

Translation Strategies Of Cultural Words In Animal Farm Into Indonesian

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Abstract: *This study investigates translation as a product dealing with the translation strategies of cultural words in Animal Farm, a novel written by George Orwell, and translated by Mahbud Djunaidi, an Indonesian writer, politician, and journalist, into Indonesian entitled Peternakan Binatang. The data are the linguistic units (forms) from Animal Farm as the source text and Peternakan Binatang as the target text which consists of words and phrases dealing with cultural words proposed by Newmark (1988). From the investigation, it is found out that the translator manipulates structural and semantic strategies. The structural strategy consists of addition, reduction, and transposition. Semantic strategy consists of synonymy, cultural adaptation, naturalized borrowing, amplification, and deletion.*

Keywords: *translation, cultural words, source text, target text, and translation strategy.*

I. Introduction

In multi-ethnic and nations where people speak and use different languages and cultures nobody will understand each other. Communication fails, information to be passed down will be distorted, and misunderstanding will occur. To bridge the gaps, a translator or and an interpreter is needed. Consequently, they play an important role in human life. Information to be disseminated or obtained will be understood because of their role.

There are a lot of sources of information. One of them is a novel. A novel is a literary work written by a writer based on his own life experience or observation surrounding. Not only does it contain some information, a novel as a literary work is considered to be one of the effective media to develop mutual understanding between two or more nations and interlocutors with two or more different languages and cultures. One of them is Animal Farm written by George Orwell and translated into Indonesian to be Peternakan Binatang by Mahbud Djunaidi. Animal Farm contains a lot of cultural words which have been translated into Indonesian by Mahbud Djunaidi. How the cultural words are translated into Indonesian deserve investigating from the perspectives of translation study as a product, specifically, the translation strategies. In other words, the focus of the investigation is on the translation strategies; what translation strategies are manipulated by Mahbud Djunaidi when he translated the cultural words into Indonesian. The cultural words in this context are based on the categories proposed by Newmark (1988).

II. Types Of Translation

Jacobson (1959/2000) in Venuti (2000:114) distinguishes three types of translation, namely (1) inter-lingual translation, or rewording (an interpretation of verbal signs by means of other signs of the same language, (2) intra-lingual translation, or translation proper (an interpretation of verbal signs by means of some other language, and (3) inter-semiotic translation, or transmutation (an interpretation of verbal signs by means of signs of non-verbal sign system). Larson (1984) distinguishes kinds of translation basically into (1) form-based translation and (2) meaning-based translation. Some other experts on translation studies, such as, Catford (1965:20-21) defines translation as the replacements of textual material in one language (SL) by equivalent textual material in another language (TL). Dubois' (1974) translated by Bell (1991:5) defines translation as the expression in another language (or target language) of what has been expressed in another, source language, preserving semantic and stylistic equivalences. Larson (1984:3) defines translation, then, consists of studying the lexicon, grammatical structure, communication situation, and cultural context of the source language text, analysing it in order to determine its meaning, and then reconstructing this same meaning using the lexicon and grammatical structure which are appropriate in the RECEPTOR LANGUAGE and its cultural context. Newmark (1988:5) defines translation as rendering the meaning of a text into another language in the way that the author intended.

III. Cultural Words

Persell (1987:85) defines culture as all the socially learned behaviours, beliefs, feelings, and values the members of a group or society experience. It includes customs and languages. It effects how people interact, the meaning they place on different interactions and how interactions are organized. Tischler (1996:70) defines culture as all that human beings learn or do, to use, to produce, to know, and to believe as they grow to maturity and live out their lives in the social groups to which they belong. Newmark (1988:94) defines culture as the way of life and its manifestations that are peculiar to a community that uses a particular language as a means of expression.

As part of culture, language is the realization of man's behaviours. Whoever wants to get involved, he should understand the language used by the society. As cultural indexes, language also expresses ways of thinking which are reflected by the lexical items. As cultural symbolism, language shows ethnic-cultural identities. As language is part of culture, translating, in one hand, is not only understood as transferring forms of language, meanings and culture, but also as process of speaking. In this case, the translator uses the language as a means of communication to describe things on culture, such as cultural behaviours, cultural knowledge, and cultural artefacts. Consequently, not only will the translator face some constraints in the language used, but also the culture. Translating is not only as an effort to discover equivalents in linguistic aspects, namely words, phrases, clauses and sentences from the source language into the target language, but also to discover the cultural equivalents which cover the words, phrases, clauses, and sentences from the source language into the target language, and the proper translation strategies to describe something in other language.

In connection with cultural words, Newmark (1988:94) categorizes cultural words into (1) ecology which covers flora, fauna, wind, valley, and mountains, (2) material culture or artefact which covers food, cloth, housing and city, transportation (3) social culture which covers work and leisure, (4) organization which covers customs, activities, procedures, political and administrative concepts, religion, arts, and (5) gestures and habits.

IV. Translation Strategy

Strategy by dictionary is the process of planning something or carrying out a plan in a skillful way (Oxford Advanced Learner's Dictionary of Current English, 2000). In context with the investigation, the term strategy is similar to method as proposed by Vinay and Darbelnet in Venuti (2000), procedure as proposed by Newmark (1988), adjustment as proposed by Nida (1964) and Larson (1984), and technique as proposed by Molina and Albir (2002)

V. Research Method

5.1 Research Approach, Design, and Model Framework

The research approach is descriptive-qualitative that means observing the data as they are in order to answer the research question. The research design is case study, namely, *Animal Farm* written by George Orwell and translated into Indonesian by Mahbud Djunaidi into *Peternakan Binatang*. The research model framework is application of some theories of translation whose objective is to investigate the translation phenomena in the translated novel in accordance with the research question.

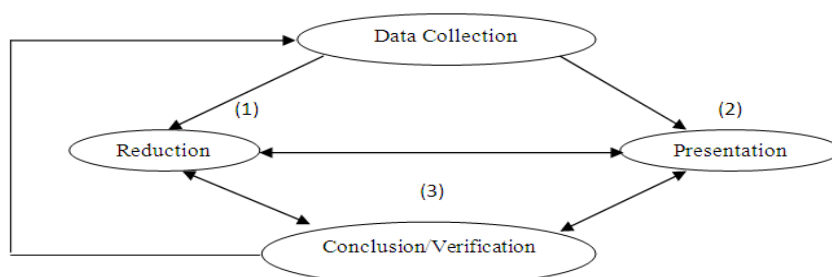
5.2 Data Source and Data

The source of data of this investigation is the *Animal Farm* written by George Orwell as the source text and the Indonesian version '*Peternakan Binatang*' by Mahbud Djunaidi as the target text. The data of the research are the translation units of some linguistic forms which are based on particular category, that is, the semantic representations of cultural words in their various- linguistic forms in the *Animal Farm* as the source text and their translations in the '*Peternakan Binatang*' as the target text. Translation units are defined the smallest segments from the source text which are translated individually separated from other segments as stated by Haas and quoted by Newmark (1988:54) "as short as is possible, as long as necessary". The units of the translations vary from a word, a phrase, and a clause (Bell, 1991:29 and Newmark, 1988:54). Data are collected by contrasting the source text and the target (translated) text based on the categories proposed by Newmark (1988).

5.3 Data Analysing Technique

Data analysing technique of the research follows the model proposed by Sutopo (2006), namely, data collection, reduction, presentation, and drawing conclusion (verification) which is carried out simultaneously. Consequently, the data are forms of notes which consist of descriptions whose reflections are the data gained and recorded by separating and choosing the ones to be matched with the objective of research. The chosen data are then reduced as required. In the analysing phase, the data are analysed based on various translation theories. Application of various translation theories cannot be avoided because of the complexities of the translation phenomena. In the data presentation phase, the information is presented in narrative text. From the data

presentation, temporary conclusions are drawn and then followed by verifying; drawing conclusion. Data analysing phase of descriptive-qualitative research technique lasts in circle as illustrated by Sutopo (2006: 120) as follows:



VI. Discussion

Two translation strategies are applied by the translator, namely, structural and semantic strategies. Structural strategy consists of addition, reduction, and transposition. Semantic strategy consists of synonymy, cultural adaptation, naturalized borrowing, description, and deletion.

6.1 Structural Strategies

6.1.1 Strategy of Addition

Not only a word is added in the strategy, but also a phrase which is not an obligation in Indonesian. The addition occurs because of the translator's interpretation of the text as shown in the examples below:

Source Text	Target Text
1. With the ring of light from his lantern dancing from side to side, he lurched across the yard, kicking off his boots at the back door, drew himself a last glass of beer from the barrel in the scullery, and made his way up to bed, where Mrs. Jones was already snoring (page 1).	'Menggenggam lampu minyak yang sinarnya berayun kian kemari, ia terhuyung-huyung melintasi pekarangan, menendang pintu belakang dengan sepatu bot, meneguk gelas bir penghabisan, kemudian membuang diri ke tempat tidur. Nyonya Jones- tentu saja istrinya - sudah lama mendengkur. Bibirnya moncong, setitik ingus melekat di lubang hidungnya (page 1).'
2. The fields were full of weeds, the buildings wanted roofing, the hedges were neglected (page 11).	'Ladang penuh ditumbuhi alang-alang, bangunan-bangunan bocor atapnya, pepohonan terlantar (page 23).'

In text (1) above, a phrase in form of pronoun **tentu saja istrinya** 'of course his wife' is added to describe the proper noun Mrs. Jones which is not an obligatory addition in Indonesian. The phrase **tentu saja istrinya** is the translator's interpretation of the proper noun Mrs. Jones. Similarly to the clause **Bibirnya moncong, setitik ingus melekat di lubang hidungnya** 'her lips are protruding, some snot is running in her nose-ril' is the translator's interpretation of the verb **snoring** which is not obligatory in Indonesian. In text (2), where the word **ditumbuhi** 'overgrown' is also the translator's interpretation of the words **full of** which is not obligatory in Indonesian.

6.1.2 Strategy of Reduction

Reduction strategy deals with reduction of structural elements in the target text which is obligatory in Indonesian. It is done in order to create a natural translation as shown in the examples below:

Source Text	Target Text
3. For whole days at a time he would lounge in his Windsor chair in the kitchen (page 11).'	'Behari-hari ia duduk terperenyak di kursi dapur' (page 22).
4. He claimed to know the existence of a mysterious country called Sugarcandy Mountain (page 10).	'Ia mengaku mengetahui adanya negeri misterius bernama "Gunung Permen" (page 21).'

Text (3) grammatically illustrates past tense in English signaled by a certain marker, namely, the auxiliary **would** which is obligatory in English. In Indonesian, past tense is not signaled by a certain marker as in English. In text (4) reduction of the preposition **to** is obligatory in Indonesian because a subject can directly be followed by two verbs simultaneously **mengaku mengetahui** 'claim know' which is ungrammatical in English.

6.1.3 Strategy of Transposition

Transposition strategy deals with internal-structural changes of the source text when translated into the target text as shown in the examples below:

Source Text	Target Text
5. At one end of the big barn , on the sort of raised platform Major was already snored on his bed of straw, under a lantern which hung from a beam (page 1).	'Di penghujung kandang besar itu , di bagian yang agak ketinggian, si babi Major sudah menata diri di atas tempat tidur jeraminya, persisi di bawah lampu gantung yang tercantel di sebatang balok (page1).'
6. A large jug was circulating and the mugs were being refilled with beer (hal 84).	'Satu poci besar berisi minuman diedarkan dan gelas-gelas bertangan itupun terisi bir yang membuih (page 159).'

Text (5) illustrates transposition phenomenon from source text to target text where internal-structure of forming a phrase in English and Indonesian differs. In English, a phrase is formed with: a modifier + head whereas in Indonesian it is formed with: a head + modifier. In English, the modifier develops to the left whereas in Indonesian to the right. The phrase **the big barn** is formed with **the** (modifier) + **big** (modifier) + **barn** (head) whereas the phrase **kandang besar itu** is formed with **kandang** (head) + **besar** (modifier) + **itu** (modifier). Text (6) illustrates transposition phenomenon where the past continuous tense and active sentence **a large jug was circulating** is translated into a passive sentence without any markers of the past continuous tense **satu poci minuman diedarkan**. When the Indonesian version is translated back into English, the translation is **a large jug was circulated**.

6.2 Semantic Strategies

6.2.1 Synonymy

By strategy of synonymy, the words or phrases in source text are translated with the words or phrases bearing more or less synonymous semantic features in the target text as shown in the examples below:

Source Text	Target Text
7. In the end, however, she was found hiding in her stall with her head burried among the hay in the manger (page 27).	'Binatang kuda itu bersembunyi di kandang, menyusupkan mukanya di kotak berisi jerami (page 51).'
8. And the last moment Molie, the foolish pretty white mare who drew Mrs. Jones' trap came daintly in chewing at a lump of sugar (page 2).	'Akhirnya datang Mollie, kuda betina yang cantik penarik bendi tuan Jones melenggok-lenggok dengan genitnya seraya mengunyah potongan gula (page 4).'
9. They had made their way on to the little knoll where the half finished windmill stood (page 35).	'Kemudian mereka bergeak menuju bukit kecil tempat tegak berdiri kincir yang setengah jadi (page 100).'

The phrase **the hay** is more or less synonymous with **jerami** since hay and **jerami** has more or less synonymous semantic features, namely, [grass cut, dried, used as animal food or as covering]. The word **mare** is more or less synonymous with **kuda betina** since mare and **kuda betina** bears more or less synonymous semantic features, namely, [adult, female horse]. The phrase **little knoll** is more or less synonymous with **bukit kecil** because they have more or less similar semantic features, namely, [small, low, hill with rounded top]

6.2.2 Cultural Adaptation

By strategy of cultural adaptation, the translator translates words or phrase in source text to target text by adapting the culture of target text as shown in the examples below:

Source Text	Target Text
10. The flag was run up and "Beast of England" was sung a number of times, the sheep who had been given a solemn funeral, a hawthorn bush being planted on her grave (page 27).	'Bendera dikerek dan lagu "BINATANG-BINATANG INGGRIIS" dinyanyika berulang-ulang. Domba yang tewas kena pelor bedil tuan Jones dimakamkan dengan upacara syahdu. Sebatang pohon kamboja ditancapkan di atas gundukan kuburnya (page 51).
11. The black birds whistled it in the hedges, the pigeons cooed it in the elms (page 24).	' Burung-burung kutilang bersiul lagu itu di pagar, burung dara mengeram dengan lagu itu (page 47).'
12. Mr. Jones of the Manor Farm had locked the hen-house for thr night, but he was too drunk to remember to shut the pop-hole (page 1).	Tuan Jone pemilik peternakan "Manor", malam itu baru saja mengunci kandang ayam . Karena kelewat mabuk, ia lupa menutup lubang kecil tempat ayam keluar masuk (page 1).'

The phrase **a hawthorn bush** is translated to be **pohon kamboja** which is a cultural adaptation in the target culture. Based on the semantic features both **a hawthorn bush** and **pohon kamboja** are not similar, but based on context, **pohon kamboja** is the plant which is always planted in grave. The phrase **black birds** if literally translated into Indonesian, the translation is **burung hitam**. There are some kinds of birds which are black in the target culture. Burung kutilang is not totally black; some part of part of the body is grey. **Burung kutilang** in the target culture is a kind of bird which does not have similar semantic features with a **black bird**, but it is culturally adapted in the target text. The phrase **hen-house** if literally translated into Indonesian, the translation is **rumah ayam**. The word **rumah** (house) is not a living place for animal, such as, hen in the target culture. **Rumah** (house) is a living place for man. The translation of **house** into **kandang** is cultural adaptation in the target text since **kandang** is a living place for animal, such as, hen.

6.2.3 Naturalized Borrowing

By strategy of naturalized borrowing, the translator translates the words or phrase in the source text by borrowing the words or phrases in the source text and changing the forms based on the spelling or writing and pronunciation systems of the target text as shown in the following examples:

Source Text	Target Text
13. The white hoof and horn signified the future Republic of the Animals (page 18).	'Kuku dan tanduk warna putih berarti masa depan " REPUBLIK BINATANG " (page 36).'
14. It was given out that the animals there practice cannibalism , torture one another with red horse-shoes (hal 24).	'Terdengar kabar, para binatang mempraktekkan kanibalisme , saling cakar dan saling koyak, yang kuat menindas yang lemah, saling telan sesamanya (hal 46).'
15. Snowball also busied himself with organizing the animals into what he called Animal Committee (page 19).	'Babi kader teladan Snowball juga menyibukkan dirinya mengorganisir binatang-binatang lainnya membentuk " Komite Binatang " (page 37).
16. Lanterns in the stalls were forbidden to save oil. (page 70)	' Lentera di kandang dilarang pasang demi garis politik hemat energi (page 130).'

The translation of **Republic** in the phrase **Republic of the Animal** becomes **Republik** in the target text is classified as naturalized borrowing since the spelling and the pronunciation of Republic is modified based on the spelling and pronunciation systems of the target text. Republic is spelled R + e + p + u + b + l + i + c which is pronounced [rɪ'pʌb.lɪk] whereas **Republik** is spelled R + e + p + u + b + l + i + k which is pronounced [rɛpublik]. Similar to the words **cannibalism** which is translated to be **kanibalisme**, **Committee** to be **Komite**, and **lantern** to be **lentera**. **Cannibalism** is spelled C + a + n + n + i + b + a + l + i + s + m and pronounced ['kæn.i.b ə l.i.z ə m] whereas **kanibalisme** is spelled k + a + n + i + b + a + l + i + s + m + e and pronounced [kanibalisme]. **Committee** is spelled C + o + m + m + i + t + t + e + e and pronounced [kə'mɪt.i] whereas **Komite** is spelled K + o + m + i + t + e and pronounced [komité]. **Lantern** is spelled L + a + n + t + e + r + n + s and pronounced ['læn.tən] whereas **Lentera** is spelled L + e + n + t + e + r + a and pronounced [lentéra].

6.2.4 Amplification

By strategy of amplification, the translator translates the words or phrases of the source text by describing the forms and functions of in the target text as shown in the examples below:

Source Text	Target Text
17. Mr. Jones of the Manor Farm had locked the hen-house for thr night, but he was too drunk to remember to shut the pop-hole (page 1).	'Tuan Jone pemilik peternakan "Manor", malam itu baru saja mengunci kandang ayam. Karena kelewat mabuk, ia lupa menutup lubang kecil tempat ayam keluar masuk (page 1).'
18. He had made an arrangement with one of the cockerels to call him in the morning (page 17).	'Si kuda penarik kereta Boxer pesan kepada seekor ayam jantan yang belum lagi setahun umurnya (page 34).'
19. The pigs set aside the harness-room as a headquarter for themselves (page 19).	'Babi-babi menggunakan gudang simpanan pakaian kuda buat markas besar mereka (page 37).'

The phrase **the pop-hole** is translated into **lubang kecil tempat ayam keluar masuk** which describes the function, namely, the function of **hole** 'lubang' as a place for hens to get in and out of the hole. The phrase **one of the cockerels** is translated into **seekor ayam jantan yang belum lagi setahun umurnya** which describes the form, namely, a cock 'ayam jantan' which is not one year old yet. The phrase **the harness-room** is translated into **gudang simpanan pakaian kuda** which describes the function of **room** 'gudang' as a place to keep costume for horses.

6.2.5 Deletion

By strategy of deletion, the translator translates the words or phrases of the the source text into the target text by deleting or not translating some or all parts of the words or phrases as shown in the examples below:

Source Text	Target Text
20. Meanwhile the animals had chased Jones and his men out on to the road and slammed the five-barred gate behind them (page 12).	'Binatang-binatang itu mengejar terus hingga terhalau ke jalan raya. Sesudah itu mereka tutup pintu dengan hempasan bengis (hal 25).'
21. One of the cows broke in the door of the store shed with his horns (page 11).	'Salah seekor sapi medobrak pintu menyeruduk dengan tanduknya (page 23).'
22. Drew himelf a last glass of beer from the barrel in the scullery (page 1).	'Meneguk habis gelas bir penghabisan (page1).'

In the text (20) above, the phrase **the five-barred gate** is translated into **pintu**; some words, namely, **the five-barred** which forms the phrase **the five-barred gate** is not translated. Similarly to the text (21) the

phrase **the door of the store shed** is translated into **pintu**; some words, namely, **of the store shed** which forms the phrase is not translated. In the text (22), the phrase **the barrel in the scullery** is not translated at all or zero translation.

VII. Conclusion

As the result of the investigation on the strategies of translation of cultural words on *Animal Farm* as the source text to *Peternakan Binatang* as the target text, it is concluded that in his attempt to translate the cultural words and find out the equivalence grammatically and semantically from the source text to the target text, the translator manipulates structural and semantic strategies. Structural strategy consists of addition, reduction, and transposition. Addition strategy is manipulated because of the translator's interpretation of the words in the text; reduction strategy is manipulated in order to get the natural translation in the target language; transposition strategy is manipulated because of the grammatical difference between the source and target language which results internal-grammatical changes. Semantic strategy consists of synonymy, cultural adaptation, naturalized borrowing, amplification, and deletion. Synonymy strategy is manipulated because the source and target languages bear more or less synonymous semantic features; cultural adaptation is manipulated because of the source language bears different cultural values from the target language which needs to be adapted in order to get the equivalences in the target language; naturalized borrowing is manipulated because the translator borrows some words from the source language naturalized in the target language with the spelling and pronunciation systems of the target language; amplification is manipulated because the translator describes the function and the form of the words translated; and deletion is manipulated because of the translator's carelessness.

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