



**TRANSLATION STRATEGIES OF NON- EQUIVALENCE AT
WORD LEVEL IN MORRIS AND HARTOG VAN BANDA
COMIC *LUCKY LUKE GHOST HUNT***

JOURNAL ARTICLE

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**TRANSLATION STRATEGIES OF NON- EQUIVALENCE AT WORD
LEVEL IN MORRIS AND HARTOG VAN BANDA COMIC *LUCKY LUKE*
*GHOST HUNT***

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A B S T R A C T

The thesis entitled translation strategies dealing with non-equivalence at word level in the comic entitled translation of Lucky Luke: *Ghost hunt*, is aimed at describing the strategies used by translator in the comic translation of Lucky Luke: *Ghost hunt*. The strategies here is that the translator deals with non-equivalence at word level.

The descriptive qualitative method is used to analyze the data, while library research is also used to get references dealing with object of the study.

The strategies used in the comic translation are those dealing with non-equivalence at word level. Strategies dealing with non-equivalence at word level consist of eight strategies which are: the translator is Translation using a loan word or loan word plus explanation which appears in 9 words or phrases or clause or 31,03 %, and 17,24 % of them were translated by more neutral/ less expressive word and by cultural substitution, 13,79 % of them were translated by paraphrase using unrelated word, and translation by omission, 10,34 % of them were translated by a more general word (super ordinate), and translation by paraphrase using unrelated word.

These strategies will help the translator to deal with the problems non-equivalence at word level in the comic translation, these strategies are also used in to make the result of translation not only enjoyable but also meaningful for the readers.

KEYWORD: *strategies translation, non- equivalence, word translation, comics*

Tesis ini berjudul translation strategies berurusan dengan non - kesetaraan di tingkat kata dalam terjemahan komik berjudul Lucky Luke : Ghost hunt, bertujuan untuk menggambarkan strategi yang digunakan oleh penerjemah dalam

terjemahan komik Lucky Luke: *Ghost hunt* into *Berburu hantu*. di sini penerjemah menggunakan strategi yang berhubungan dengan non-kesetaraan di tingkat kata.

Metode deskriptif kualitatif digunakan untuk menganalisis data, sedangkan penelitian kepustakaan juga digunakan untuk mendapatkan referensi yang berhubungan dengan obyek penelitian.

Strategi yang digunakan dalam penerjemahan komik yang berhubungan dengan non - kesetaraan di tingkat kata . Strategi berurusan dengan non - kesetaraan di tingkat kata terdiri dari delapan strategi yaitu: penerjemah menggunakan terjemahan kata pinjaman atau kata pinjaman ditambah penjelasan yang muncul di 9 kata atau kalimat atau anak kalimat atau 31, 03 % , dan 17, 24 % yang diterjemahkan menggunakan more neutral/ less expressive word dan by cultura substitution, 13,79% di antaranya diterjemahkan menggunakan paraphrase using unrelated word, dan translation by omission, 10,34% di antaranya diterjemahkan menggunakan a more general word (super ordinate), dan translation by paraphrase using unrelated word.

Strategi ini membantu penerjemah untuk menangani masalah-masalah non kesetaraan di tingkat kata dalam terjemahan komik, strategi ini juga digunakan untuk membuat hasil terjemahan tidak hanya menyenangkan tetapi juga berarti bagi pembaca.

Kata kunci: Strategi penerjemahan , non - kesetaraan , terjemahan kata , komik

INTRODUCTION

Translation is a part of language, to deliver message from source language into target language. It requires a translator to deliver the message to be acceptable and readabale for all people which naturally. According to Nida and Taber (1974:12), "Translation consists of reproducing in the receptor language to the closet natural equivalent of the source language message, first in term of meaning, secondly in term of style". In translation the form of the source language is replaced by the form of the receptor (target) language. As a means of

communication, translation is used for multilingual notices, which at least appeared increasingly and conspicuously in public places.

Translating is not easy because every language has its own rules in phonetic, structure, and words. In translating text, sometimes the translator finds problems of nonequivalence in the text. The translator uses certain strategies to solve those problems. By using the strategies, the text can be better understood by the readers from the target language.

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 in another language (Newmark, 1981, p.7). Translation consist of studying the lexicon, grammatical structure, communication situation, and cultural contextt of the source language text; analyzing it in order to determine its meaning; and then reconstructing the same meaning using the lexicon and grammatical structure which are appropriate in the receptor language and its cultural context.

Equivalence is one of the procedures used in translation. In his work on translation equivalence, Catford (1988) defines translation as the replacement of textual material in one language (SL) by equivalent textual material in other languages (TL). Translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style (Nida & Taber, 1982).

The reasons for choosing the topic “strategies of Translating used for non-equivalence at word level in Morris and Hartog van Banda comic *Lucky Luke*. Thus, I have some reasons for choosing the topic The Strategies of Translating

used for Non-Equivalence at Word Level. The first reason here is that some non-equivalence problems at word level occurs when the English comic was translated into Indonesian. There are words in source text, which do not have direct equivalence in the target language. My second reason is that the non-equivalence problem at word level cause confusion to the readers. There may be text in target language that seems unnatural because the translator wanted to keep the meaning but as a result, the translation seems unnatural and confuses the readers. My last reason is that I want to explain the non-equivalence at word level found in the comic and the strategies used by the resercher.

METHOD

Research Design

A research needs a design, and the researcher used descriptive qualitative research. It is a research method to describe the subject or the object of the research based on the fact or reality. Descriptive qualitative describes the population and the evidence of the data systemically, factually, and accurately. In qualitative research the data are not number or chart but in the form of word. The data of this research were collected from comic *Lucky Luke: Ghost Hunt*. In collecting the data, a documentation method was used.

Unit of Analysis

The unit of analysis is utterance and its translation used in the comic entitled *Lucky Luke: Ghost Hunt*, copyright @ 1992 by Morris, Lo hartog Van Banda. The data in this thesis are in a written form.

Source of Data

The data are taken from comic *Lucky Luke: Ghost hunt*, by Hartog Van Banda by, copyright @ 1992 by Morris, lo Hartog van Banda and its translation. Most importantly the reasercher focused on the translation Strategies of the utterances.

Methods of Data Collection

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

1. Reading the comic *Lucky Luke: Ghost hunt*.
2. Reading the translation of the comic *Lucky Luke: Ghost hunt*
3. Grouping the data, The researcher analyzed the data after choosing and grouping every sentence of the comic based on various types.

Methods of Data Analysis

The methods of data analysis can be stated as follows :

1. Classifying, Sentences were classified according to the types. They must be included by strategies
2. Grouping the analysis of the data in a table based on the strategy
3. Analyzing the Strategies that the translator applied in the translator's work.

FINDING AND DISCUSSION

Strategies Dealing with Problem of Non-equivalence at Word Level is found in: 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 paraphrase using a related word, Translation by paraphrase using a unrelated word, Translation by omission, translation by illustration.

Table of Strategies Dealing with Non-Equivalence at Word Level

No	Strategies Dealing with Problem of Non-Equivalence at Word Level	Total	Percentage
1	Translation by a more general word (super ordinate)	3	10,34%
2	Translation by more neutral/ less expressive word	5	17,24 %
3	Translation by cultural substitution	5	17,24 %
4	Translation using a loan word or loan word plus explanation	9	31,03 %
5	Translation by paraphrase using a unrelated word	3	10,34%
6	Translation by omission	4	13,79 %
Total		29	100 %

Based on the analysis above, it can be seen that the dominant strategy used in the subtitle translation of *Lucky Luke: Ghost hunt, by Hartog Van Banda*

copyright @ 1992 by Morris, lo Hartog van Banda and its translation. the translator is Translation using a loan word or loan word plus explanation which appears in 9 words or phrases or clause or 31, 03 %, and 17, 24 % of them were translated by more neutral/ less expressive word and by cultural substitution,

13,79 % of them were translated by omission, translation by paraphrase using unrelated word, and translation by omission, 10,34 % of them were translated by a more general word (super ordinate), and translation by paraphrase using unrelated word.

Strategies Dealing with Non-Equivalenc at Word Level

Below is the number of strategies dealing with non-equivalence at word level which is found in the comic entitled *Lucky Luke: Ghost Hunt*, There are some strategies suggested by Mona Baker, Translation by more general word level, Translation by more neutral/ less expressive word, Translation using a loan word or loan word plus explanation, Translation by cultural substitution, Translation by paraphrase using a related word, Translation by paraphrase using an unrelated word, Translation by omission and Translation by illustration.

Translation by More General Word (super ordinate)



Source Language	Page	Target language	Page
...You <i>barbarian</i> !	32	...Dasar <i>bandit</i> !	32

From the SL image above, it shows a situation where a strife between the woman and the tribal chief. The woman hitting the head of a tribal chief.

The word *barbarian* is translated into *bandit*. The word *barbarian* means orang biadab. The word *barbarian* descricseb *a crude uncouth ill-bred person*

lacking culture or refinement. The word *barbarian* have a number of different meanings. They are *barbaric, savage, uncivilised, uncivilized, wild.* However, to translate the word *barbarian* in the TL into the accurate meaning. The translator used a strategy that is using a by more general word. This strategy is applied for the sake of the readability in the target readers. The word *barbarian* is then translated the word *bandit* to sound more general for the Indonesian readers.

Translation by a More Neutral/ Less Expressive Word



Source Language	Page	Target Language	Page
<i>Don't panic, ladies! I have the situation under control!</i>	10	<i>Tenang, nyonya! Semua terkendali!</i>	10

The image above shows the situation where there is a misunderstanding between the senator and a womans. When there is a misunderstanding between the senator and a womans, Calamity Jane gave gesture to the senator. The senator holding the gun and the gun went off accidentally.

The clause *don't panic* is translated into the word *tenang*. The translator uses a more neutral word to translate the phrase *don't panic* into the word *tenang*. If the clause *don't panic* is translated literally, the clause *don't panic* means *jangan panik* in the TL. So the word *tenang* in the TL is good enough to represent a more neutral word than the literal meaning *jangan panik*. The word *tenang* is to

deliver the meaning which has an equivalent effect on the readers and it is suitable with the context of situation.

Translation by cultural substitution



From the SL image above, it shows a situation where Calamity Jane and his entourage break in a restaurant. When Calamity Jane and his entourage break in a restaurant, the others ordered *a cup of tea* but Calamity Jane ordered *a whisky*.

The word *whisky* is translated into *wiski* meanwhile the word *whisky* describes *an intoxicating liquor distilled from grain, potatoes, etc., especially in Scotland, Ireland, and the United States*. In the United States, *whisky* is generally distilled from *maize, rye, or wheat*, but in Scotland and Ireland it is *often made from malted barley*. The word *whisky* may have a number of meanings. The other meanings of the word *whisky* are *a hard liquor, booze, spirit, liquor, or hard drink*. The translator used a strategy that is using translation by cultural substitution. This strategy to give good substitute to the readers. The word “*whisky*” in the SL has no equivalence in Bahasa Indonesia language and it is cultures in the TL. The word ‘*whisky*’, is then rendered into the word “*whiski*” in the TL. Which is made from the way it is pronounced and adjusting the spelling in Bahasa Indonesia.

Translation Using a Loan Word or Loan Word plus Explanation



From the SL image above, it shows a situation where the carriage got stuck. When the carriage was stuck, there were a bunch of robbers who were trying to rob the carriage. The robbers said, “*stop this is an attack*”.

The word *stop* in the SL is maintained in the TL. It is translated as written in the SL *stop*. It occurs because there is no equivalence in the Indonesian language and culture. The word *stop* in the context means *the event of something ending or The act of stopping, or the state of being stopped, hindrance of progress or of action, cessation, repression, interruption, check, obstruction*. The word *stop* in the SL is not translated in the TL. The translator keeps using the word *stop* when translated by a translator without experiencing a shift in the meaning and understood by the readers naturally.

Translation by paraphrase using unrelated word



Source Language	Page	Target language	Page
How much longer do we have to play this <i>charade</i> !	16	Sampai kapan aku kelihatan bodoh seperti ini!	16

From the SL image above, it shows a situation where the bottle broke into pieces. When the bottle broke into pieces, Calamity Jane said, “*oh no!*” my whisky.

The word *charade* is translated into *bodoh*. According to *sederet.com dictionary*, the word *charade* is a composition that imitates or misrepresents somebody's style, usually in a humorous way. In here, the translator translated the word *charade* using translation by paraphrase using an unrelated word. In this strategy, the translator used the word *bodoh* to represent the word *charade*. This strategy is applied for the sake of the readability in the target readers. The word *charade* is then translate into *bodoh* to adjust the context and make the target language text more readable and understandable for the readers.

Translation by omission



From the SL image above, it shows a situation where Calamity Jane and Lucky Luke are continuing their journey. When Calamity Jane and Lucky Luke started to a continue journey, Calamity Jane shouted “*Can we finally get going*”.

The word *finally* describes after an unspecified period of time or an especially long delay. The word *finally* has a number of meanings. They are *as long as*, *last*, *lastly*, *in conclusion*, at last. The translator omitted the word *finally* to

make the readers understand the text more easily and to reduce the lengthy explanation. By leaving the word *finally* untranslated in the TL, the message from the source language does not lose in the target language, so it is acceptable that the translator used translation by omission strategy.

Conclusions

From the result of the analysis of Chapter four in the comic of Lucky Luke: *Ghost hunt*, that deals with the strategies for non-equivalence problems of translation at word level, some points can be drawn as follows :

There are some strategies to overcome the problems of non-equivalence at word level suggested by Baker (1992) that are used in the translation of *Lucky Luke: Ghost hunt*. The translator finds some problems arising from non-equivalence, such as differences in loan word or loan word plus explanation which appears in 9 words or phrases or 30 %. Dealing with such problem, the translator uses the translation by loan word or loan word plus explanation 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 is meaningless, translating a strange word into common word in Indonesian, and explanation to make the meaning clear, and paraphrase using related word which appears in 1 word or 3, 33 %. Dealing with such problem, the translator uses the translation by paraphrase using a related word is used when the concept expressed by the source item is lexicalized in the target language but in different form, and when the frequency

with which a certain form is used in the source text is significantly higher than would be natural in the target language.

In doing translation, the translator must be careful with the process of transferring meanings because one word may have more than one meaning. By knowing the possible meanings of a word, the translator is able to transfer the meanings appropriately and the readers get the meaning and information of the target text.

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