A bilingual news webpage ideology translation

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ABSTRACT

Background: Cultural problem commonly arising in translation is related to the cultural differences between the two languages involved. However, deciding what ideology should be used in the translation process is complicated.

Purpose: This paper aims to give the explanation to the readers about the type and dominant ideology of translation in the article of www.Berita2Bahasa.com.

Design and methods: To answer the purpose, this study uses the descriptive method to analyze those articles. The data were gathered based on news from May 29 – June 3, 2017. To analyze the data, first step is deciding the right topic, writer chooses the article. The writer also prepares the theories to support the analysis

Results: This study revealed that in each article of www.Berita2Bahasa.com, the translator uses 2 type ideology of translation, those are Domestication and Foreignization Ideology. Most of articles is dominantly used domestication Ideology.

Keywords: translation ideology, news webpage, translation

Introduction

In this era of information and technology, English has become vital as the international or global language. Most countries all over the world are trying to raise the ability of their people to use English effectively. English for specific purposes or ESP is the methodology of teaching English for professionals in the various fields. And an approach to teaching English for reasons that may differ from general purposes.

On part of ESP is a translation (or the practice of translation) The process of translating is related to the process of transforming the message in Source Language (SL) into the Target Language (TL). Translation is a conscious, planned activity, performed in a controlled manner and aims at establishing communication between different cultural environments (Røvik, 2016).

Cultural problem commonly arising in translation is related to the cultural differences between the two languages involved. The strategy used by a translator to face this cultural problem may be determined by his/her ideology. The choice between communicative and semantic is partly determined by orientation towards the social or the individual, that is, towards mass readership or towards the individual voice of the next producer (Nagels et al., 2015).

Many information and knowledge come from a lot of sources in this entire world including Indonesia such as, novel, article, newspaper, and magazine use English. For some cases people usually find an article using English language. Article is a nonfictional prose composition usually forming an independent part of a publication (such as a magazine) wrote

an article for the newspaper, articles typically are used to provide up-to-date information on a wide variety of. In Article, language has a powerful influence over people and their behavior. It is really important because if the readers do not understand about the languages used in, how the readers can understand or appreciate the content/news. Because of that, several articles translated into a native language to make the readers understand the content in the article. In transferring the message, the translator should produce the best translation.

In this era of technology, there is so much the online bilingual newspaper. One of the online bilingual newspaper is www.berita2bahasa.com. On 8th November 2012, this online bilingual news website was published. Goeffrey Willans is a journalist and writer who come from England (1911-1958) was famous for his quote "You can never understand one language until you understand at least two." Because of that quotation why the online bilingual newspaper was made. Berita2bahasa.com which abbreviated B2B provide news with two languages namely Indonesia language and English language with designed side by side on each news. Considering the Indonesian people's interest of English language are increased, but still English is as a foreign language for Indonesian. Because of that, Berita2Bahasa became the first online site to provide that concept to make the readers get the latest news as well as deepen the ability to speak English language, Berita2Bahasa bilingual site is different with the other bilingual side, which give a choice English version or localization.

Therefore, in translating there is an influence of the ideology. Whether a translator still uses the ideology of the source language or uses the ideology according to the target language. However, deciding what ideology should be used in the translation process is complicated. The translator is facing two choices: whether he/she is oriented to the target readers, or keeping the text with all aspects inside it. There are two contradicting tendencies called domestication and foreignization.

Domestication is chosen due to a belief that the target language should be equal with the culture of the target language readers (Yang, 2014). A translator tends to be oriented to the target language readers. Therefore, the methods used are communicative, idiomatic, free, or adapted translation. While Foreignization in translation can be used to keep the culture of the source language by involving cultural aspects in the source language to the target language. It is hoped that intercultural learning can be done through the translation.

Based on the explanation above, the writer wants to find what "Ideology of Translation in www.Berita2Bahasa.com". This paper aims to give the explanation to the readers about the type and dominant ideology of translation in the article of www.Berita2Bahasa.com

Methods

To answer the purpose, this study uses the descriptive method to analyze those articles. The data were gathered based on news from May 29 – June 3, 2017. The data were those are " Arsenal Stars Celebrate Ending the season after Beat Chelsea 2-1 in the FA Cup Final", "BMW Reveals Smart Scooter Concept that always knows Where You Want to Go", "Innovation of Indonesian Agriculture Ministry Achieved the Best Certificates", "Indonesian Govt Ensures Food Stock of Ramadhan and Eid is Adequate", "Indonesian Govt Support Developing of North Borneo's SMEs Crafter", "Indonesian SMEs Entrepreneurs Need Regulation for the business Status".

To analyze the data, first step is deciding the right topic, writer chooses the article. The writer also prepares the theories to support the analysis. Then the writer analyzes the article by reading from www.B2B.com for several times and then identifies the article by taking a note for a paragraph which writer wants to analyzed. After that, the writer analyzes the

article. In this section, the writer finds the result of the statement problem. Last, the writer makes the final report onto this article.

Findings & Discussion

The writer use Pederson theory as a reference to find out the Ideology of translation, the first one holds the same concept of borrowing, which is allowing the element of the SL to enter the TT without changing the CSI. The second one is describing by Pederson as a strategy that adjusting the CSI to slightly meet the TL convention. This can be done by adjusting the spelling or dropping the article.

Result

Based on the Table 2, the writer can conclude that in each article of B2B.com the translator is more dominant using the Domestication Ideology. It can be seen from the Table above that the total use of the Foreignization Ideology is 4 paragraphs in the article 2 and 6. While the use of Domestication Ideology is much more with total of 50 paragraph at whole articles. So, it shows that the dominant type ideology of translation which used in the Article of www.B2B.com is a Domestication Ideology.

Table 1 Dominant of The Type Ideology of Translation used in the Article of www.B2B.com

Article ID	Foreignization	Domestication
1	-	9
2	2	12
3	-	8
4	-	8
5	-	5
6	2	8
total	4	50

Ideology of Translation

Culture-specific items often cause translation problem. Sometimes translators are left out the way if the translator presumes the reader will understand, or they can be exchanged for something similar in the target culture. Looking at these problems are important in the study since cultural problem is likely to be cases where translators translate from source language into target language.

Today, Ideology is considered highly important in a wide range of academic disciplines including cultural studies, communications, linguistics, and translation studies. Ideology and its effect on translation have long become a research focus in the field of translation studies. Translation studies from ideological have made more space for us. Translation needs to be studied in connection with society, history and culture. The factors that influence translation is not only language, but also transmission of ideology between different nations and countries.

Cultural aspect also holds an important thing in determining the product and the process of translation. This is because "words only have meanings in terms of the culture in which they operate and the understanding of the source-language text is influenced and conditioned by the culture (Liu, 2012). Vermeer (Baker 2001: 61) sees translation as "the production of a target text that can function within a different context for recipients from a different culture.". Toury in Venuti (2000:200) states that "Translation is a kind of activity which inevitably involves at least two languages and two cultural traditions, i.e., at least two sets of norm systems on each level." Nord in Shuttle worth and Cowie (cited in As-Safi 2011: 2) also defines translation as "the production of a functional target text maintaining a

relationship with a given source text that is specified according to the intended or demanded function of the target text." The writer concludes that in translation cultural problem is the one of the most important thing, because those two different cultures can give the influence to the readers. It is depending on the ideology used by the translator.

In a broad sense, ideology can be defined as ideas, perspectives, myths and principles which are trusted by a community group. Hence, it perceives an ideology as *"Landasan dalam berpikir dan bertindak"* (a cornerstone for someone to act and think). The point is ideology can be defined as idea, perspective, myth and principle that are trusted by community groups. Ideology can also be interpreted as cultural values. agreed and owned by the community and serves as a ground in thinking and acting. An ideology in translation gives a super macro perspective in discussing a translation process as a part of social culture's activity and the product of translation as a part of a society's culture. The writer conclude that an ideology used in a Target language proves that translation and culture are indeed inseparable.

As Hu (2018) imply that there are two different goals or orientations in translating a text, it is generally accepted that the ideologies in translation are commonly analogous to two opposite poles, namely foreignization and domestication. Pedersen refers this as Venutian scale, since the terms of foreignization and domestication are proposed by Venuti. Pedersen defines Venutian scale as a scale that ranging from the most foreignizing to the most domestication strategies (Scammell, 2018).

The translation ideology is divided into two ideologies. According to Pederson, the foreignization shares three strategies, namely retention (complete and Target language adjust), specification (exploitation and addition), direct translation (calque and shifted). The domestication shares three strategies, namely generalization, substitution (cultural substitution, sense transfer and situational paraphrase) and omission. According to XIAO Tang-jin (2018) foreignization and domestication are two ideologies that work on two levels, namely macro and micro level. It means that the first one decides what text need to be translated and the other one decides the strategies, methods or techniques applied in the process of translation. Xiao Tang Jin further continues that whatever ideology preferred by the translator can be identified through the strategies he applied. It means that the researcher needs look for the most bottom level (translation strategies) first and then move on to the higher level, which is the translation ideology.

Foreignization
To move the readers toward the author is considered as the rough concept of foreignization. It means the target readers are being forced to leave their comfort zone and venture to the foreign cultures. This method is intended to evoke the sense of the source language"s foreignness and making the readers aware that they are reading a translation.

According by Venuti (2017), regards foreignization as a mean to take the reader over to the foreign culture, making him or her see the (culture and linguistic) differences … A foreignizing strategy seeks to evoke a sense of the foreign. Venuti states that foreignization has meant a close adherence to the foreign text, a literalism that resulted in the importation of foreign cultural form and the development of heterogeneous dialects and discourses. Foreignization can be done by retaining or importing some essential characteristics/elements/concepts of source culture in the target language. Hopefully, through such a method, the target language can evoke not only the spirit of the source language but also can enrich the reader's knowledge about various cultures around the world.

Here some data found in the articles. Article 2 "BMW Reveals Smart Scooter Concept that Always Knows Where You Want to Go". Published: Thursday 30th may 2017.

Paragraph 2 Source language (SL): "The „BMW Motored Concept Link" uses radical electric battery packs stored in its base, and even features a reserves gear to make parking simple. It has a touchscreen dashboard, and can be connected to the rider's online calendar so it always knows where they want to go". Target Language (TL): "*Motor masa depan yang dijuluki „BMW Motorrad Concept Link" memanfaatkan baterai elektrik yang tersimpan di bagian bawah motor, dan didukung teknologi terbaru untuk mempermudah parkir. Didukung dasbor layar sentuh, dan terhubung ke kalender online pengendara sehingga selalu tahu kemana mereka ingin pergi*". In this paragraph, the type ideology of translation which used by translator is a Foreignization Ideology. Because the writer found a word "Online" that is translated from Source Language (SL) as "Online" into Target Language (TL). There is no change of writing and spelling from the Source Language (SL), the translator maintains the alienation from the Source Language (SL). The word "Online" is also not contained in the word of Target Language (TL).

Paragraph 14 Source language (SL): "It keeps the rider connected while riding, thereby expanding his mobile world by providing him with new opportunities, says BMW". Target Language (TL): "*Ini membuat pengendara terhubung saat berkendara, sehingga memperluas dunia mobile – nya dengan memberinya peluang baru, "Kata BMW*". In this paragraph, the type ideology of translation which used by translator is a Foreignization Ideology because there is word "Mobile" in the source language (SL) interpreted into target language (TL) is "Mobile". There is no change of writing and spelling from the Source Language (SL), the translator maintains the alienation from the Source Language (SL). The word "Mobile" is also not contained in the word of Target Language (TL).

Domestication
Domestication is obviously the opposite of foreignization. To move the author reaches the target reader means that the source language is „forced" fit into the target language's culture. It is meant to meet the target culture's expectation. This method is resulted in translating a text with the transparent, fluent and invisible style in purpose to minimize the foreignness in the target language (Yang 2010: 78). It can be done by changed some significant foreign and unfamiliar concepts of the source language into some "familiar ones so as to make the translated text intelligible and easy for target reader" (Ni in Silalahi, 2011: 74).

In Fahim and Mazaheri (2013: 67), Venuti domestication as the ideology that, "conform[s] to values currently dominating target-language culture, taking a conservative and openly assimilationist approach to the foreign, appropriating it to support domestication canons, publishing trends, political alignments".

In a way, this method attempts to the SL to release the identity of SL from what makes it unique and special, and being domesticated instead, excluding the translator"s name in the Target Language(TL), intentionally removing a value of foreign concepts or replacing them with familiar domestic elements. This ideology is said to protect the target culture from the potentially damaging foreign aspects that can harm the domestic culture in some ways.

In Ranua (2009: 30), Venuti considers domestication as" a form of ethnocentric racism and violence, and he believes that the dominant aesthetics should be challenged [by foreignization] in order to combat this ethnocentrism". Ethnocentrism in America and Britain in terms of the distribution of foreign literature translation can be seen in the survey presented in Guardian back in 2007. Foreignization and domestication ideology are indeed contradicted each other, but in its practice, it is difficult to use only one ideology. Ramiere (2006: 156) points out a model that shows us how foreignization and domestication as an ideology best be perceived, not as entirely separated poles but as poles that stretch out towards their own tendency.

Here some data found in the articles. Article 1"Arsenal Stars Celebrate Ending the Season after Beat Chelsea 2-1 in the FA Cup Final". Published: Monday,29th May 2017 Paragraph 1 Source language (SL) : "Arsenal ended their season on the highest of notes when they beat Chelsea in the FA Cup final on Saturday and their players have been making the most of it". 19 Target Language (TL): "*Arsenal mengakhiri musim mereka dengan rekor tertinggi saat mereka mengalahkan Chelsea di final piala FA pada sabtu dan para pemain merayakan pesta kemenangan dengan gembira*". In this paragraph, the type ideology of translation which used by translator is a Domestication Ideology Because the result of translation is in accordance with the Target Language (TL). Even though, the writer sees the "Final" as the Source Language (SL) and interpreted "Final" as the Target Language (TL) which the spelling is not change but after adjusting to KBBI (Kamus Besar Bahasa Indonesia) it is suitable with the meaning of the Target Language (TL).

Paragraph 2 Source language (SL): "Goals from Alexis Sanchez and Aaron Ramsey were enough to see the Gunners become the most successful team in the history of the competition". Target Language (TL): "*Gol dari Alexis Sanchez dan Aaron Ramsey sudah cukup membuat The Gunners menjadi tim paling sukses dalam sejarah kompetisi*". In this paragraph, the type ideology of translation which used by translator is a Domestication Ideology because there is no translation text was found that led to the translation using the foreignization ideology and the whole translation text in this paragraph is suitable to the meaning of the target language. Although there are some words whose pronunciation and spelling are almost same to the Source Language(SL) such as "Goals", "Team", and "Competition" and those are interpreted "*Gol*", "*Tim*", and "*Kompetisi*" as the Target Language (TL) but after checked to KBBI the translations are match to the Target Language (TL).

Conclusion

The translation ideology is divided into two ideologies, those are Foreignization Ideology and Domestication Ideology. In this paper, the writer analyzed the Ideology of Translation used in the articles from www.B2Bcom. The writer takes the articles from 29th May – 03rd June 2017 to be analyzed. After the writer analyzed the results of translation in the article. The writer can conclude that in each article of www.Berita2Bahasa.com, the translator uses 2 type ideology of translation, those are Domestication and Foreignization Ideology, it can be seen from the Table1 I that Foreignization Ideology is 4, that is paragraph 2 and 14 in article 2, and in paragraph 1 and 8 in article 6. While the use of Domestication Ideology is 50, that is in paragraph 1-9 in article 1, paragraph 1,3,4,5,6,7,8,9,10,11,12,13 in article 2, paragraph 1-8 in article 3, paragraph 1-8 in article 4, paragraph 1-5 in article 5, and the last is paragraph 2,3,4,5,6,7,9,10 in article 6. The dominant Ideology which translator uses is Domestication Ideology. The total use of the Foreignization Ideology is 4 and Domestication Ideology is much more with total of 50 paragraphs at whole articles.

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