Translation Ideology in the Translation Process of Stephen R. Covey's *The 8th Habit* into Indonesian

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Abstract

This research deals with the investigation of translation ideologies in the translation process of Chapter 5 of *The 8th Habit* - From Effectiveness to Greatness- into Bahasa Indonesia. The objectives of this study are: 1) to find out the translation ideology; and 2) to find out the realization of translation method from source text to target text. The type of this study is descriptive-qualitative that focuses on translation product analysis. The sources of data are text-books, informants, and interview of key informants and respondents. The collecting of data was done with purposive sampling technique. The sampling of this study is Chapter 5 of *The 8th Habit* - From Effectiveness to Greatness by Stephen R. Covey and its translation version in Bahasa Indonesia: *Bab 5 - The 8th Habit* -Melampaui Efektifitas, Menggapai Keagungan. The samples of the study are 430 data pairs of both texts (English and Indonesian). The finding showed that nine translation techniques are identified in this study. Those techniques and their frequency are as follows: Literal (181), Addition (105), Omission (33), Borrowing (32), Modulation (27), Transposition (24), Equivalence (21), Calque (5), and Adaptation (2). Theoretically, three of these techniques (literal, borrowing and calque) are oriented to source text while the rest (Addition, Omission, Modulation, Transposition, Equivalence, and Adaptation) are oriented to target text. Further, techniques that tend to source text are referred to as foreignization, while the techniques that tend to target text are referred to as domestication. The finding revealed that the proportions of both foreignization and domestication are 50.70% and 49.30% respectively.

Keywords: Translation, Ideology, Method, Technique, Quality, Assessment

1. Introduction

Today, the movement of people around the globe can be seen to mirror the very process of translation. It resulted from the translation product in the form of books, audios, films, etc. Language as a guide to social reality has become the medium of expression for our society. Since there is no two languages are ever sufficiently similar to be considered as representing the same social reality, the translation works play the important roles as the source of knowledge about foreign.

According to Abrams (2015), there are 1,400 publishing houses in Indonesia which publish an average of around 24,000 titles foreign books per year. By keeping in mind that millions foreign books have been translated into Indonesian, thus, the translation plays the critical role in knowledge transfer and nation building. Not surprisingly, it also has drawn great attention of scholars in translation study for years.

One of the central aspects in translation is translator. The professional translator should considers the translation quality. He/she should be proficient in both languages, knows about the cultural, style, register, terminology and other elements to produce the translations quality that part of translation ideology. The translation cannot be separated from ideology. The main reason is that the ideology is often coded in the linguistics expression, thus translation that occurs in transferring the text from one language into another involves the use of ideology.

The problems that are going to be addressed in this study are 1) what are the translation techniques used in the process of translating "The 8th Habit: From Effectiveness to Greatness" into Indonesian *The 8th Habit*: *Dari Keefektifan Menuju Keagungan*" and 2) how does the translation ideologies occur from the source text to target text?

The objectives of this study are to find out the translation techniques used in the process of translation and to find out how the translation ideology occurs from the source text to the target text.

2. Literature Review

2.1 Translation

Translation reflects the source text but it does not copy it. To translate adequately, a translator must do his or her best to find a proper means of expression. A translator bears in mind that the receptor has a cultural background other than that of a receptor of the original text; therefore, s/he has to be very resourceful in producing the same impact upon the receptor as that of the source text. Special problems arise in translating dialects, foreign speech, poetry, etc. A translator is in constant search for new tools to solve translation problems.

Venuti (2001:86) claims that literal translation is the most common method in translating two languages that share the same family and same culture. Though most languages and cultures exist differently in the world, some of them still share certain similar characters in certain parts. Towards their common characters, literal translation is the best way to reflect these features; while towards their different characters, the adoption of literal translation also help introduce some particular expressions in the SL and create the corresponding concepts in the TL. As a result, different languages and cultures may learn from each other so that they may enrich and supplement themselves.

There are two very basic approaches to translation, i.e. (1) it aims to express as exactly as possible the full force and meaning of every word and turn of phrase in the original, and (2) it also aims to produce a result that does not read like a translation at all, but rather expresses itself with the same ease as in its native rendering. In the hands of a professional translator neither of these two approaches can ever be entirely ignored. Globalization has affected the world of translation. With the media revolution and its string of intangible exchanges, translators suddenly find themselves involved in every aspect of intercultural communication.

According to Nida (1975:79), translation consists of reproducing the message of the source language in target language firstly in terms of meaning, secondly in terms of style. Translating can be simply defined as transferring the message from the source language (SL) into the target language (TL), both in terms of meaning and style. So the ideal translation should make sense and be easily understood by the target readers. However, the message in the TL should be equivalent with that in the SL. The structure of a given language determines the way in which the speakers of that language view the world.

Some scholars consider translation a science. Berkeley (1991:83) notes that some sciences, principally those dealing with the humanities, do not attain a one hundred percent predictability level. Miremadi (1991:39) writes that, "whether translation is considered an art or a science, it is, in its modern sense, a by-product of a long history of trials and errors, developments, improvements and innovations." Furthermore, Long (1996:10) believes that the desire for creating a science of translation seems to be a mere wishful thinking. A similar idea is echoed by Zaixi (1997:339), who writes that "Translation is a process, an operation, an act of transferring. It is mainly a skill, a technology that can be acquired. In the meantime, it often involves using language in a creative manner so that it is also an art.

2.2 Translation Procedures

For the procedure of translation that might be observable in the data the theory of Vinay and Darbelnet (in Venuti:2000), and the phenomena of loss and gain of information in translation, the concept is proposed by Nida (1975). The theory proposed by Vinay and Darbelnet (in Venuti:2000:84) is used to identify and describe which procedure is adopted by the translator to establish the closest translation equivalent. They propose seven procedures of translation such as:

1) Borrowing is usually used in terms of new technical or unknown concepts, to overcome a gap, usually a metalingunistic one. Borrowing is the simplest of all translation methods. Borrowing is mostly applied to introduce the flavor of the source language color is a matter of style, but at the same time it may have a significant effects on the message contained,

2) *Calque* is a special kind of borrowing whereby a language borrows an expression from another, but the translator translates literally each of its elements. The result is either a lexical *calque* i.e. one which respects the syntactic structure of the target language while introducing a new mode of expression,

3) Literal translation is a direct transfer of the source text into grammatical and idiomatically appropriate target text.

4) Transposition is a procedure which involves replacing one word class with another class without changing the message. There are two types of transposition, namely obligatory and optional transposition. Obligatory transposition occurs when the target language has no other choices because of the language system.

5) Modulation is the varying of the language, obtained by a change in the point of view, this change can be justified, although literal even transposed. There are two types of modulation, namely free or optional is generally adopted because of nonlinguistic reason. It is mostly used to stress the meaning, to affect coherence or to find out natural form in the TL.

6) Equivalent is often desirable for the translator to use an entirely different structure with different meaning from that of the source language text so long as it is considered appropriate in the communicative situational equivalent to that of the source language text.

7) Adaptation is the extreme limit of translation which is used in cases the translator has to create a new situation that can be considered equivalent.

Besides in finding the closest equivalent of translation, it is often necessary to translate one word of the SL into several words in the SL translated by single word. What is important in translation is translating the concept within the word through the semantic components of the SL. The message of the SL should be carried into the TL naturally.

2.3 Equivalence in Translation

The definitions of translation suggested previously, imply that the main objective of a translator is producing the same meaning or message in the target language text as intended by the original author. This notion of 'sameness' is often understood as an equivalence relation between the SL and TL. This equivalence relation is generally considered the most salient feature of a quality translation.

There are three important terms need to consider, namely; (1) equivalent that points out to the source language messages; (2) natural that points toward the target language; and (3) closest that combines both the source and the target language on the basis of meaning closeness.

2.4 Shift in Translation

Baker (2000:226) mentions that the term shifts is used in the literature to refer to changes which occur or may occur in the process of translating. Since translating is a type of language use, the notion of shift belongs to the domain of linguistic performance, as opposed to that of theories of competence. Hence, the shifts of translation can be distinguished from the systemic differences which exist between SL and TL and culture. According to Catford (1965:73), a shift is departures from formal correspondence in the process of going from the SL (source language) to TL (target language). Shifts can be occurred in grammatical and lexical levels.

2.5 Translation Methods

Newmark (1988b: 81) writes that the translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language. Newmark proposed the following methods of translation.

1) Borrowing Technique

Borrowing is when words are taken from one language to another without any translation. This is seen in English frequently, when using words such menu as *menu* in bahasa Indonesia. Borrowing is also used when there is no word available in the target language to express the same idea; this can be seen when new concepts or technology are described.

2) Calque

A calque or loan translation (itself a calque of German Lehnubersetzung) is a phrase borrowed from another language and translated literally word-for-word. A calque is when an entire phrase is borrowed from another language and translated word-for-word instead of conceptually. Oftentimes when various idioms, metaphors and phrases are translated from one language to another word-for-word, the original meaning of the sentence is completely lost.

3) Literal Translation

A word-for-word translation can be used in some languages and not others dependent on the sentence structure. A literal translation can be used between some languages but not others. Literal translation, although it seems like it, is not a word-for-word translation. It is only used when the structures and concepts of the language run parallel to each other, allowing the proper imagery and style to come through. And because one sentence can be translated literally across languages does not mean that all sentences can be translated literally.

4) Transposition

Transposition is where the location of various parts of speech within a sentence are switched based on the particular language. In English sentences, the verb is often closer to the beginning of the sentence. Yet in Spanish sentences, the verb is often closer to the end of the sentence. In order to translate one to the other, the placement of the verb must be altered. It is also possible to change the word class without changing the overall meaning of the sentence. For example, changing "eating is very important" to "to eat is very important" does not affect the meaning.

5) Modulation

Modulation consists of altering a phrase from one language to another to convey the same meaning. This is commonly used when the translation of a phrase from one language to another is awkward. For example, a translator may change "it is not complicated to learn how to eat" to "it is easy to learn how to eat". Although the two phrases mean the same thing, the latter suggests that learning how to eat is easy, as opposed to the former which suggests that it was initially thought to be a difficult task.

6) Equivalence

When translating difficult phrases such as idioms, the translator needs to understand the meaning behind the idiom (or cliche, or proverb, etc). For example, the idiom "don't put all of your eggs in one basket" would be lost on someone of another language if it was directly translated. Because of this, translators often translate these phrases into easy-to-understand equivalents. The phrase "don't put all of your eggs in one basket" may be translated to "keep your options open" in order to be understood in various languages. There are phrases in some languages that simply cannot be expressed directly in other languages, which is where equivalence comes into play.

7) Adaptation

Adaptation is when something that is expressed in one culture is expressed in a completely different way in another culture. This is often used when translating texts such as poetry or advertising, and is commonly seen in references to pop culture.

2.6 Translation Ideologies

In the 1990s, Venuti revived the notions of foreignising vs. domesticating (see Venuti, *Scandals*; "Strategies"), but his dichotomy is not identical with Schleiermacher's original. Schleiermacher (1997) recommends foreignization for linguistic, artistic, and intellectual reasons: its aim is to reveal and appreciate the author's mastery of the linguistic potential of his native language. In contrast, Venuti's (1998) main motivations are political and ideological: he recommends foreignization as a means of fighting cultural imperialism and of raising awareness of the "Other." Approaching translation from the Anglo-American perspective, Venuti (1998) sees foreignization as a strategy which points out linguistic and cultural differences of a foreign text and challenges the dominant aesthetics of the translating culture. Venuti presents convincing arguments for adopting a foreignising strategy in translation by quoting examples of misrepresentation of, say, the Japanese culture in the U.S., based on the domesticating strategies adopted in translating (very rare pieces of) Japanese fiction (Venuti,1998). However, Venuti (1998) also draws attention to reverse cultural contexts and translating situations in which the translating culture is the one with less power (e.g. Venuti (1998:158-189). On the whole, it is fairly tempting to embrace Venuti's arguments for foreignising translations in order to promote multiculturalism.

Venuti (1995:20) defines domesticated translation as "an ethnocentric reduction of the foreign text to target language cultural values, bringing the author back home." In this case translator should erase every shred of foreignness and create a familiarized and immediately recognizable text, adjusted to the target text's linguistic and cultural dimensions. On the contrary, followers of the foreignized method see the source text as the only objective reality of a literary work. Their primary aim is to transfer the original idea of the text as exactly as possible – without any additional interpretations, explanations or adaptations. Using this method, the translator is expected to preserve the foreign identity of the source text, i.e. to keep linguistic and cultural differences in the translation. Foreignized translation gives readers more information about the foreign culture but tends to increase the difficulty of understanding the text.

3. Data Analysis and Findings

3.1 Translation Techniques

This study uses the single technique analysis. By observing the data, there are 9 translation techniques used in translation process of Chapter 5 of The 8th Habit: "From Effectiveness to Greatness" of Stephen R. Covey. Those techniques are identified among 430 data pairs in the units of word, phrase, clause and sentences, as showed in the following table.

Table 1. Translation technique Frequency in Bab 5 – *The 8th Habit*.

No.	Techniques	Frequency	Percentage
1	Literal	181	42.09
2	Borrowing	32	7.44
3	Equivalence	21	4.88
4	Calque	5	1.16
5	Modulation	27	6.28
6	Addition	105	24.42
7	Adaptation	2	0.47
8	Transposition	24	5.58
9	Omission/Deletion	33	7.67
	Total data	430	100

3.1.1 Literal Technique
Literal translation occurs when structural and conceptual elements of the source language can be transposed into the target language. It has an exact structural, lexical, and even morphological equivalence between two languages. Of 430 data pairs, 181 (42.09%) are literal translation techniques. Literal translation technique is possible because of the similarity structure of the source text and the target text. The following data pairs show that the source text directly translated into target text literally.

010	victimism	*Viktimisme*
076	ego	*Ego*
140	potential	*Potensi*
220	enthusiasm	*Antusiasme*
321	paradoxical	*Paradoksikal*
426	organization	*Organisasi*

The literal translation also identified in the form of phrase, as showed in the following table:

018	social mirror	*cermin sosial*
030	creative potential	*potensi kreatif*
049	economic recession	*resesi ekonomi*
067	emotional intelligence	*kecerdasan emosional*
146	positive energy	*energi positif*
167	identity crisis	*krisis identitas*
379	professional career	*karir profesional*

The literal translation also identified in the form of sentence, as showed in the following table:

004	Through their persistent efforts and inner struggle, they have greatly expanded their four native human intelligence or capacities.	*Melalui upaya dan perjuangan batin mereka yang terus-menerus tanpa henti, mereka telah mengembangkan keempat kemampuan atau kecerdasan bawaan mereka.*

3.1.2 Borrowing

Borrowing is a technique of translation where the translator makes a conscious choice to use the same word in the target text as it is found in the source text. Related to this study, there are 32 (7.44 %) of data pair used borrowing techniques. The use of borrowing technique is related to the technical terms. Data pairs identified as borrowing technique:

010	When people have no vision, when they neglect the development of the mind's capacity to create, they fall prey to the human tendency toward victimism (see the lower road of Figure 5.1).	*Bila orang tak punya visi, bila mereka mengabaikan perkembangan kemampuan pikiran untuk mencipta, mereka akan jatuh pada kecenderungan manusiawi ke arah viktimisme (viktimisme, merasa menjadi korban) (lihat jalur bawah pada Gambar 5.1).*
255	Conscience is the moral law within.	*Nurani adalah hukum moral di dalam diri kita.*

3.1.3 Equivalence

The concept of equivalence has been a particular concern for translation scholars. Equivalence is meant to indicate that source text and target text share some kind of "sameness". The kind and degree of sameness has gave birth to different kinds of equivalence, such as formal equivalence and dynamic equivalence. Based on the analysis there are 21 (4.88%) of data pairs that identified use equivalent translation technique.

024	whatever increases the authority of the body over the mind, that thing is sin to you, however innocent it may seem in itself.	*apa pun yang membuat tubuh atau jasmani Anda semakin berkuasa terhadap pikiran Anda adalah dosa bagi Anda, betapapun hal itu tampaknya tak berbahaya.*

3.1.4 Calque

Calque or loan translation is a phrase borrowed from another language and translated literally word for-word. There are 5 (1, 16%) data using calque technique.

043	He had no formal position from which to lead people.	*Dia tidak memiliki posisi formal untuk memimpin rakyatnya.*
049	During her tenure in British politics, she helped lift Britain cut of economic recession.	*Selama kiprahnya dalam perpolitikan di Inggris, dia berhasil membawa Inggris keluar dari resesi ekonomi.*

3.1.5 Modulation

Modulation is a translation technique commonly understood as a change in perspective that usually happens when a translator translates a text from one language into other languages. There are 27 (6.28%) data pairs that identified use the modulation technique. This technique is done by changing the angle of view, focus or cognitive categories in conjunction with the source text; it can be in the lexical or structural level that causes a shift in meaning in the translation as opposed to the usual meaning of the word.

154	<u>While on</u> an international trip many years ago I remember being introduced to a young man about eighteen years old.	*Saya teringat perjalanan saya ke luar negeri beberapa tahun yang lalu. Waktu itu saya diperkenalkan dengan seorang pemuda, kirakira berumur delapan belas tahun.*
165	<u>I was told</u> I was someone with potential that far surpassed what I had ever imagined.	*Dulu Anda mengatakan bahwa saya memiliki potensi yang bahkan melampaui apa yang bisa saya bayangkan.*

3.1.6 Addition

Addition is also called grammatical expansion for clarity of meaning. It is used by translator in absence of reference in source text. One of the reasons in doing the addition technique is improvisation and creativity, in order to create a more living language. Based on this definition, there are 105 (24.42%) data pairs use additional technique.

064	Now consider another leader who possessed all three but produced shockingly different result.	*Nah, sekarang renungkan pemimpin lain, yang memiliki ketiga hal tersebut, tetapi membuahkan hasil yang amat sangat berbeda.*

3.1.7 Omission

Omission technique is the deletion of a part or the whole part of the ST and the message is not conveyed in other art of TT. Omission means dropping a word or words while translating. The results of analysis showed that 33 (7,67%) data pairs used omission technique.

253	Much has been said <u>from the outset of this book</u> about the singular importance of conscience.	*Banyak yang telah dikatakan mengenai pentingnya nurani atau suara hati.*
394	<u>Socially</u> he cares for each child, parent and person he meets.	*Dia amat perhatian pada anak-anak, orang tua dan siapa pun yang ia jumpai.*

3.1.8 Adaptation

In general, adaptation technique is used as an effective way to deal with culturally-bound words/expressions, metaphors and images in translation. Cultural substitution refers to the case where the translator uses equivalent words that are ready-made in the target text, and serve the same notion as those of the source text. The results of analysis showed that 2 (0.47%) of data pairs using adaptation technique.

330	People really need help but may attack you if you do help them. Help people anyway.	*Engkau lihat, akhirnya ini adalah urusan antara engkau dan Tuhanmu; bagaimanapun ini bukan urusan antara engkau dan mereka.*

3.1.9 Transposition

Transposition or shift reflects the grammatical change that occurs in translation from source text to target text. A transposition may result from a difference of the system in both languages. The difference can be in the form of vocabulary or structure that resulted from the shift of meaning. The analysis showed that 24 (5,58%) of data pairs used transposition technique.

236	The great contributors in life are those who, <u>though afraid</u> of the knock at the door, still <u>answer it.</u>	*Orang-orang yang berjasa besar dalam hidup ini adalah mereka yang tetap <u>menjawab</u> ketukan di pintu itu, <u>kendati</u> mereka <u>takut terhadapnya.</u>*

3.2 Translation Method

Based on their frequency, Literal (181), borrowing (32), calque (5) are translation techniques that tend to source text emphasis. While Addition (105), Omission (33), transposition (24), modulation (27), equivalence (21) and

adaptation (2) are techniques that tend to target text. The comparison of percentages of both emphasis shows the slight different of translation method used in this study.

It means that the methods applied in translation of *Bab 5* of *The 8th Habit* is tend to the source text. Hence, the target readers read the translation text with confidence that the text they read sounds like the original text.

3.3 Translation Ideology

There are two translations ideologies. Ideology referred as the way that the individuals or groups view the world. Hence ideology is a body of ideas which reflects the choice of translator. The first ideology tend to the source text – it is referred as forignization, while the other, domestication tend to target language. All translation work is essentially fall between these two poles. The choice of this ideology occurs in the translation process.

Table 2. Translation Technique, Method and Ideology

Tendency	Translation Techniques	Translation Method		Ideology
Source Text	Literal Borrowing Calque	Literal, faithfull, semantics	50.70%	**Foreignization**
Target Text	Addition Omission Transposition Modulation Equivalence Adaptation	Adaptation, communicative	49.30%	**Domestication**

The analysis result showed the slight difference on techniques frequency percentage that figure out the tendencies of translation methods. This result reveals us the process of establishing equivalence between the source language texts (50.70%) and target language texts (49.30%) that aimed to passing on an understanding to people in their own language and create the same impact as the original text.

4. Conclusion

Based on the discussion of translation ideology of Chapter 5 – The 8th Habits: "From Effectiveness to Greatness" into Indonesian, the researcher attempts to draw some conclusions as follows:

1) There are 9 translation techniques identified in this study. They are Literal technique (181 data), Borrowing (32 data), Calque (5 data), Addition (105 data), Omission (33 data), Modulation (27 data), Transposition (24 data), Equivalence (21 data), and Adaptation (2 data).
2) The most frequent translation techniques are Literal and Addition, which represent the orientation of translation method and ideology.
3) The translator tends to use foreignization ideology, but still regard to target text and readers.
4) The translation ideology revealed from the proportions of both foreignization and domestication are 50.70% and 49.30%, respectively.

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