is in Solo.

The aim of the translator chooses to use description technique is to replace a term or expression with a description of its form. The target readers will be strange if the translator does not explain about *Pasar Klewer* because in Indonesia there are many types of specific market. *Pasar Klewer* is a place where we can find any kinds of fabric which dominated with *Batik* in Solo. The location of *Pasar Klewer* is already written by the author in the source language (SL) located in west gate of the North Keraton. The translator adds west gate of Keraton's north square because Keraton is located in the center and boundaries by gate, there are west, east, north and south gates. The translator divided into two sentences to make the target readers clearly understand and keep the naturalness of the translation itself.

Discursive Creation

Discursive creation is to establish a temporary equivalence that is totally unpredictable out of context.

Excerpt 10

SL   : Terletak tak jauh dari pasar seni dan budaya Ngarsopuro, Pura Mangkunegaran adalah kediaman Pangeran Mangkunegoro yang dibangun sekitar abad 18 dengan arsitektur khas Jawa, Joglo. (G2, Sentence: 1)

TL   : As the palace of the junior line of the royal family, Mangkunegaran is an unique with home designed beautiful Javanese architecture (Joglo). (G2, Sentence: 1)

In the source text above, there is a sentence that translated using discursive creation technique. This excerpt is taken from G2 sentence one.

The first line of the source language (SL) is talking about the location of *Pura Mangkunegaran where the location is near from Ngarsopuro art and culture market*. It is make the translation work slightly different with the author's idea. The translator does not put the location of *Pura Mangkunegaran* but he/she changes with *As the palace of the junior line of the royal family*. This sentence does not have any correlation with the first line of the source language (SL) which the author wants to deliver his/her idea. The first sentence of the target language (TL) *Mangkunegaran is an unique with home designed beautiful Javanese architecture (Joglo)* also has a different connection with one of the source language (SL) *Mangkunegaran adalah kediaman Pangeran Mangkunegoro yang dibangun sekitar abad 18 dengan arsitektur khas Jawa, Joglo.* It makes unpredictable out of context because the source language (SL) tells us that the

Mangkunegaran belongs to Mangkunegoro Prince since 18th centuries, whereas in the target language (TL) describes Mangkunegaran is a unique home with Javanese architecture that we known as Joglo. So, the purpose of using discursive creation is to establish a temporary equivalence that is totally unpredictable out of context in the source text above.

Literal Translation

Literal translation is to translate a word or an expression word for word.

Excerpt 13

> SL   : Museum Kailasa ini berisi artefak dan cerita tentang geologi, flora-fauna, kehidupan sehari-hari kepercayaan, serta kesenian Dieng. (B12, Sentence: 2)

> **TL   : This museum has artifacts and stories about geology, flora and fauna, daily activities of indigenous belief and arts of Dieng.** (B12, Sentence:2)

In the source text above, there is a sentence that is translated using literal translation technique. This excerpt is taken from point B12 of the second sentence. Point B12 tells about Kailasa museum which is located accross the Gatutkaca Temple in Dieng. Inside the museum there are many artifacts, flora and fauna, daily indigenous belief, arts, etc.

The translator took the SL element information *Museum Kailasa ini berisi artefak dan cerita tentang geologi, flora-fauna, kehidupan sehari-hari kepercayaan, serta kesenian Dieng* and translated it directly the same into *This museum has artifacts and stories about geology, flora and fauna, daily activities of indigenous belief and arts of Dieng*. This is done by the translator without observing the differences of the linguistic servitudes by the target language.

But, the translator also reduces the name of Museum "Museum Kailasa" in the source language (SL) becomes a demonstrative pronoun "This Museum" in the target language (TL). Even though the translator does not put "Kailasa Museum" in the first and second sentences of the target language (TL) the target readers still recognize what the author's idea from its sub-title and picture in the destination map booklet.

Modulation

Modulation is to change the point of view, focus or cognitive category in relation to the source text; it can be lexical or structural.

Excerpt 25

> SL   : Kampoeng Batik Kauman dan Laweyan dikelilingi dengan

bangunan bersejarah yang unik dan menarik. (G4, Sentence: 3)

TL   : Enjoy to shop and visit the batik production area, whereas at both spot unique historical buildings completes the beautiful sight of this village. (G4, Sentence: 3)

In the source text above, there is a sentence translated using modulation technique. This sentence is taken from the third sentence of point G4.

Point G4 is talking about Kampoeng Batik Kauman and Laweyan. Those places have been known for Batik and Handicrafts. The design of batik in Kauman and Laweyan is adopted from the royal family. In this context, the source language (SL) tells about Kampoeng Batik Kauman and Laweyan surrounding with unique and interesting historical building. The target language (TL) has a different form with the source language (SL). The translator translates the source language (SL) *Kampoeng Batik Kauman dan Laweyan dikelilingi dengan bangunan bersejarah yang unik dan menarik* into *Enjoy to shop and visit the batik production area, whereas at both spot unique historical buildings completes the beautiful sight of this village*. Indonesian prefers to use a passive sentence whereas English often to use active sentence.

The reason why the translator chooses modulation technique is to change the point of view, focus or cognitive category in relation to the source text, it can be lexical or structural. The example above doesn't influence the meaning because the translator wants to keep readability of the tourist map.

Reduction

Reduction is to suppress a source text information item in the target text. It is in opposition to amplification.

Excerpt 27

SL   : Kawasan karimunjawa terdiri dari 27 pulau yang masih perawan dan hanya 5 diantaranya yang berpenghuni. (D2, Sentence: 2)

TL   : It consists of 27 pristine tropical islands. (D2, Sentence: 2)

In the source text above, there is a sentence that is translated using reduction technique. This sentence is taken from the second sentence of point D2. The source language (SL) tells about that Karimun jawa consist of 27 pristine islands and only 5 of them is inhabitant.

In the source language (SL) *Kawasan Karimunjawa* only translated into *It* to substitute the phrase *Kawasan Karimunjawa* to avoid some reciprocal because this sentence is taken from second sentence and Kawasan Karimunjawa or Karimunjawa Area has already mentioned in the first sentence.

The translator also does not explain in the target language (TL) from 27 islands only 5 is inhabitant to reduce the excessive information which tourist does

not have to know. If the translator renders it as in the source language (SL) many tourists will come freely or even buy those islands. To prevent it from trading the islands, the translator chooses to use reduction technique to suppress a source text information item in the target text.

CONCLUSION

From the analysis it can be concluded there are 60 sentences in the source language (SL) and 65 sentences in the target language (TL) of the destination map "Peta Wisata Jawa Tengah" translated into "Central Java Tourist Map" that have been analyzed based on the translation techniques belongs to Molina and Albir's theory. The conclusion can be stated as follows:

There are 6 techniques of translation used by the translator of the destination map "Peta Wisata Jawa Tengah" translated into "Central Java Tourist Map". There are 14 (23,33%) data using amplification; 3 (5,00%) data using description; 1 (1,67%) data using discursive creation; 30 (50,00%) data using literal translation; 4 (6,67%) data using modulation; and 7 (11,67%) data using reduction. There is also 1 (1,67%) data deleted.

The researcher found the mostly used in translation techniques is literal translation technique because the researcher found 30 sentences (50,00%) to make the translation work clear for the tourists domestic even international. This technique is applied to preserve the meaning of the words, by rearranging them so that they fit the syntax of the target language (TL). Whereas the description and discursive creation are rarely used.

The application of translation techniques of translation is dealing with the problem in understanding a translation work. The translation techniques of translation will help the translator to choose the best way in translating a destination map and keeping it naturally so that the target readers will understand more clearly about the destination or tourist map.

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