Translation strategies of cultural words in *Tarian Bumi* novel and its translation

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ABSTRACT

Background: Translation is an activity of changing meaning from source language into target language. There are a lot of problems encounter by the translator in translating text such as problem in translating literature text, cultural items, idiomatic expression, and many others. *Tarian Bumi* is an Indonesian novel written by Oke Rusmini where in the novel there are a lot of cultural words, cultural items, especially Balinese culture.

Purpose: The purposes of this research article are to categorize the cultural words using Newmark's theory and to analyze the translation strategies of those cultural words in *Tarian Bumi* novel and its translation.

Design and methods: This research article applied qualitative methods and using documentation technique in collecting the data. In categorizing the cultural words, Newmark's theory is applied. To find out the translation strategies used by the translator, the theory of Baker of Translation strategy is used.

Results: The cultural words found in *Tarian Bumi* novel and its translation are 58 data. From Newmark's theory of cultural words category, there are 4 categories found, they are: ecology with 1 data, material culture with 14 data, social culture with 6 data, and organization, concept, ideas with 35 data. After the data are categorized based on the cultural category, then writer analyzed the translation strategies. The result is there are only 5 translation strategies found. The strategies found are: 1) translation by more general word 9 data, 2) translation by using cultural substitution 12 data, 3) translation by using loan word or loan word plus explanation 25 data, 4) descriptive equivalent 11 data, 5) translation by omission with only 1 data.

Keywords: Translation, Cultural Words, Translation Strategy, Novel

Introduction

Translation becomes a more and more famous subject. Many students choose translation as their major. Translation subject is chosen because it seems easy. They just change one language which calls source language to other language which calls target language. That statement is not wrong at all. But translation is not only change one language to another language, but it also changes the meaning which can be accepted in the target language. A good translation is not only changes one language to another language, but also with the correct structure and accepted equivalence in the target language. As (Larson, 1984) stated that "translation consist of transferring the meaning of the source language into receptor language. Therefore, we can underline that translation is the transferring meaning process. While (Nida & Taber, 1982) stated that "translation consist of reproducing in the receptor language the closest natural equivalence of the SL message, first in terms of meaning and second in terms of style". So in translating a text, a translator tries to find the most natural

equivalence in order that the messages conveyed from the source language can be transferred and accepted well in target language.

There are a lot of problems encountered by the translator in translating a text. One of the problems arises is when translating the cultural words. As we can see that there are cultural words or cultural items that exist in one language, which is a source language but those cultural words do not exist in the target language. (Newmark, 1988) Explained that although some scholars see culture as the essence of translation, he himself considers it as the greatest obstacle to translation, at least for achieving an accurate translation. Therefore, the translator needs knowledge, needs strategy to use to translate the cultural words. A result of translation can be categorized as a good translation if the meaning and concept in source language can be transferred into target language completely and equivalently. Larson stated in his book that a good translation will be in term of accuracy, clarity, and naturalness both in source language and the target language (Larson, 1984). While (Nida & Taber, 1982) stated that the translation process consists of three steps which are analyzing the source text, transferring the meaning, and restructuring the target text. In translating the text, the translator needs an appropriate strategy, especially in translating the cultural words. The translator should first find out lexical equivalence between the source language and target language.

The failure of translating cultural words into the receptor language can cause some disadvantages for the readers in the target language. It can cause cultural misunderstanding when choosing wrong translation strategy. Therefore, it is important to conduct research about translation strategies of cultural words. *Tarian Bumi* is an Indonesian novel written by Oka Rusmini. It is published by Gramedia with the first printed in 2007. This novel has been translated into English by the tittle *Earth Dance*, translated by Rani Amboyo and Thomas M. Hunter, and published by Lontar Foundation publisher in 2011. In *Tarian Bumi* and its translation, the background, setting and the story is about Balinese women. It tells about the culture, the tradition, the life of women in Balinese culture. Researches about this novel are mostly about gender role, feminism value, or even the representation of Balinese women in Balinese society. Here in this article, the writer wants to analyze other aspect of this novel and the translation which is the translation of the cultural words. Because this novel is about Balinese culture, there a lot of cultural words, cultural items exist in this novel. And the writer is interested in finding out the translation strategies used by the translator in translating those cultural words.

Research about analyzing cultural words have been conducted by some researchers such as research article from Zainal Arifin in Ahmad Dahlan Journal of English Studies. He wrote a research article entitled *Translation Strategies of Specific-Culture Terms in the Tourism Text "Wisata Kuliner di Kota Batik"* (Arifin, 2019). In that research, the writer used the tourism text form Indonesian magazine as the object of the research. Another research is the research conducted by Dwi Nitisari in 2016 entitled *The Translation Strategies of Cultural Words in Ahmad Tohari's Dancer* (Nitisari, 2016). Her research used Indonesian novel and its translation as the object of the research. Based on those background, the writer is interested in conducting research about translation strategies on cultural words. The writer chooses Indonesian novel entitled *Tarian Bumi* which was written by Oka Rusmini. It is more challenging when analyzing the translation strategies which the source language is Indonesian novel which is in this research the cultural background is Balinese culture. Different from those two researches which used tourism text as the object research and Indonesian novel containing Javanese culture, this research article uses the Indonesian novel which has a lot of cultural items of Balinese culture. In analyzing the translation strategies, the writer uses Baker's theory of translation strategies and Peter Newmark's theory of translation strategies.

Methods

In conducting the research, the writer uses the Indonesian novel as the source language and the English version as the target language. To categorize the types of the cultural items, the writer uses Peter Newmark's theory. Then to analyze the translation strategies that used by the translator in translating those cultural words found in *Tarian Bumi* novel and its translation, the writer applies Baker's theory.

Translation strategy mostly used by the translator when he/she faces a problem in translating a text such as idioms or cultural words. The data analyzed in this research are the cultural words contain in *Tarian Bumi* novel and the English version. The writer uses qualitative method to conduct the research in collecting and analyzing the data as stated by Creswell qualitative research examines the meaning emerged from the data and often presented in word (Creswell, 2007). The data from the novel and its translation are collected through documentation process. Documentation technique is collecting procedure on documents which includes identification, classification, and categorization (Ali, 2018). The amount of the cultural words found in the novel are 58 data. Those data then categorized into the types of cultural items based on Newmark's theory. The last step is analyzing the translation strategies used by the translator in translating the cultural words.

Findings & Discussion

Findings
After collecting the data which are the cultural words in *Tarian Bumi* novel and its translation, the writer found 58 data. Those data are categorized into the types of cultural words based on Newmark's theory. According to Newmark in his book entitled *A Textbook of Translation*, he categorized the cultural words into five categories. The categories are: 1) ecology which consists of plants, animals, local winds, mountains, plains among others; 2) material culture which is a concept like food, clothes, housing, transportation, communication, artefacts; 3) social cultures which refers to work and leisure; 4) organization, concept and ideas including political, social, religious, artistic aspects; 5) gesture and habit, it is about how people in different culture and behave differently in certain situation (Newmark, 1988). The result is showed in the table 1 below.

Table 1: Cultural words category based on Newmark's Theory

No	Category of Cultural Words	Amount	Percentage
1	Ecology	3	5%
2	Material Culture	14	24%
3	Social Culture	6	10%
4	Organization, Concept, Ideas (Political, Religious, Social, Artistic Aspects)	35	60%
5	Gesture and Habits	0	0
	Total	58	100%

As seen on table 1 that the most category of the cultural words found in *Tarian Bumi* novel and its translation is organization, custom and ideas category with 35 data or 60%. There are 14 data or 24% of the whole cultural words which categorized as material culture. For social culture category, there are only 6 data found or 10%. And the last category found

in the novel and its translation is ecology category with 3 data or 5%. In this novel the writer did not find any cultural words that belong to gesture and habit category.

After categorized those cultural words into 5 categories, then the writer analyzes the translation strategies used by the translator in translating the cultural words in *Tarian Bumi* novel and its translation. Baker categories the translation strategies into 8 categories. The categories are: 1) translation by more general word; 2) translation by using cultural substitution; 3) translation by a loan word or loan word plus explanation; 4) translation by omission; 5) translation by a more neutral/less expressive word; 6) translation by paraphrase using a related word; 7) translation by paraphrase using unrelated words; and 8) translation by illustration (Baker, 1992). While the Newmark's theory of translation procedures are: 1) descriptive equivalent; 2) functional equivalent; 3) literal translation; 4) naturalization; 5) transference; 6) cultural equivalent; 7) synonymy; 8) through-translation; 9) shifts; 10) modulation; 11) recognized translation; 12) reduction and expansion; 13) paraphrase; 14) couplets; 15) compensation; 16) componential analysis; 17) notes, addition, glosses (Newmark, 1988).

The result of the translation strategies that are used by the translator in translating the cultural words will be shown in the table 2.

Table 2: Translation Strategies of the Cultural Words in Tarian Bumi Novel and Its Translation

No	Translation Strategies & Procedures	Amount	Percentage
1	Translation by more general word	9	15%
2	Translation by using cultural substitution	12	21%
3	Translation using a loan word or loan word plus explanation	25	43%
4	Descriptive equivalent	11	19%
5	Translation by omission	1	2%
	Total	58	100%

In table 2, we can see that there are only five translation strategies that are used by the translator in translating the cultural words in *Tarian Bumi* novel and its translation. The highest percentage or the most strategy used in translation the cultural words in *Tarian Bumi* novel and its translation is translation by a loan word or loan word plus explanation. It shows 25 data or 43%. The following strategy is translation by cultural substitution with 12 data or 21%. This strategy is the second most used. The third strategy found in translating the cultural words is descriptive equivalent with 11 data or 19%. There are 9 data found in translation by more general word strategy. And for the omission strategy, it is only 1 data found from the novel and its translation

Discussion
This part will discuss the translation strategies that used by the translator in translating the cultural words in *Tarian Bumi* novel and its translation.
1. Translation by using general word
    a) Organization, Concept, Ideas

    ST: *Odah*
    TT: Grandmother

Odah is Balinese language means 'grandmother'. *Odah* is a term or a call for grandmother used for commoner women. In Balinese culture, people live in different castes. And for commoner people, when they call 'grandmother' they use the term *Odah*. Therefore, we can see that the translator translated the word *Odah* into *grandmother* in the target text which has more general idea.

   b) Material Culture

   ST: *daksina*
   TT: offerings

   Daksina is one of offerings types on a basket of plaited palm-leaf containing duck eggs, bananas, uncooked rice, a coconut, decorative leaves, fruit and a small betel quid. In Balinese culture there are some types of offerings they make, and *Daksina* is one of the offerings types. The translator translated the word *daksina* into *offerings* in the target text to make it more general.

   c) Organization, concept, social (castes)

   ST: *Luh*
   TT: a young girl

   The word *Luh* in Balinese culture refers to young girl. *Luh* is used to address a young girl which is from a low caste or commoner. For example, in this novel a commoner girl namely Sari, and she is called *Luh* Sari. The translator translated the word *Luh* into a young girl in the target text to make it more general.

2. Translation by using cultural substitution
   a) Organization, concept, ideas

   ST: *kolot*
   TT: old-fashioned

   The word *kolot* in KBBI means traditional, primitive, ancient, and old. While the word 'old-fashioned' according to Oxford Dictionary means 'not modern'. The translator used 'old-fashioned' as the translation of the word *kolot* because the word has the same meaning in English culture. Old-fashioned means not modern.

   b) Social culture

   ST: *Metajen*
   TT: cockfights

The word *metajen* is Balinese language which means '*adu ayam*' in Bahasa. *Metajen* is one of the usual activities done by men in Balinese society. The translator translated the cultural word *metajen* into cockfights because the word has the same meaning in English culture.

c) Ecology (plants)

ST: *sirih*
TT: betel leaf

The word *sirih* in KBBI means vines on other trees, the leaves taste spicy, usually chewed together with areca. It can be strengthening teeth. While 'betel leaf' in oxford dictionary means the leaves of a climbing plant, also called betel, chewed (bitten not eaten) by people in Asia. The translator translated the word *sirih* into 'betel leaf' because the word has the same meaning in English culture.

d) Material culture (houses)

ST: *bilik*
TT: hut

In KBBI, *bilik* means a woven from bamboo slats or a small room where the wall is usually made form woven bamboo. We can find *bilik* in some places in Indonesia such as Java, Bali, Sunda, etc. While the word 'hut' in the translation, according to Oxford Dictionary means a small, simply built house or shelter. The translator chose 'hut' as the translation from cultural word *bilik* because it has the same meaning in English Culture.

3. Translation by loan word or loan word with explanation

a) Material Culture

ST: *Griya*
TT: *Griya,* the *brahmana* compound

The word *Griya* in Balinese culture means the name given to *brahmana* households in Bali. Like other traditional households of Bali. A *griya* usually consists of a number of pavilions grouped around a central courtyard. These pavilions have separate functions and are marked for status according to their alignment with the "sacred directions" of Bali. The translator used the same term *griya* and give the explanation since this word does not have an equivalent in the target language.

b) Social Culture

ST: *Oleg*
TT: *Oleg*

Oleg is one of many Balinese dance types. It is a dance full of passion and emotion symbolized in bumblebee and a flower, the dance of love. The translator did not translate the word *Oleg* and used the word *Oleg* in the target text as a loan word with explanation.

c) Organization, concept, social (castes)

ST: *Ida Ayu*
TT: *Ida Ayu*

Ida Ayu is a title in Balinese society used to indicate a woman is a member of the *brahmana* caste-title (the highest caste) group. *Ayu* means 'beautiful' while *Ida* is both the 3ʳᵈ person pronoun and a status-title marker for members of the *brahmana* caste-title group, whether male or female. The translator maintains the word *Ida Ayu* and did not translated it into target language. Therefore, the translation strategy used is a loan word.

d) Organization, concept, ideas (religious)

ST: *Hyang Widhi*
TT: *Hyang Widhi*

Hyang Widhi is common names for the supreme deity, often used in expressions of wonder or surprise, roughly equivalent with "good lord!" The translator did not translate the word *Hyang Widhi* and used it in the target text as a loan word.

4. Translation by using descriptive equivalent
   a) Organization, concept, ideas (castes)

ST: *Sudra*
TT: Commoner, an ordinary woman like any other

The word *Sudra* in KBBI means the lowest class or caste in Hindu society. The translator translated the word *Sudra* in source text into "commoner, an ordinary woman like any other" in target text since the word 'commoner' according to Oxford Dictionary means a person who does not come from a royal or noble family, an ordinary person. Therefore, *Sudra* is equivalent with the word commoner and it is described well in the target text.

b) Social Culture

ST: *ngibing*
TT: right on the mark when the men in the audience were asked to join in.

Ngibing is an action done by men (usually) where there is dance performance. They follow the dancers dance to the rhythm. The translator translated the word *ngibing* in source text into 'right on the mark when the men in the audience were asked to join in' in the target text using descriptive equivalent strategy. The translator used this strategy to convey the meaning accurately in the target text.

c) Ecology

ST: *Janur*
TT: woven palm leaf decoration

Janur is a palm leaves or coconut leaves which arranged in a piece, in a pattern. The translator translated the word *janur* in target text into 'woven palm leaf decoration' in the target text by using descriptive equivalent strategy. The translator describes the word *janur* with 'woven palm leaf decoration' in order to convey the meaning accurately in target text.

   d) Material Culture

        ST: *Pamerajan*
        TT: the house of shrine

Sanggah Pamerajan comes from the word *Sanggah* which means *Sanggar:* holy place; *Pamerahan* comes from *Praja:* family. So *Sanggah Pamerajan* means a holy place for particular family. The word 'shrine' according to Oxford Dictionary means a place where people come to worship. The translator translated the word *Pamerajan* in target text into 'the house of shrine' to convey the meaning accurately.

5. Translation by omission
   e) Organization, concept, ideas, activities
        ST: *leak*
        TT: -

Leak is disembodied spirits often taking animal forms that are said to be produced by powerful practitioners of "left-hand magic" (*pangiwa*). Belief in the power of these spirits is still so strong that many people believe it is dangerous even to utter the word *leak*, as this is said to "call" them to attack. The translator used the translation by omission strategy for the word *leak*, but it does not change the meaning in the target text.

Conclusion

This research article shows that from the translation strategies by Baker and Newmark, there are only five strategies used by the translator in translating the cultural words in *Tarian Bumi* novel and its translation. From the most used translation strategies which is translating by using a loan word or loan word plus explanation, we can see that the translator tried to maintain the cultural words in the target text. Translation by using a loan word or loan word plus explanation is usually used when the source text does not have the same equivalent in the target text. Therefore, the translator kept the word in the target text to maintain the meaning. For some cultural words, the translator added the explanation, so that the reader of the target text can achieve the messages conveyed by the author of the novel. From the 58 data found, there is only 1 data for translation by omission strategy. Even the translator omitted the cultural words, but the messages do not change.

When analyzing the translation strategy where the source language is not English is more challenging. For further research, those cultural words can be analyzed through the method of translation or analyzing the product of the translation. Other aspects of translation can also be analyzed besides the cultural words, in that novel such as the idiomatic expressions, swearing words, etc.

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