

THE ENGLISH STUDENTS' TECHNIQUES IN TRANSLATING INDONESIAN BEVERAGE TERMS INTO ENGLISH

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Abstrak

Tujuan penelitian ini adalah menganalisa dan mendeskripsikan teknik-teknik yang digunakan, keakuratan serta kejelasan dalam menerjemahkan istilah minuman dari bahasa Indonesia ke bahasa Inggris dengan menggunakan 30 istilah minuman Indonesia sebagai instrumen. Responden dalam penelitian ini adalah 30 orang mahasiswa Jurusan Sastra Inggris bidang Linguistik yang masuk tahun akademik 2009/2010 yang dipilih dengan menggunakan *cluster random sampling*. Dari hasil analisis, ditemukan bahwa terdapat 16 teknik yang digunakan oleh mahasiswa dalam menerjemahkan istilah minuman dari bahasa Indonesia ke bahasa Inggris. Keenambelas teknik itu adalah *established equivalent* 48.67%, *borrowing* 17.56%, *generalization* 8.78%, *literal translation* 5.22%, *calque* 4.78%, *Omission* 4.33%, *description* 2.89%, *adaptation* 2.56%, *amplification* 2.56%, *reduction* 1%, *particularization* 0.89%, *calque plus translation* 0.11%, *reduction plus established equivalent* 0.22%, *borrowing plus generalization* 0.11%, *borrowing plus adaptation* 0.22 %, *adaptation* dan *established equivalent* 0.11%. Hasil penelitian menunjukkan bahwa teknik menggunakan bentuk lazim dalam TL (*established equivalent technique*) merupakan teknik yang paling dominan dan paling cocok digunakan dalam menerjemahkan istilah minuman. Dapat disimpulkan juga bahwa penerjemahan istilah minuman dalam penelitian ini berada pada level akurat dan sangat jelas.

Kata kunci: penerjemahan, teknik penerjemahan, ketepatan, kejelasan.

A. Introduction

Translation is a process of transferring and reproducing written language message of one source language to one target language which should be understood by the target language readers. It is a tool which acts as bridge for dual act of human communication which meant there are two different languages interact with. By this fact, translation plays many important roles in social community life like as communication exchanges, development of knowledge, and socio-cultural interchanges.

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In translation, a translator does not only transfer the message but also culture from the source language into the target language. In other word, it can be said that people around the world can share their culture to the other by translation. But, the problems occur when the culture of the source language is not same with the culture of the target language. The translator has to find an appropriate way to transfer the culture message, so that the target language readers can catch the cultural message included.

Many texts containing cultural terms have been translated from Indonesian language into another especially English such as history, economic, medical, scientific, advertisement, announcement, tourism brochure, etc. One of culture terms which are included is Beverage. Beverage terms are one of important expressions in national culture. Each country has its own beverage terms which show their cultural meaning. Furthermore, the varieties of beverage terms can be found in restaurant menus, cookbooks, drink guides, recipe, advertisement, and tourism brochure.

Beverage terms are one aspect of cultural terms in the category of realia or material culture. Specialized terminology such beverage terms translation has always been a difficult task to do. In the beverage industry, it is quite a difficult matter. Beverage selection has always been a personal matter and customers feel insecure when they are not sure about what they are ordering if the terms are not written in their own language. Then, translating the beverage terms become challenge and important as the translator has to use the appropriate techniques because many techniques can be used like presented by Molina and Albir (2002) which includes 18 techniques are different each other.

The challenge is even bigger since the beverage terms in one country are not same in others. Newmark (1988:94) states that there will be no problem for translator in translating universal term, but there will be a problem when translating cultural word unless there is cultural overlap between source and target language. There is an example of beverage term existed in Indonesian language such as *Cincau*. The translator should find appropriate techniques to translate this beverage term. The choosing of appropriate techniques becomes important in order to produce accurate and clear translation because there are many techniques proposed in doing translation and it leads to be a big problem. The translator may translate *Cincau* into English as *Cincau*. It means she or he uses borrowing technique, but it is still ambiguous for foreigners because they do not know what kind of drink is *Cincau*. So that it is better for the translator to use description techniques to transfer the meaning of *Cincau* as *a drink which made from gelatin leaves*. Therefore, a research related to see the techniques used by the translator is necessary to be conducted.

There are eighteen techniques which proposed by Molina and Albir (2002) that have been compared with other experts. The techniques are explained below:

1. Adaptation, replacing a SL cultural element with one from the target culture. For example, to change *baseball*, for *futbol* in translation into

Spanish. This technique also namely “cultural equivalent” (Newmark: 1988), “cultural substitution” (Baker: 1992), “cultural equalization” (Hoed: 2006).

2. Amplification. Introducing details that are not formulated in the SL: information, explicative paraphrasing, for example, when translating to Arabic (to Spanish) to add the *Muslim month of fasting* to the noun *Ramadan*. This includes explicitation (Vinay and Dalbarnet: 1995), explicative paraphrase (Newmark: 1988). Footnotes are types of amplification. Amplification is opposite of reduction.
3. Borrowing. To take a word or expression straight from another language. It can be pure (without any change), for example, to use the English word *lobby* in a Spanish text, or it can be naturalized (to fit the spelling rules in the TL), such as, *gol*, *futbol*, *lider*, *mittin*. Naturalized borrowing corresponds to transference (Newmark: 1988), loan word (Baker: 1992), clashing (Hoed: 2006).
4. Calque. Literal translation of a foreign word or phrase lexically or structurally, for example, the English translation Normal School for the French *Ecole normale* (Molina and Albir: 2002).
5. Compensation. To introduce a SL element of information or stylistic effect in another place in the TL because it cannot be reflected in the same place as in the SL (Molina and Albir: 2002). This technique also called conception (Vinay and Dalbarnet: 1995).
6. Description. This technique replaces a term or expression with the description of its form or/ and function (Molina and Albir: 2002), for example, to translate the Italian *panettone* as a traditional Italian cake eaten on New Year’s Eve. This corresponds with descriptive equivalent and functional equivalent (Newmark: 1988).
7. Discursive creation. To establish a temporary equivalence that is totally unpredictable out of context, for example, the Spanish translation on the film *Rumble fish* as *La Ley de la calle*. It is usually used to translate a title (Molina and Albir: 2002).
8. Established equivalent. The use a term or expression recognized (by dictionaries or language use) as an equivalent in the TL, for example, to translate the English expression *They are as like as two peas* as *Se parecen como dos gotas de agua* in Spanish (Molina and Albir: 2002). This corresponds with recognized translation/ accepted standard translation (Newmark: 1988) or literal translation (Suryawinata and Hariyanto: 2003).
9. Generalization. To use a more general or neutral term in TL, for example, to translate the French *guichet*, *fenetre* or *devanture*, as *window* in English (Molina and Albir: 2002). This technique coincides Neutralization

(Newmark: 1988), translation by neutral/ less expressive and translation by general word (Baker: 1992).

10. Linguistics amplification. To add linguistic element to make the longer translation. It is often used in consecutive interpreting and dubbing, for example, to translate English expression No way into Spanish as De ninguna de las maneras instead of using an expression with the same number of words, En absoluto. This technique is in opposition to linguistics compression.
11. Linguistics compression. To synthesize linguistics element to be more simply in the TL because it has been understandable. It is often used in simultaneous interpreting and in sub-titling. This is in opposition to linguistics amplification (Molina and Albir: 2002).
12. Literal translation. To translate a word or an expression in word for word, for example, she is reading as Ella esta leyendo (Molina and Albir: 2002). It does not mean translating one word for another but establishing equivalent. It corresponds to Nida's formal equivalent; when form coincides with function and meaning, like in the example. It is the same with literal translation.
13. Modulation. To change the point of view, focus or cognitive category in the relation with the SL; it can be classical or structural (Hoed: 2006, Molina and Albir: 2002, Newmark: 1988)
14. Particularization. To use a more precise or concrete term and do not the general one, for example, window is translated into guichet in French (Molina and Albir: 2002). It is in opposition to generalization.
15. Reduction. To suppress a SL information item in the TL, for example, the month of fasting in opposition to Ramadan when translating into Arabic (Molina and Albir: 2002). It is the same with reducing redundancy (Newmark: 1988) and omission (Baker: 1992).
16. Substitution (linguistic, paralinguistics). To change linguistics' elements for paralinguistic (intonation, gestures) or vice versa, for example, to translate the Arab gesture of putting your hand on your heart as Thank you. It is used above all in interpreting (Molina and Albir: 2002).
17. Transposition. To change a grammatical category, for example from verb become adverb and so forth (Hoed: 2006, Molina and Albir: 2002, Newmark: 1988).
18. Variation. To change linguistics or paralinguistic element (intonation, gestures) that affect aspects of linguistic variation: changes of textual tone, style, social dialect, geographical dialect, etc, for example, to introduce or change dialectal indicators for characters when translating for the theater, changes in tone when adapting novels for children, etc.

The techniques above were used by the English Department students in translating beverage terms from Indonesian into English. The techniques chosen influenced the accuracy and clarity of their translation product. Moreover, this study was focused on students' techniques in translating Indonesian beverage terms into English especially done by the English students at the State University of Padang, their accuracy, and their clarity translation.

B. Research Method

This research was conducted by using descriptive method. According to Selinger and Shohamy (1989: 124), descriptive design is used to specify or describe naturally phenomena without experimental manipulation. It means that a descriptive research tries to describe, interpret and research the current problem clearly based on the accurate data.

In addition, Gay (2009:7) affirms that the descriptive involves collecting data in order to get the answer from research question concerning the status of the subject of the study. It means that descriptive research is used in describing the phenomena by doing test to get the answer of the study naturally without experimental manipulation. Therefore, by conducting this research the researcher described and explained the techniques used, the accuracy, and the clarity of students translation of English Department students in the State University of Padang.

The data of this research were translation product produced by 30 students of Linguistic major of English Department of the State University of Padang. The Linguistic major was chosen by applying cluster random sampling from 4 classes. The data were collected by asking them to translate 30 Indonesian beverage terms into English after they had their final examination. After the data were collected, the data were analyzed by using translation techniques criteria proposed by Molina Albir (2000), translation accuracy based on Nababan (2004) and clarity based on Arnold *et al* in Fiederer and O'Brien (2009). In analyzing data, the inter rater judging was also used to avoid the subjectivity of the scoring. The 2 raters were the translation lecturers and the researcher herself.

The percentage of each technique used was counted by using the formula:

$$\text{Percentage (P)} = \frac{f}{N} \times 100$$

Where: f = Number of data

N = Total of the data

The average score of the accuracy and clarity of students' translation were calculated by using the formula:

$$\text{Mean} = \frac{R1 + R2 + R3}{3}$$

Where: R = rater

The total average mean of data was calculated by using the formula:

$$\text{Total Mean} = \frac{\sum \text{Mean}}{\text{data}}$$

The scores from the raters into the following rating quality:

Table 1: The Conversion of Score into the Rating Quality

Average grade/ score	Accuracy Description	Clarity Description
3.51- 4.00	Highly Accurate	Highly Clear
2.51- 3.50	Accurate	Clear
1.51- 2.50	Less Accurate	Less Clear
1.0- 1.50	Not Accurate	Not Clear

Adapted from Likert in Gay (2000:151)

C. Research Findings and Discussion

Based on the data, techniques mostly used by the students and appropriate to be used in translating Indonesian beverage terms into English were established equivalent, their accuracy was accurate and their clarity was in the high clear level. So they didn't face any difficulties in translating those terms.

The tables above were the description of techniques used, the accuracy, and the clarity of students' translation.

1. Students' translation techniques in translating Indonesian beverage terms into English.

Table 2: Translation Techniques of the Beverage Terms

No	Translation Techniques		Number of Data	Percentage (%)
	Single	Duplet		
1	Adaptation (Adp)		23	2.56
2	Amplification (Amp)		23	2.56
3	Borrowing (Br)		158	17.56
4	Calque (Calq)		43	4.78
5	Description (Desc)		26	2.89
6	Established Equivalent (Est. E)		438	48.67
7	Generalization (Gen)		79	8.78
8	Literal Translation (Lit)		47	5.22
9	Particularization (Part)		8	0.89
10	Reduction		9	1
11	Omission		39	4.33
12		Calque and	1	0.11

	Description		
13	Reduction and Established E.	2	0.22
14	Borrowing and Generalization	1	0.11
15	Borrowing and Adaptation	2	0.22
16	Adaptation and Established E.	1	0.11
Total		900	100

From 900 data, it can be identified 11 translation techniques applied in solving Indonesian Beverage translation problem. But, the translator did not only apply one in each datum. So that, from 900 data, found 893 applied one technique and 7 data applied two techniques at once. Thus, the total techniques applied were about 16 techniques.

Example:

(3T) SL: Arak → TL: Champagne

(11X) SL: Teh Telur → TL: Egnog (see appendix 4)

For example (3T) above, the translator adapted word “*arak*” into champagne, although the term arak can be translated into arrack (Established equivalent) in this case. Arak was translated into champagne in order the message of source language transferred accurately into target language. Furthermore, arak which was meant in this term is not arrack but champagne. In English, arak means kind of fermented sap of coconut flower, sugarcane, grain or fruit while champagne means sparkling wine produced from grapes grown.

2. The students’ accuracy in translating Indonesian beverage terms into English

Table 3: Classification table of the accuracy of the beverage terms translation

Beverage Terms				
	HA	A	LA	NA
1	28	0	2	0
2	26	4	0	0
3	1	4	17	8
4	29	0	0	1
5	0	7	14	9
6	27	0	3	0
7	24	6	0	0
8	1	27	1	1
9	14	16	0	0
10	0	30	0	0

11	0	6	21	3
12	1	1	22	6
13	24	2	2	2
14	1	14	14	1
15	0	12	1	17
16	0	28	2	0
17	0	27	2	1
18	26	4	0	0
19	1	14	10	5
20	0	23	3	4
21	0	2	3	25
22	0	26	3	1
23	0	25	0	5
24	0	4	21	5
25	0	16	11	3
26	0	21	6	3
27	24	4	1	1
28	0	22	3	5
29	29	0	1	0
30	29	1	0	0
Total:				
900	285	346	163	106
Percentage:				
100%	31.67%	38.44%	18.11%	11.78%

Example:

Datum 1, Beverage term number 1, sample A (see appendix 4)

SL: Anggur Merah

TL: Red Wine

And datum 180, Beverage term number 6, sample AD (see appendix 4)

SL: Air Mineral

TL: Mineral Water

In this example, the term was translated by using established equivalent technique. The translation of this term was considered as a highly accurate translation since the translator is able to maintain its original meaning by translating it with the equivalent word established in dictionary and KBBI and the message was highly accurately transferred into the target language. For these terms, the three raters gave 4 as the accuracy scale. Nevertheless, this datum was considered as highly accurate translation.

The rating conducted by three raters was concluded that out of 900 data, 285 (31.67%) data were highly accurately translated, 346 (38.44%) data were

accurately translated, 163 (18.11%) data were less accurately translated, and 106 (11.78%) data were inaccurately or not accurately translated. Thus, it was concluded that the students' translation in translating Indonesian beverage terms to English were accurate, which means that the message was accurately conveyed but some rewriting were needed.

3. The students' clarity in translating Indonesia beverage terms into English.

Table 4: Classification table of the clarity of the beverage terms translation

Beverage terms				
	HC	C	LC	NC
1	28	0	1	1
2	26	0	4	0
3	0	1	20	9
4	29	0	0	1
5	0	6	17	7
6	27	0	3	0
7	24	0	6	0
8	1	27	1	1
9	14	16	0	0
10	0	30	0	0
11	0	6	16	8
12	1	0	3	26
13	25	1	4	0
14	1	14	13	2
15	11	14	3	2
16	0	28	2	0
17	0	27	2	1
18	26	13	4	0
19	1	2	23	5
20	0	2	23	5
21	0	2	3	25
22	0	1	27	2
23	0	1	26	3
24	0	3	22	5
25	0	15	13	2
26	0	21	7	2
27	23	6	0	1
28	0	22	6	2
29	29	0	1	0
30	29	0	1	0
Total:				
900	295	244	251	110
Percentage:				
100%	32.78%	27.11%	27.89%	12.22%

Datum 271, Beverage term number 10, sample A (see appendix 4)

SL: Teh Susu

TL: A tea which combines with milk, but in the making process they re separated each other

In this beverage term the technique applied was description technique. This technique was used to avoid an error in translation. The translator described the word “teh susu” into “the combination of tea and milk” and the translator also gave description that this beverage produced separately. For this translation, the first rater gave 3, the second rater gave 1, and the third rater gave 4 for the clear scale. Thus, the term was considered clear since there was no significant information dropped in the translation.

The rating conducted by three raters was concluded that out of 900 data, 295 (32.78%) data were highly clear translated, 244 (27.11%) data were clearly translated, 251 (27.89%) data were less clearly translated, and 110 (12.22%) data were unclear or not clearly translated. Thus, it was concluded that the students’ translation in translating Indonesian beverage terms to English were highly clear, which means that the message was clearly conveyed into the target language and no ambiguity.

D. Conclusion and suggestions

Based on the result of the research, there are three points that can be concluded. First, there are 16 techniques applied by the translator to translate the beverage terms from Indonesian into English and the dominant technique used by the translator to translate beverage terms is established equivalent technique. Second, the quality of students’ translation viewed from the accuracy is accurate. At last, the quality of students’ translation viewed from the clarity is highly clear. However, there are several points which need to be developed in order to improve the students’ translation. Generally, the students’ translation is accurate and highly clear because although translating beverage term is not taught, but at least they have background knowledge of beverage term from Indonesian into English and the students are able to apply the translation techniques.

Therefore, the translator must be able to choose the appropriate technique to translate the beverage terms, so that, the reader of translation product will get the complete, accurate and clear translation. Second, the translator must clearly comprehend about the techniques, because there are several techniques proposed which generally looks the same, but they are different each other. Third, the writer hopes the lecturer of translation introduces the English Department Students about translating Indonesian beverage term into English because it dealt with Indonesian culture to make it known by other people from other country. For the last, it is suggested for the next researcher to conduct a deeper research related to *cultural terms*, especially *material culture*.

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