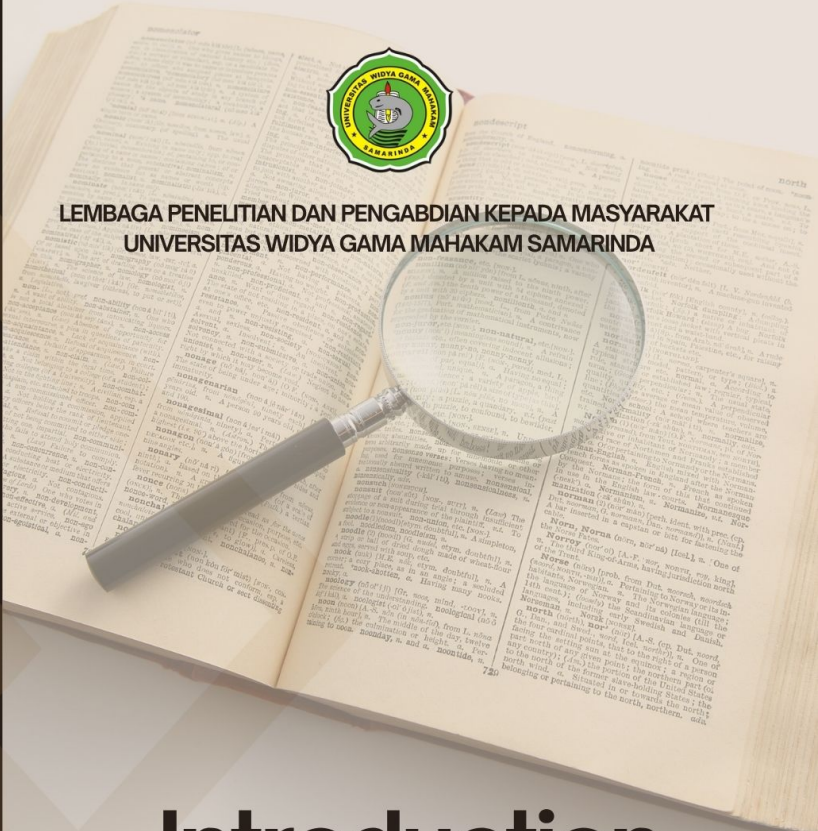




LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT  
UNIVERSITAS WIDYA GAMA MAHAKAM SAMARINDA



# Introduction to Translation

Dr. Arbain, S.Pd., M.Pd



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**Dr. Arbain, S.Pd., M.Pd**

## UU No 28 Tahun 2014 tentang Hak Cipta

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## **PREFACE**

This book, *Introduction to Translation*, is written for university students who are starting to learn translation as a field of study and as a profession. It gives a clear and simple overview of basic concepts, main theories, and practical methods used in translation. The book explains the history of translation from ancient times to the present and introduces important scholars and ideas that influence how translation is understood today. It also focuses on how translation is applied in real situations, such as in literature, film, science, law, and technology. The goal is to help students build both language skills and cultural understanding so that they can produce accurate and natural translations. In addition, this book guides students to see translation as a research area where they can explore topics through examples and case studies. Each chapter uses simple language to make complex ideas easier to understand. Examples are provided to show how theory connects to practice. By studying this book, students can understand translation not only as a technical skill but also as a bridge that connects people, languages, and cultures. The book is also useful for beginning translators and young researchers who want to deepen their knowledge of translation studies. It can serve as a basic reference for anyone who wants to develop their ability to translate effectively and appreciate the important role of translation in global communication and academic learning.

## TABLE OF CONTENT

Preface .....	i
Table of Content.....	ii
<b>BAB 1. Introduction to Translation.....</b>	<b>1</b>
1.1 Definition and history .....	1
1.2 History.....	7
1.3 Scope of Translation .....	13
1.4 Translation as a Bridge for Intercultural Communication .....	18
<b>BAB 2. Translation Theories .....</b>	<b>24</b>
2.1 Classic Theories .....	24
2.2 Modern Translation Theory .....	32
<b>BAB 3. Translation Process.....</b>	<b>40</b>
3.1 Source Text Analysis in the Translation Process	40
3.2 Transfer of Meaning and Ideas in the Translation Process .....	51
3.3 Editing and Revision .....	60
3.4 Evaluation of Translation Results .....	70
<b>BAB 4. Translator Competence .....</b>	<b>81</b>
4.1 Linguistic competence .....	81
4.2 Textual competence .....	92
4.3 Cultural and Pragmatic Competence.....	102
<b>BAB 5. Strategy and technique in translation .....</b>	<b>113</b>
5.1 Translation Techniques: Concepts, Types, and Applications .....	113
5.2 Strategies for Translating Idioms and Metaphors .....	122
5.3 Managing Translation Problems .....	130
<b>BAB 6. Translation Quality and Assessment.....</b>	<b>137</b>
6.1 Criteria for Translation Quality.....	137
6.2 Translation Assessment Methods .....	149
<b>BAB 7. Specific Translation .....</b>	<b>160</b>
7.1 Literary Translation.....	160
7.2 Scientific Text Translation .....	169

7.3	Legal, Business, and Media Translation .....	179
7.4	Audiovisual Translation: subtitling and dubbing.....	186
<b>BAB 8. Issues, Ethics, and the Translation</b>		
	<b>Profession</b> .....	195
8.1	Contemporary issues .....	195
8.2	Ethics in Translation .....	200
8.3	The Translation Profession and Career Opportunities.....	207
<b>BAB 9. Translation in Local and Global Contexts.....</b>		
9.1	Local translation.....	213
9.2	Relay translation.....	220
9.3	Translating Indonesian Literature .....	227
<b>BAB 10. Practical Translation Practice and Mini</b>		
	<b>Projects</b> .....	234
10.1	A guide to creating a simple translation project.	234
10.2	Group Work .....	242
10.3	Research in Translation Studies .....	249
10.4	Empirical Studies on Translation Techniques and Pragmatic Realization in Audiovisual Contexts	258
Index.....		268
References .....		273

## **BAB 1: Introduction**



### **1.1 Definition and history**

Translation is the task of transferring a message from one language to another, preserving as much of the original meaning and nuance as possible. This is obviously not as simple as changing a word-for-word, though. You have to have expertise not only in which term represents what in your original, but also in the culture, intent, and context of the source materials. Different scholars have given different meanings from their own perspectives. As Nida (1991, 160) states, "translation consists in reproducing the closest natural equivalent of the source language message in the target language first in terms of meaning and second in terms of

style." According to Newmark (1988), it is "rendering the meaning of a text into another language as intended by the author for the text to be read" The knowledge is coming from. So, from these perspectives, it is evident that a translator changes the form while maintaining the message's meaning in the target language.

Translation has got a lot more to do with than language and linguistics. The role of pragmatics, sociocultural dimensions, and context also matters. A translator can not simply choose to relay a clear message that transmits as similar a level of meaning from one text to another; they must also select words and sentence structures that adhere to the rules of the target language, as well as interpret the text in its broader social and cultural milieu. This is what makes translating a difficult occupation that requires fluency in language, knowledge of other cultures, and good judgment.

Nida (1991) is highly referential in his idea of 'dynamic can equivalence', which goes beyond a literal correspondence where a word or phrase in one language matches the meaning of another (e.g. 'sofa' = 'kanape' in Turkish) — here, it is a maximum effect on a target user. He believed that a proper translation should make the readers of the target language feel as the readers of the source language did. However, in Newmark (1988), he proposes two types of translation:

semantic and social. In the communicative approach, only the meaning (at a normal level for the audience) is ensured, but in the semantic approach, only the correct meaning is ensured.

Jakobson expands the field with his concept of intersemiotic translation (1959). This notion views translation as an act that occurs across sign systems, for instance, when you transform words into images. The translation is a transfer of meaning between two codes, and has to take into consideration not just the content but the form of text, idioms, and pragmatic aspects, according to Baker, (2018) This perspective indicates that being a good translator is all about being sensitive to linguistic issues, being knowledgeable about various cultures and possessing the ability to analyze conversations.

## Which translation approach should be used?



Picture 1. Translation approach

Other theories complement our understanding. The notions of domestication and foreignization are introduced by Venuti (1991). Outside the norm are domestication and foreignization: the former domesticates a foreign text to the cultural standards of the target language, the latter preserves the foreign elements of a source text. The argument between the two is typically tied to ethical, and cultural aspects. According to Low & Vermeer (2006), the strategy used should be based

on the translation's purpose or function. This approach allows for different translations of the same text based on function.

Baker (2018) provides an outline of equivalence at various levels: word, phrase, grammar, text, and pragmatic. This framework shows translators the big picture of translation as a whole, sufficient for selecting an appropriate strategy to convey the message and meaning of the text. All in all, these theories, which serve as the interdisciplinary framework of TSP, provide a solid foundation on which both modern translation studies and practice stand. They emphasise that translation takes place at multiple levels: linguistic, cultural, and contextual.

In practice, no professional translators adhere to a single theory. They tend to integrate perspectives from various methodologies, adapting their approach based on text type, translation function, and target audience features. The outcome is not just a good translation from a linguistic point of view, but one that conveys an actual message or purpose and contains a cultural nuance of the original text.

Translation history is yet another field of wide-ranging and multifaceted investigation. It traces the history of translation itself, and how translators throughout the ages were either trusted or suspected, and why these things, and more, are essential to readers and research students in literature, language

and culture. Rizzi et al. This is a relevant aspect for the studies of intercultural mediation (2019). In their mapping of translation knowledge as it has developed (D'hulst & Gambier, 2018), they track moments of 'producing, mapping and internationalising' translation knowledge. This method allows us to conceptualise translation discourse beyond the traditional theory.

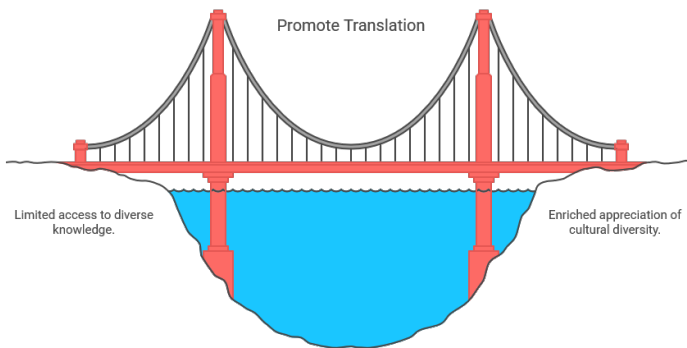
As Alonzi notes (2023), translation history is also an epistemological act, a translation of past significations into present language, synchronising different time strata and, at times, interrupting linear chronology. Pym (2014) highlights the need to specify what is meant by translation, to make sense of retranslation, and to rethink the webs of relations that make translation practice possible. A prominent example is the history of Bible translation, which is the most translated text on the planet. As Noss (2007:19) argues, this domain requires a multidisciplinary approach that brings together theological, linguistic, and cultural disciplines.

The multi-dimensional aspects of translation – translation is not merely a linguistic activity. It is also a cultural, historical, and practical process that serves as a bridge for the transmission of knowledge and values between cultural spheres. It is the complexity of the role of translation — or its

study — that is one of the fundamental materials of the globalised era of translation practice or its history.

## 1.2 History

**Translation bridges cultural gaps, fostering global understanding and exchange.**



Picture 2. Translation bridges cultural gaps, understanding and exchange.

Language is one of the foundations of culture, and translation has played an important role throughout the history of both language and culture. It has acted as a bridge, uniting cultures over centuries, facilitating the sharing of ideas, literature, and wisdom despite the barrier of language. This role was very prominent in European history. Translation was pivotal in disseminating texts and ideas from the Roman era to the Renaissance, thereby influencing learning and culture

throughout Europe (Lefevere, 1992). Translation has been essential until today, as it provides us with access to cultural and intellectual resources that would otherwise remain hidden and remains essential, familiarising us with global diversity (Malmkjær, 2022).

A culture of translation — this idea resonates throughout the book, and especially comes through in the work of Edith Grossman. Reading foreign literature, then, is not just a form of hermeneutics; it is an inter-cultural exercise that serves both to build human connections and deep understanding across last and increasingly torn cultural and political boundaries (Grossman, 2010, p. Accordingly, translation is no longer merely a matter of linguistic transfer but an exchange of cultural and literary heritage and a dynamic model of cultural contact and civilizational dialogue (Stierstorfer & Gomille, 2008).

The status of translation has also been reinforced by global economic growth and the formation of multilingual states. Translation is now directly related to international economic and political production, which, in turn, demonstrates its pivotal place in world interaction today (Viaggio, 2018). Thus, translation is more than a language device; it is a primitive operation, one that undergirds

intercultural communication, comprehension, the evolution of planetary culture — the building of a world civilisation.

Just as the most essential point of human understanding is our communication and connection with each other, so the history of translation is built on these aspects over thousands of years, intertwined with ethnicity and religion. A massive classical example is the interpretation of sacred messages. With the translation of the Hebrew Bible into Greek (the Septuagint) in the 3rd-century BC Alexandria, Jewish diaspora communities and early Christians had the Scriptures in the language of the day. Even the story of the Jewish scholars entitled The Seventy is a legend in the history of translation.

One other central instance is the English translation of the Qur'an. This attempt sparked heated debate at first, as many feared it would dilute the original text's sacredness. Yet gradually, the translations became an invaluable tool for nurturing inter-religious dialogue and familiarising the West with Islam. Among the most influential translations is Abdullah Yusuf Ali's, which has been widely used.

The height of translation in the West happened from the Middle Ages to the Renaissance. Scholars such as Hunayn ibn Ishaq and the translators in the Bayt al-Hikmah (House of Wisdom) at Baghdad translated many Greek philosophical works into Arabic. These works were later translated — from

Arabic into Latin in Toledo, Spain — by Gerard of Cremona. This transformation chain was essential in making knowledge rise in Europe.

In Eastern traditions, translation was also significant. Kumarajiva, a notable Indian monk and translator, whose translations of Buddhist works into Chinese significantly shaped the development of Buddhism in China and East Asia.

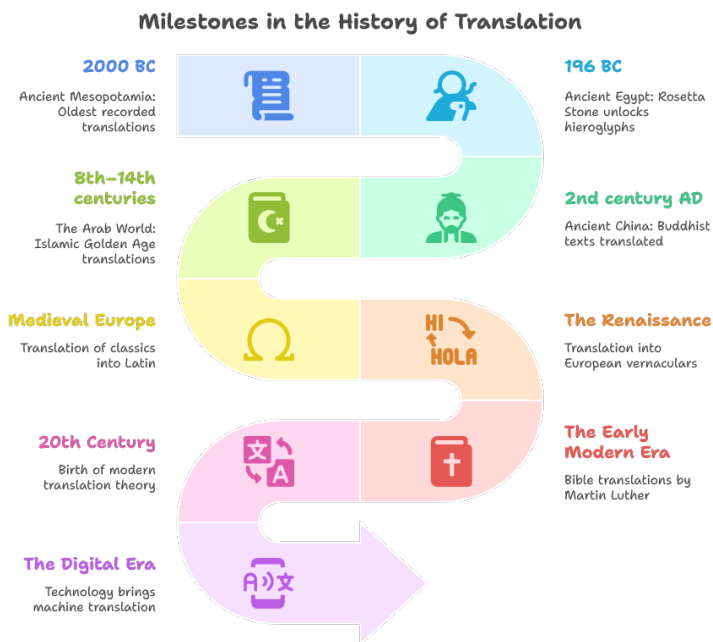
Abstract: As part of the transnational Indo-diaspora, the Indonesian archipelago has translation practices that can be traced back to the Hindu-Buddhist kingdoms. Sanskrit religious texts, along with kakawin, were translated into Old Javanese and Balinese. Islamic period translations by Abd al-Ra'uf Singkel of tafsir and fiqh books from Arabic to Malay. Showing 1-1 of 1. This helped not only to disseminate Islam but also to make Malay the lingua franca of Southeast Asia.

Translation is of great significance in contemporary Indonesia as the country now faces globalisation. John H. McGlynn translated many of Indonesia's literature's finest authors into English, bringing them to the international stage through the Lontar Foundation, which he founded. In the domain of holy texts, the Indonesian Bible Society (LAI), has translated the Bible into hundreds of local languages. This not only provides spiritual access but also plays an important role in preserving local languages and cultures.

However, translation has been developed by many civilisations over centuries, and here is a brief account of some key milestones:

1. Ancient Mesopotamia – the oldest recorded translations around 2000 BC in Sumerian–Akkadian bilingual texts.
2. Ancient Egypt – the Rosetta Stone (196 BC), which was the key to understanding Egyptian hieroglyphs.
3. Ancient China – translation of Buddhist texts from Sanskrit into Chinese since the 2nd century AD.
4. The Arab World – during the Islamic Golden Age (8th–14th centuries), many Greek and Persian works were translated into Arabic.
5. Medieval Europe – translation of Greek and Arabic classics into Latin.
6. The Renaissance – growing translation of classical texts into European vernacular languages.
7. The Early Modern Era – Bible translations into many languages, such as Martin Luther’s German Bible.
8. The 20th Century – the birth of modern translation theory and the recognition of translation as an academic discipline.
9. The Digital Era – technology brings machine translation and computer-assisted tools.

This is a long history from which it is possible to demonstrate that translation has always been one of the mainstays of the transfer of knowledge and culture between peoples. Translation is not merely a word-for-word import and export but an import and export of the meanings, values, and perspectives that human civilisation has developed throughout the ages.



Picture 21. History of translation

### **1.3 Scope of Translation**

The translation summarises the enormous field in detail. This interconnectedness extends to tech, culture, and various fields of study. At the same time, translation is a constantly evolving method of language transfer influenced by automation. One is a huge technological milestone, such as Machine Translation. The fact that its development serves as a reference point for linguistic theory and also a catalyst for innovative, alternative solutions to notable translation problems. The development of the World Wide Web has accelerated this evolution, and therefore, the digital upsurge has significantly influenced the future of translation (Wilks, 2009).

But translation is not just technical translation. Translation is not only about language but also about culture. The method evolved into a valuable tool for analysing cross-cultural contact. Its connections to postcolonial studies and “World Englishes” exemplify how translation has, for decades now, facilitated profound cultural and literary exchange (Stierstorfer & Gomille, 2008). For Sherry Simon, translation is not only textual or linguistic but spatial and social, urban (Simons 2013). This illustrates the impact of translation across a wide range of contemporary life, including memory studies and urban geography (Simon, 2019).

Translation studies is an ever-evolving area of research in academia. It is characterised by a forward-looking scope of investigation, propelled by technology and interdisciplinary research, including fields such as the social function of translation and its historical significance (Malmkjær, 2022). In medical research, for example, in studies on traumatic brain injury, one might just as well use the word “translation” as metaphorically as “translation” is used to describe how best to translate science into practice. This demonstrates the necessity for cross-disciplinary teamwork to enhance patient outcomes (Laskowitz & G, 2015).

There are two categories of translation based on practice. The first is text exposition, which includes translating books, articles, legal documents, literature, and brochures. The second is oral translation, or interpreting, which occurs on the spot in settings such as international gatherings, court hearings, or multilingual health services.

Audiovisual translation (film subtitling, dubbing, voice-over, etc) is another product of our modern society. Such translation requires attention not just to language but also to timing, emotional tone and visual cultural mores. Concurrently, technological advances have brought tools such as Computer-Assisted Translation (CAT) that aid translators in storing translations in memory and applying consistent terminology.

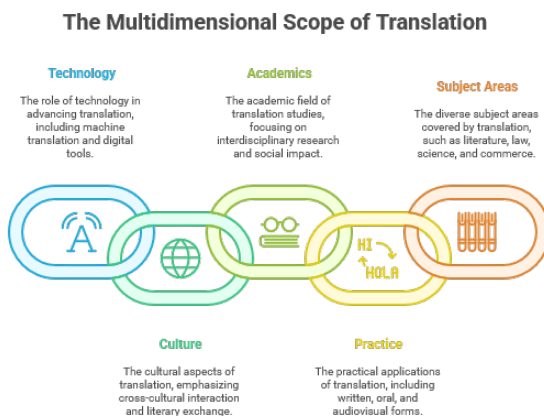
The translation scope spans many subject areas. While obviously some literary translations demand more than others, this is the sort of thing that requires sensitivity to style and aesthetics. Legal translation requires the correct use of terms and procedures to the hundred per cent degree. Scientific translation involves the specificity of terminology in the fields of science, technology, or medicine. Brochures and marketing documents fall under commercial translation, where the language must be sales-generating to meet the business goals.

Each domain has its pain points. More specifically, the challenges of translating idioms, metaphors, or culturally bound aspects are that they are difficult to transfer without losing some meaning. A single mistake in legal documents can prove costly. Audiovisual translation requires the translator to compress meaning into so many letters, including spaces.

A case in point is the subtitling of the Indonesian movie *Laskar Pelangi* into English. A visible part of the film finds it hard to translate not just the language but the cultural aspects of Indonesia, terms such as *sopan santun* which is a traditional Indonesian mannerism — or *gotong royong* — which stands for communal work to help the neighbor — or even calling people Pak (short for father) or Bu (short for mother) — all of which cannot really be translated perfectly into English. Translation strategies should maintain cultural values and

moral messages for the global audience while preserving a local flavour. For example, the names of birth certificates, surat kuasa, and KUHP (kriminal) are subject to careful translation in accordance with the laws of the target countries.

By fusing these conceptualisations, translation becomes a multidimensional activity. It synthesises technology, social and cultural roles, and inputs from multiple disciplines. Translation helps us not only to translate words but also to open our minds to the world, making knowledge go around and enabling the communication of minds, ideas and hearts across the differences of tongues, textualities and everyday lives.



Picture 4. Scope of Translation

## Exercises

Students can try these tasks to understand the scope of translation:

1. Examples of texts that you might read: news article, poem, legal contract, interview transcript. For each text, identify what kind of translation is required and why.
2. And based on that, an English-subtitled Indonesian film. Consider how the translator translates cultural elements or conversations that take place in everyday life. Translation 3- Positively 16 over 17 answer 9 Write your specific situation, the example of dialogue, and cultural meaning.
3. Extract one paragraph from a scientific paper, a novel, and an official letter. Translate each of the following into English or Indonesian. How do the results you achieved compare, and what challenges did you face in each type of text?
4. We are doing some group work: In groups, discuss your opinion on which translation profession is the hardest and why (e.g. conference interpreter, literary translator, legal translator, etc.)

## 1.4 Translation as a Bridge for Intercultural Communication



In the globalised era, translation is at the heart of cross-cultural communication. More than merely translating language, it facilitates the exchange of ideas and nurtures understanding amid complex cultural diversity as technology and globalisation have grown; translation has become a vast process of cultural adaptation and negotiation. Viaggio (2018) demonstrates that translation is intimately linked not only to economics—especially in the era of globalisation—but also to politics; in fact, Viaggio suggests that many translation practices of global communication strategies actually impact international relations.

Maitland's notion of cultural translation further develops this. Translation is therefore seen as a metaphor for wise encounters, a means of decoding cultural phenomena, and a mechanism for framing the depiction of alterity (Maitland 2017). It is viewed that translators are not mere language placeholders but rather cultural bridges who can clarify significance across contexts. In addition, Seel (2017) writes that one of the merits of translation is to overcome socio-political and human stream barriers and, consequently, to widen the base of intercultural communication.

The closely connected field of Identity is another prime example of such a gap, and Rössner here again illustrates the uniting power of are — the translation turn shows how the process of translation negotiates differences in identity, especially when media are vital to today's self-making cultural processes (2012). This relates to Guidère (2003), who emphasises the role of translation in multilingual communication in commercial and institutional domains. His [English: <tr.] translation also discusses the active role that translators play in mediating intercultural exchange, whether in international business, diplomacy, or close cooperation between institutions (Guidère, 2008). These points combined reveal that translation is an integral part of creating effective dialogue in a multicultural world.

Intercultural translation, in practice, requires significant sensitivity to cultural values, norms, and specific imperatives to capture the unique nuances of expression. Such differences sometimes lack direct equivalents in the target language as well. For instance, the Indonesian terms of address Bapak/Ibu do precisely the same work as the Japanese -san or -sama, both of which are reverential suffixes. And if you skip these cultural aspects, the translation might end up sounding unnatural or even aggressive to the target audience.

Another instance shines through in modes of communication. Indirect communication is preferred in cultures like Indonesia and Japan to maintain harmony, whereas Western cultures value directness. By understanding and accounting for these differences, translators can provide messages that are better aligned with the expectations and cultural sensitivities of intercultural audience members.

Translation has become a key part of international diplomacy and cooperation, especially in forums like the G20 Summit, which is not so glitzy. Simultaneous interpreters must pipeline messages without losing diplomatic meaning or cultural nuance. The slightest error can have dire consequences, including stoking political tensions.

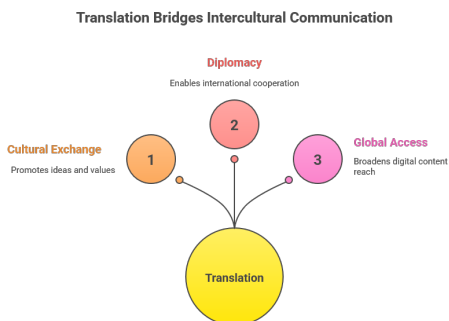
Through translation, literature provides an avenue to broaden our horizons as citizens of the world. Laskar Pelangi

and the like are no less translated into other languages, bringing the story of Indonesia to the world along with the lessons of gotong royong and resilience. Here, translation takes the form of providing emotional and cultural proximity to the locals' social context of the work for international readers.

Translation functions more broadly in the digital era. Accurate and culturally sensitive translation enables access to news, films, and social media in foreign languages around the world. That helps reinforce international communication among countries and fosters respect for cultural differences. However, mistakes also happen. To take a simple example, *pembangunan berkelanjutan* does not mean the same thing to an Indonesian as sustainable development does to an English speaker.) It is wrapped in a purely economic vision for some audiences, whereas its roots are multidimensional, encompassing ecological and social perspectives.

The animated film *Coco* poses a similar conundrum. *Día de los Muertos* is a tradition in Mexico filled with cultural and spiritual significance, and this story revolves around it. Aside from translating the dialogues, translators are also tasked with conveying the ritual's philosophy and meaning so Indonesian audiences, who have different outlooks on death, can understand it. If a literal translation of the film is done, it will lose much of its cinematographic depth and beauty.

All these points of view demonstrate that intercultural translation is more than just the question of language. Cross-cultural transfer of values, cross-cultural adaptation, and Negotiation of meaning are some of the phases witnessed. Translation occupies such an exemplary position in the area of linguistics, politics, economy and society; it has become one of the key pillars on which inclusive dialogue, understanding and fruitful cooperation between us all depend in the globalised world of today.



Picture 5. Translation in Intercultural Communication

## Exercises

1. Select a short text (conversation, news source, or literary quote) that includes powerful local cultural components. Say it in English and then tell which part was the most difficult to translate and why. Explain what strategies you used to retain the sense and cultural detail.
2. Show an example in the media (news, movie, or global forum) of one, where translation failed, and two, something lost or lost in translation. In Class, put the case and what the translator should have done to convey the cultural message better.
3. Set up a simulated intercultural communication situation in a classroom, such as a business meeting between an Indonesian company and a Japanese company. Group A plays the Indonesian side, Group B plays the Japanese side, and one student serves as the translator. Get a feel for how the translator works with the implications of cultural markers when translating politeness items, for example, greetings, negotiation moves, etc.
4. Describe your personal interaction with any person or group (real or based on Literature/Text/Film) from a different culture. Did you face communication problems? Which problems did translation (manual or automatic) resolve, and which did it create?

## BAB 2: Translation Theories



### 2.1 Classic Theories

The evolution of translation theory over the years is inextricably linked to the study of translation itself. Translation or how one should handle putting one language into another has long been discussed among classical thinkers from Ancient Greece to the Middle Ages — long before modern theorists such as the Skopos theorists, proponents of dynamic equivalence, or descriptive translation theorists. These two ideas, known as word-for-word translation and sense-for-sense translation, are still frequently referenced today.

Review these two approaches as the basis of quality translation theory. Literal translation emphasises fidelity to the

structure and content of the original text; idiomatic expression emphasises preserving the fundamental meaning beyond the scope of linguistic form. The dispute between the two is thus not simply a disagreement over terms but a more general disagreement over the purpose of translation itself — and this is not merely a linguistic matter but a deeply philosophical and thus an ideological one.

### **2.1.1. Origins and Historical Background**

A brief history of translation: The need for translation has always existed, dating back to Greco-Roman history. Roman orator and philosopher Cicero (106–43 BC) argued in his essay *De Optimo Genere Oratorum* that while he never translated deeply or truth for truth, he at least translated idea for idea. In this, it is typically considered an early example of the sense-for-sense approach. However, there was a powerful tradition of literalism — again, particularly in religious literature. The Bible translator St. Jerome (347–420 AD) stated in a letter to Pammachius that he preferred sense-for-sense translation, except, of course, in Holy Writ, where each word was considered holy (translation of translation history of translation). This is also why translated text is often described as word-for-word in the religious domain, to preserve the sanctity and exactness of the original text.

### **2.1.2. Word-for-Word Translation**

In other words, this means a direct translation where every single word is copied from the source language to the target language, with only minor adjustments to the structure. It emphasises form by maintaining the original text's natural word order and grammar, and limits interpretative liberty. Indeed, this method appears to be very faithful to the source. In certain situations, such as with technical or legal documents, this can be an advantage, ensuring accuracy and clarity.

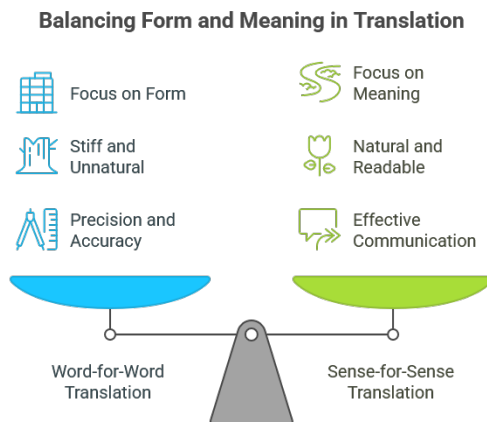
But with numerous limitations, as well. The end product often comes across as stilted, unnatural, or even nonsensical because it prioritises form over substance. Translating Idioms: Literally, some idioms are translated so they sound completely weird in Indonesia; for example, the English idiom "It is raining cats and dogs" would be translated literally as "Ini sedang hujan kucing dan anjing." So we have lost its true meaning (heavy rain), which makes the translation wrong. It highlights that literalism is not ideal for literature or idioms, nor in casual conversation. Still, it may have a purpose within purely linguistic study or in other contexts where form supersedes function.

### **2.1.3. Sense-for-Sense Translation**

Sense-for-sense translation changes words and structures, but not the meaning. Focuses on making the output

text more natural to read. The primary focus is to convey the author's message; the idioms, metaphors, and style are tailored to the end reader. This makes it more flexible and easier to use for communicating across cultures.

Still, there are weaknesses. This may lose some linguistic details and make it “less faithful” to some readers. But if we are actually going to communicate, this is the way to go. For instance, the phrase "it is raining cats and dogs" is translated as "hujan deras sekali," so the Indonesian reader will understand at once. The sense-for-sense edition often prevails in contemporary practice; since communicating and engaging a readership is more significant than maintaining fidelity to the structure of the source text, borrowing from popular texts, such as novels, films, and other media, is common.



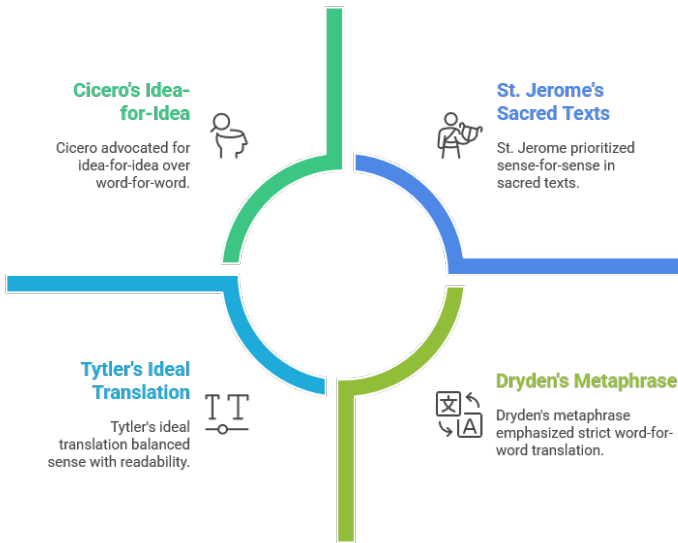
Picture 6. Meaning and Form in Translation

#### 2.1.4. Theories of Key Scholars

These classical approaches are associated with several key figures:

- Cicero (106 – 43 BC) favoured Idea-for-Idea, opposed Word-for-word.
- St. Jerome (347–420 AD): Used sense-for-sense but used word-for-word for sacred texts
- John Dryden (1631–1700): /In Preface to Ovid's Epistles/ metaphrase (literal, word-for-word translation), paraphrase (sense-for-sense translation with some freedom in structure), and imitation (free translation or adaptation).
- Alexander Fraser Tytler (1791)– In Essay on the Principles of Translation, an ideal translation has three parts: (1) reproducing ideas (maintaining content in the translation), (2) keeping style and tone (depth of details preserved), and (3) easy to read. His view supports sense-for-sense.

## Historical Translation Approaches



Picture 7. Historical Translation Approaches

### 2.1.5. Relevance of Classical Theories Today

Still, simple, word-for-word and sense-for-sense are just as useful. However, verbatim is commonly used in legal or official documents, which may leave little room for interpretation. For literature, media, or advertisement, sense-for-sense works the best. For instance, the translation of Harry Potter is a perfect case. Hogwarts (word-for-word) was retained, while Muggle (word-for-word) was also retained but

sometimes explained with a footnote (mix of word-for-word and sense-for-sense).

### **2.1.6. Case Study in Education**

Translation classes often present students with two versions of a text: one word-for-word and one sense-for-sense. They are asked to analyse:

- Is the word-by-word version perceived clearly?
- Is the nuance of the original preserved in the version sense-for-sense?
- What do you think each is best applied to?

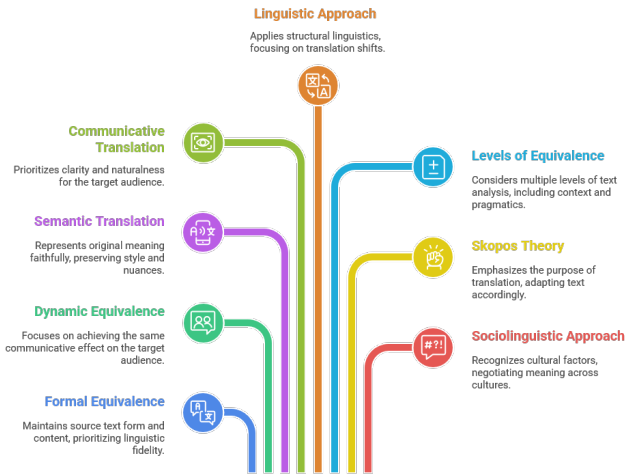
These classical approaches, while quite simple, remain a solid background for current translation studies. Cicero and St. Jerome laid the groundwork for a debate that we are still having to this day. It is by knowing them that students can make a more critical choice of strategies based on the nature of the text and the purposes of reading. Essa tradução vai muito além de palavras, são significados e comunicação entre culturas. So, marrying the classical with the modern will give the student a much richer view of what it means to be a psychologist.

## **Exercises**

1. To do so, pick a short excerpt from an English novel.  
Literal Translation: Sense Translation: Compare their strengths and weaknesses.
2. Collect 10 English idioms. Translate them using both approaches. Discuss the results in class.
3. Translate an essay on Cicero, St Jerome, or Dryden writing about translation. Contrast it with your translation experience
4. Translate a foreign tourism brochure. Make a case for either word-for-word or sense-for-sense.

## 2.2 Modern Translation Theory

Translation theory has become an established branch of science in the 20th and 21st centuries, with rigorous theoretical systems being practically applied. Classical debates are largely over—but modern theories also link parts of language, and culture and communication; classical debates are essentially over, but Wardhaugh, Ronald (2002), *An Introduction to Sociolinguistics*, Sense-for-sense and word-for-word translation, more of an overview Jay Parini, *The Art of the Novel: reflections on craft* More specifically: Parini argues that a good translation should not be too literal, which he calls word-for-word translation; neither should it merely contain the sense of the original, which he labels as sense-for-sense translation. He offers more nuanced and concrete frameworks for analysis. Important figures include Eugene Nida, Peter Newmark, J.C. Catford, Mona Baker, among many others, who have contributed new ideas and models to our understanding of translation.



Picture 8. Linguistics Approach

### 2.2.1. Eugene Nida and Equivalence Theory

Nida is widely considered one of the fathers of modern translation theory, especially in the field of Bible translation. In this paper, he proposed two of the most influential methods that we call today — formal equivalence and dynamic equivalence. Formal equivalence seeks to preserve the form and content of the source text, whereas dynamic equivalence seeks to create in target readers the same effect in relation to the content of a text as source readers.

For Nida, translation was not just about transferring words, but about cross-cultural communication. With dynamic equivalence, idioms and sentence structures may be changed, and even cultural terms may be adopted, as long as the message and communication function are retained. He further divided the first stage into three stages: analysis (comprehending the source text), transfer (placing meaning into the translator's brain), and restructuring (forming the message in a natural way in the target tongue).

**Example:**

*Dia menendang ember* (formal equivalence); the English idiom "He kicked the bucket," but dynamic equivalence renders it "*Dia meninggal dunia*," which does not convey the real meaning behind it.

**2.2.2. Peter Newmark: Semantic vs. Communicative Translation**

Furthering the discussion of equivalence, Peter Newmark proposed two additional types of translation: semantic translation and communicative translation.

Semantic Translation seeks to convey the same meaning at the expense of style and nuance, but it is often used in literature or poetry translation. Communicative translation, on the other hand, takes the reader into account and is concerned with expressiveness and naturalness; it brings meaning, but often at the expense of some of the original features of the original text. This is commonly used for advertisements, manuals, brochures, etc.

Newmark stressed that no single method is always better than the other, and that professional translators generally use a mix of both.

**Example:**

For example, the Semantically translated McDonald's slogan "I'm lovin' it" to "Saya sedang menyukainya." However, a more communicative translation in Indonesia could be "I really like it!" or "*Rasanya mantap!*"—both are more natural and persuasive.

### **2.2.3. J.C. Catford and the Linguistic Approach**

J.C. Catford was one of the first to apply structural linguistics to translation. In *A Linguistic Theory of Translation* (Catford, 1965), he characterised translation as a systematic transfer of text from a source language (SL) to a target language (TL). He introduced translation shifts, including:

- Shifts of level (between grammar and lexis)
- Change in structure, class, unit, or system (category shifts)

Such a model is handy when converting between structurally distinct languages, such as English and Indonesian.

**Example:**

English: He gave me a book.

Example: Indonesian: Dia memberikan saya sebuah buku (unit shift) or Buku diberikan kepada saya olehnya (structural shift).

**2.2.4. Mona Baker and Levels of Equivalence**

Baker (2018) explores translation at different levels: at the word level, above the word level (collocations, idioms), grammar, text, and pragmatics. Translators need to go beyond words, she said, and think about context, structure, and communicative purpose.

Baker (1992) also suggests translation strategies such as paraphrase, omission, addition and borrowing. It helps fill the gaps when there is no direct equivalent.

**Example:**

Spill the beans. You could set it to the opening secret or to adapt the card. Borrowing can also be seen in technical texts, for instance, keeping 'photosynthesis' within Indonesian.

**2.2.5. Functionalist Approaches: Skopos Theory**

Hans J. Vermeer and Katharina Reiss are well known for developing Skopos Theory, which holds that translation is determined by the purpose (skopos) of the translation. This hypothesis posits that the source text may be translated differently depending on its role.

**Example:**

Creatively speaking, a Tourism Brochure of Indonesia cannot merely provide readers with literal information; instead, it should make logical and emotional appeals. It demands animated and vibrant language. However, the exact text prepared for an academic report will focus instead on factual accuracy and objectivity.

**2.2.6. Sociolinguistic and Cultural Approaches**

Sociolinguistic and cultural dimensions have also been highlighted in modern theories. Translation is an act of meaning negotiation across several cultures that is closely related to identity, power, and ideology. Domestication (adapting to the target culture) and foreignization (retaining

foreign elements) were terms introduced by Lawrence Venuti. These choices inform readers' experiences of cultural identity.

**Example:**

When we translate Ayu Utami's *Saman* novel into English, what do we do with words like *santri*, *pesantren*, *reformasi*, and *lebaran*? Whether they should be retained, contextualised, or interpreted? Each decision affects cultural representation.

Modern theories of translation have established that translation is not simple. It involves language, culture, pragmatics and social awareness. Different theories are suited only to specific contexts, and professional translators select and blend the strategies they employ depending on the context, purpose, and audience. Since then, thinkers such as Nida, Newmark, Catford, Baker, and Venuti have opened translation studies to a living, multidisciplinary field.

## Exercises

1. Take five English idioms. Translate them both in their formal and dynamic ways. Explain which ones are more understandable to Indonesian readers.
2. Choose five advertising slogans. Translate them semantically and communicatively. On the other hand, compare the results and determine which is better for the Indonesian audience.
3. Translate five complex English sentences. Determine what level/category of shifts occurred. Discuss the impact.
4. Start with 1 English article that contains idioms and not-so-common English (ed, texts). Spice it up by using at least two Baker strategies (paraphrase, borrow, etc.) Present your result.
5. Convert a paragraph about tourism to the brochure style and the report style. Notice the strategies, the words, the style.
6. Current Prompt: Translate one paragraph with cultural terms in an Indonesian literary work into English. Get it performed twice: the first with domestication, the second with foreignization. Now, talk about being an ambassador for culture in different ways

## **BAB 3: Translation Process**

### **3.1 Source Text Analysis in the Translation Process**

Understanding the source text is an essential step in the translation process. Literal translation is frequently used, but it is sure to give wrong meanings, wrong contexts, and, more seriously, miscommunication to target readers if not backed by thorough analysis. A professional translation is more than just substituting words; it involves understanding the content, structure, function, and purpose, as well as the cultural and pragmatic nuances of the source text. By looking at places, translators are able to tease out implicatures, anticipate cultural pet peeves, and devise plans so that the translation will be linguistically accurate and culturally appropriate.

Scholars have proposed various source-text analysis models. Drawing on multisemiotic pragmatics, Dicerto (2017) reminds us that images and sounds are non-textual elements that play significant roles in multimodal texts. He said that it is not sufficient to analyse only linguistic features — other multimodal resources make a greater contribution to meaning. This becomes particularly important in our digital age, where visual and audio components often surround text.

So, Schäffner (2002) also extends it to the third dimension: discourse analysis. Meaning is determined by the structure of the discourse, by lexicon, and within a sociocultural

context (Discourse analysis). Apart from providing a basis for textual features, this model also plays a key role in training students to produce contextually aware translations. Translation-oriented text reception model (Nord 1991): It emphasises the importance of anticipation and the necessary adaptations to circumstantial factors in translation. According to Nord, every text is produced for a particular communicative function, so the translator will have to identify the function of the source text to be able to reproduce the same functions in the target text.

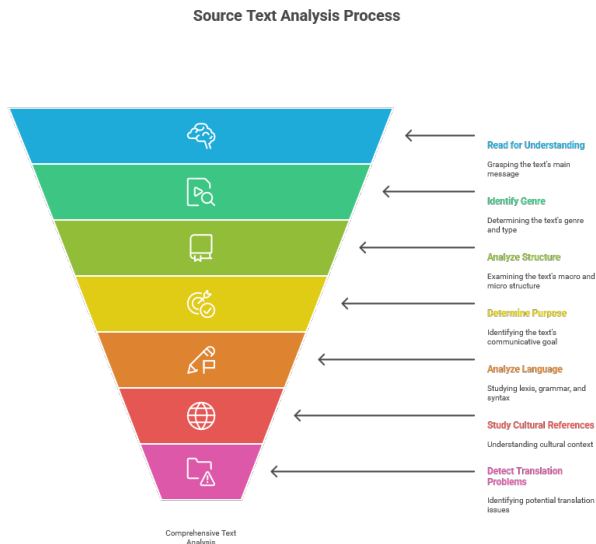
Almeida (2022) stresses that sound and structural analysis come first in literary translation. The language of poetry is not only a means of expression but also an artistic device that conveys metalinguistic implications. Therefore, a literary translation should pay attention to elements of style, rhythm, metaphor, and symbolism to achieve aesthetic effects in the target language. Iaia (2015) broadens this perspective with his Interactive Model in audiovisual translation. The model employs a synthesis of linguistic and extralinguistic dimensions to enable translators to create pragmalinguistically equivalent scripts that maintain the illocutionary force of the source text while also being appropriate for its target readership.

What these models collectively demonstrate is that source text analysis is more than linguistic fidelity. Understanding of discourse, communicative function, cultural nuance, and multimodal dimensions is also required. And this therefore, renders it a multidisciplinary activity comprising linguistics, pragmatics, semiotics, and cultural studies.

Typically, source text analysis consists of the following:

1. Reading the text as a whole to get a sense of theme, intent, and primary takeaways.
2. Genre and text type recognition, because each genre is characterised by specific features and expressive purposes (i.e., legal texts demand specificity whereas literature is predominantly creative).
3. Macro and micro analysis of text structure (IMRaD for academic, narrative flow for fiction)
4. Recognising DD communicative purpose and audience, vs informing, vs persuading, vs entertaining
5. Examining lexis and grammar by looking carefully at keywords or phrases, idioms or phrasal verbs, or complex syntax
6. Learning references to the culture, like names, customs, or traditions, helps prevent getting lost.

- Identifying potential issues in translation, such as abbreviations, jargon, humour, or wordplay that may need special strategies



Picture 9. Analysis Process

Concrete examples highlight these challenges. Because of the complexities of metaphor and symbolism in poetry, which shape what is being expressed, translators need to understand the poetic function first and look for suitable equivalents. Within the discipline of audiovisual translation, including subtitles, the interplay between time and space arises, leading to a need for pragmatic, multimodal analysis that appears to free translation from the confines of character limits.

Analysis of the source text is a multifaceted process from these angles, which cannot be reduced to language. It requires analytical skills, cultural sensitivity, and an interdisciplinary perspective that are required of today's global people. As Dicerto, Schäffner, Nord, Almeida and Iaia have shown, a translation that is adequately linguistically precise may, in itself, not be enough if it is presented without caution; it must be elucidated in the proper context, with attention to the cultural relevance and the communicational soundness of the elements present in the text. To sum up, source text analysis is the starting point to a high-quality translation that will function in a variety of international communications scenarios.

Table 1 Comparison of Source Text Analysis Models

<b>Scholar/ Model</b>	<b>Main Focus</b>	<b>Theoretical/ Practical Contribution</b>	<b>Relevance in Translation</b>
Dicerto (2017) Multimodal Pragmatics	Analysis of multimodal resources (text, image, sound, visual- auditory).	Introduced a multimodal pragmatic approach that broadens the scope of text analysis.	Relevant for digital texts, audiovisual, and new media that combine language, images, and sound.
Christina Schäffner (2002) –	Analysis of discourse structure, social context, and	Provided a framework for translator training based	Important for political texts, media, or speeches rich

Discourse Analysis	communicative meaning.	on discourse analysis.	in rhetorical strategies and cultural context.
Christiane Nord (1991) – Translation-Oriented Model	Communicative function of the text (Skopos) and text purpose analysis.	Offered theoretical principles and practical guidelines for identifying translation problems.	Relevant for all types of texts as it emphasises communicative purpose and target audience.
Raquel Olimpia Peláez Ocampo Almeida (2022) – Literary Analysis	Focus on structural and poetic elements (metaphor, rhythm, style).	Showed the metalinguistic and artistic relationship between source and target texts.	Essential for literary and poetic translation to preserve aesthetic effects.
Pietro Luigi Iaia (2015) – Interactive Audiovisual Model	Integration of linguistic and extralinguistic dimensions in audiovisual texts.	Introduced the 'Interactive Model' emphasising pragmalinguistic equivalence.	Relevant for subtitles, dubbing, and audiovisual media to ensure effective messages for the target audience.

### **Example 1: Source Text Analysis in Legal Documents**

Consider a translator tasked with a cooperation contract in English that should be translated into Indonesian. The translator must first examine the text to be translated for its structural aspects (title, articles, clauses), legal terms (force majeure, indemnity, arbitration), and language style (high formality). The type of document you are translating is significant, as it can be a business contract, a trade agreement, or a memorandum of understanding, etc., and each has different legal implications. The translator should also be very well aware of the nature of the document. Terms that cannot be translated directly into Indonesian law would require further analysis. Here, the translator is likely to give comments or detailed clarifications. When a document contains quotations from specific rules, the translator needs to ensure these quotations are equivalent or adapt them to the target country's regulations.

### **Example 2: Source Text Analysis in Literary Works**

In translating *Sang Pemimpi* by Andrea Hirata into English, the translator has to analyse local elements, such as the Belitong Malay dialect, local cultural terms, such as *arisan* and *ngaji*, and local landscape descriptions. The translator, therefore, has to either keep these terms (properly transliterated), translate them, or provide footnotes. The analysis covers the narrative style, Indonesian humour, and the moral values inherent in the text. If the author uses too many metaphors or local proverbs, the translator should seek idiomatic equivalents in English to maintain the beauty and depth of meaning.

### **Example 3: Source Text Analysis in Scientific Articles**

Translators also need to examine technical terms such as pathogenesis, double-blind randomised controlled trial, and case fatality rate, which may be unfamiliar to most Indonesian readers in medical research articles. Apart from the same knowledge regarding the research, the translator should also be well-versed in the IMRaD (Introduction, Methods, Results, and Discussion) structure and international standard terminology used in scientific communities. The name(s) in tables, figures, and references are also relevant and need to be consistent throughout the document as well.

Contextual, Pragmatic, and Cultural Analysis

Translators must interpret the context of language use, covering situational, intertextual, and pragmatic contexts beyond the text itself. A text can have different uses in its formal and informal forms. It is also valuable for resolving ambiguity, irony, sarcasm, or humour. Translators need to identify implicatures —unstated meanings —and presuppositions —assumptions behind the statement.

Cultural aspects are another challenge. For texts that discuss social phenomena, rituals, or cultural values, translators need to understand what the terms refer to before deciding how to transliterate them. The original meaning or quality should be retained, and sometimes that requires elaboration with a more neutral phrase, since the original phrase may not mean anything to readers from different cultural backgrounds.

#### Implications of Source Text Analysis

A careful analysis allows us to identify the strategies we need to apply to translate. e.g., if a sentence is full of idioms, the translator may go for sense-for-sense/adaptation rather than a faithful word-for-word transfer. In formal texts of the law, the exact terminology and structure of sentences must be maintained to avoid ambiguity. A good analysis also permits the translator to pinpoint areas that need consultation with specialists, additional research, or even recommend editing if

the ST is ambiguous. This is based on professional principles of translation: accuracy, clarity, and reliability.

Source text analysis is not a chore at the start, it is a fundamental aspect of professional translation. Inadequate analysis can lead to miscommunication and meaning leakage, and in the worst case, errors of great consequence. Experienced translators should continually practice critical reading, broaden cultural knowledge, command genre competence, and deepen their specialist knowledge to develop their analytical competence.

## Exercises

Classroom practice: Students can develop critical thinking skills in various ways in class.

1. Paste here a short text in English (news document, a few sentences of a book, a simple contract) Careful reading, noting of difficult terms, phrases or sentences (and explaining what is problematic about them)
2. Find two types of text, such as a research paper and a poem. Each one [ST source text] is identified by its genre/structure, and how this, in turn, affects translation strategy.
3. Examine political speeches or product advertisements. Talk about the intention and audience, and plan approaches to retain efficacy.
4. Give texts with a high cultural quotient, such as rituals, local food, or local customs. The students reflect on the significance in the original context, and then offer translation choices that are culturally well-respected but would still make sense to the target audience.
5. Have students identify potential translation issues in a source text (e.g., abbreviations, idioms, cultural references, or humour) and create plans to address them.

### **3.2 Transfer of Meaning and Ideas in the Translation Process**

One of the most fundamental elements of translation — both as an art and science — is reformulation in the target language. It requests that translators strike a balance between fidelity to the meaning of the source text and adherence to the linguistic and cultural norms of the target language. Rewording is not about just pushing words around. This reconstructs meaning so that the source message seems natural, communicative, and intelligible. Of Herder's translation theory, Forster (2018) mentions bending the target to save the semantics. This notion of reformulation as a bridge demonstrates reconciliation with conceptual variation in the language system via lenience throughout the output language.

Reformulation is not simple. Therefore, according to the illustration by Shreve & Angelone (2010), which emphasises the complexity of the cognitive challenges experienced by translators, they have to navigate ambiguity and translate one word with a few meanings into a new notion. This may sound trivial because translators copy information into other languages. They break it down, curate it and remix it for the audience in question. So, reformulation is a cognitive activity that involves extensive tactical decision-making.

The case for reformulation is robust in this increasingly globalised and multilingual (lingua franca) world. Among the urgent translation requirements listed by Viaggio (2018) are numerous pragmatic texts, ranging from business documents to diplomatic channels of communication. In such realms, reformulation becomes a pivotal skill that makes translations acceptable and comprehensible to cross-cultural audiences. In these dynamic multilingual scenarios, success is not just measured by the number of words edited, but also by how well we speak.

Pokorn (2005) expands on this perspective, stating that, in terms of translation quality, reverse translation does not primarily depend on the translator's native language. Instead, their quality depends on reformulation strategies and cultural pedigree. This means that through reformulation, translators break through the confines of language by having a deep understanding of context and audience.

According to Malmkjaer (2022), we are now in the digital age and must continuously reformulate. Computer-assisted tools and machine translation advance the transfer of language by at least two-fold, but they are merely instruments for literal translation reformulation and expansion to audience needs. Reformulation should be understood as a continuous, adaptive process—a final touch, not the result of an isolated,

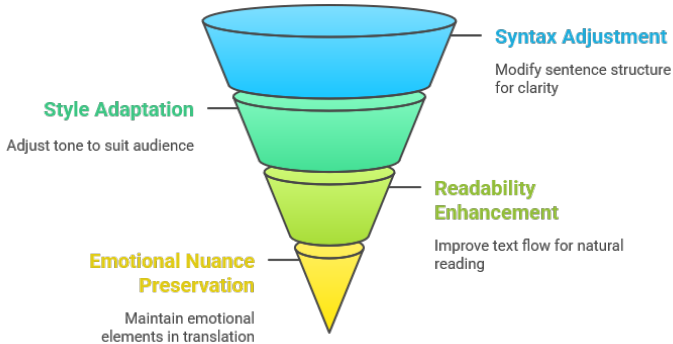
cut-and-dry approach —made possible by greater interdisciplinary involvement from fields such as linguistics, cultural studies, pragmatics, and technology.

#### What Reformulation Involves

More specifically, reformulation is the phase of writing the message out in the target language. The translator here is no longer chained to the source structure; now, they value fluency, transparency, and typographic wildness. Key factors include:

- **Syntax:** Different languages have different sentence patterns, so reformulation avoids awkward or difficult sentences.
- **Maintain tone** (formal, academic, popular, poetic) appropriate for the target audience.
- **Readability:** Simply put, the text shouldn't read like a translation, so the reader feels as if they are reading a native piece of content.
- **Emotional nuance:** Save humour, irony, and emotion for literary or persuasive texts.

## Refining Translation for Impact



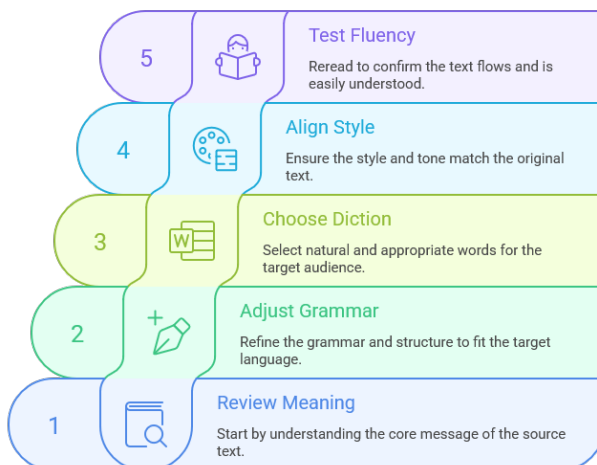
Picture 10. Refining Translation

Reformulation also has a close relation to translation techniques. Transposition, this involves changing the structure to accommodate the target language's conventions. Modulation: It conveys the meaning with a different perspective. Adaptation transforms culture-bound items into familiar ones for the audience. Paraphrasing clarifies meanings that are difficult to translate. Simply put, the reformulation stitches these techniques together to strike a balance between fidelity to the meaning and utterance at the cost of readability.

## Five Practical Steps

1. Recap the transferred meanings: Start with a draft accurately conveying the entire message.
2. Grammar and structure: Match the logic of the target language; go from passive to active (if that makes it read better).
3. Think of the diction in a natural way: A direct translation often loses the flavour of the text.
4. Match style and tone to what the source readers felt.
5. Loop it through again for your heart and head: Read through it to see if it reads easily and flows naturally.

### Achieving Effective Translation



Picture 11. Effective Translation

## Examples of Reformulation in Action

- Literary and poetic works: One cannot literally translate metaphors. They have to be reshaped so that the aesthetic effect survives in the language received.

For an international business document, a very formal source style may require a more succinct, uncomplicated target style due to the business norms of that culture.

From these points, it can be seen that reformulation is not an extra; it is the very heart of translation. As pointed out by, among others, Forster (2018), Shreve and Angelone (2010), Viaggio (2018), Pokorn (2005), and Malmkjær (2022), reformulation and thus also the process of making decisions for reformulation is a sensitive linguistic and cultural exercise calling for creativity and cognitive forces. A translation that upholds the integrity of the source text, but also makes the message vibrant and relevant to new readers.

## REPHRASING EXAMPLES IN THE TARGET LANGUAGE

Example sentence (Scientific) (English to Indonesian)

Given the alarming pace of technological transformation in society today, it is essential that educational institutions continually revise their curricula to ensure graduates possess applicable skills.

The same sentence in English: "Given the ever-increasing rate of technological change..." (same sense, but more formal).

- 1) Correction: Reformulation: "Where is curriculum curriculum, purpose alive, purpose incorrect, ongoing, direction, Islamic schooling eight institute, shall, instance t 2, there, need achieve minimal, that021 on 20 end 20, in 2023 essential, examples tips.

Output: It is shorter, natural and easy to read on but still retains the same meaning.

- 2) Idiomatic expression:

You cannot judge a book by its cover.

No more literal: "You cannot judge a book by its cover."

Perbaikan: 'MOTIVATION: Never Judge a Book by Its Cover'

Output: The target message is clean and natural to the target culture.

- 3) Poetic line:

Again, the moon shines on the restless sea, this time in silver.

And this: Silver moon gazes, stroking the restless sea.

Paraphrase: Silver moonlight caresses the restless waves.

Outcome: Wider imagery and a more seamless poetic effect.

4) Film dialogue:

“Are you pulling my leg?”

Literal: “Apakah kamu menarik kakiku?”

Reformulated: “Kamu bercanda, ya?”

Output: A conversation that might be considered natural for an Indonesian audience.

5) Promotional line:

Experience the mystique of Bali with an adventurous expedition, in the whole essence of silence and calm.

Example: “Discover the magic of Bali, where adventure meets tranquillity”

Get ready to enjoy Bali —the adventure and the tranquillity are waiting for you.

Effect: More persuasive and vivid, advanced for marketing.

## Exercises

1. Pick five sentences in a row from an English article or news story. Transliterasi mereka secara harfiah lalu bisa mendalami frasa biar enak dibaca dalam bahasa Indonesia. Present the differences.
2. Choose any of these top 10 Idioms in English. Provide a literal Indonesian translation, then express it in common Indonesian expressions. See which versions read better.
3. Imagine translating in a movie or drama? Write realistic Indonesian dialogues that feel alive and are suitable for the characters
4. Take one paragraph from an English promotional brochure and literally translate it, then rewrite it into persuasive Indonesian promotional language.
5. Swap translations and paraphrases with classmates. Read them out loud, and get feedback on fluency, readability and faithfulness to the source.

### **3.3 Editing and Revision**

An essential stage in professional translation is editing and revision, which ensures the quality and accuracy of the final product. Brian Mossop highlights difficulties in writing, the regulatory application of rules, and the need to balance competing interests to produce good translations as reasons for requiring editing and revising. He talks about different types of editing, including copy editing, style editing, and content editing. Such aspects include syntax, readability, and factual accuracy in each of those types (Mossop, 2014).

The area of post-editing is becoming more important as the quality of machine output in machine translation is improving. As Krings (2001) and O'Brien (2014) state, post-editing is becoming more common because machine translations often require human effort to achieve greater coherence and accuracy. Moreover, Enrico Monti's concept of retranslation highlights the permanent status of translation as an unfinished product, constantly being re-processed and in need of renewal, given the tendency for translations to quickly lose their significance and require updates to their ideological content and cultural vectors (Monti 2011).

## Ensuring Translation Quality



Picture 12. Translation Quality

Contrasting this with a historical perspective, Galderisi and Agrigoroaei report that they fainted, providing evidence that translation practice had developed over the centuries and emphasising that careful editing helps maintain such integrity, preserving the influence of the church and of literature of the new, reflected in the translated versions across languages and cultures (Galderisi & Agrigoroaei). Together, this data supports the idea that editing and revision are vital to achieve translations that are accurate and acceptable for their culture and context.

Editing and revision are the last line of defence between a translation and publication, distribution, or delivery to clients. Editing and revising are often treated as a formality, both by new writers and by some seasoned professionals. In fact, the last quality of the translation is decided in this stage. Through editing and revision, the translation can be corrected, made more natural, become more communicative, and adapted to the intended purpose, audience, and context.

Note that if these stages are not followed, the translations may suffer from critical mistakes, including language (grammar, diction, spelling), meaning (inaccuracy, dropping or adding the message), or cultural or pragmatic issues. In an academic, business, legal, or literary setting, minor mistakes can lead to misunderstandings, litigation, or lost revenue. So, editing and revision are components of a professional reputation.

Editing is a process of checking, correcting and improving a translation for accuracy of meaning, structure, fluency and style appropriate to the intended readership. It ranges from the micro—levels of words, phrases, and sentences to the macro—levels of paragraphs and text cohesion.

Revision refers to the activity of reviewing the translation anew and comparing it with the source to be critical of it. The goal is to encompass every shade and nuance of meaning, and to do so without distortion, without superfluous additions, or omissions. During this step, the translator should assume the roles of both a new reader and a discerning editor.

It goes through multiple steps of editing and revision. First, take a break, then reread the complete translation with fresh eyes. It allows the translator to catch any logical flow and coherence issues. Secondly, conduct micro edits that are precise, including spell check, grammar check, diction, punctuation, and the like. Look for typos and long, redundant sentences. The register must suit the purpose and audience. For example, an academic text requires a high formality, while a promotional text requires you to be persuasive.

Next, do macro editing by examining connectivity and flow among paragraphs. Ensure all information is logically sequenced, that transitions are fluid from paragraph to paragraph, and that all major points are clear.

The revision process involves comparing the translation side-by-side with the source text. This introduces a huge element of mansplaining, so cultural sensitivity is crucial, especially regarding idioms, subtle tones and up-level metaphors. Consistency is also essential. For texts with many technical terms, consistency in translation can prevent confusion. You also have to make sure everything in your writing is stylistically consistent, so, for example, pronouns, foreign words, or citation formats. Even minor inconsistencies lower professionalism.

The last step is a readability test with proofreading or peer review. It means it can be read by real readers, so the actual feedback can make it even better. Reader feedback unearths stiff, murky, or tone-deaf sections.

### **Case Examples**

#### Case 1: Scientific Article

- Source: Changes in the Landscape of Mass Communication Technology eco2050 (Domino, Kai) 2022-11-11T17:10:22Z The explosion of digital technologies has altered the process by which information is produced and consumed.
- First translation: Rapid advances in digital technology have changed the way information is produced and consumed.

- Revised: Kemajuan teknologi digital yang sangat cepat telah mengubah modus produksi dan konsumsi informasi.
- Correction: An analysis of spelling errors in the Indonesian language: The word merubah was corrected with to English word: mengubah, because the word merubah is non-standard. This version simplified the sentence structure to enhance flow and suit the tone of the rest of this academic paper.)

#### Case 2: Literary Novel

Her eyes were bright like the morning sun, holding the bright dreams full of hope.

- Original translation: As brilliant as the morning sun; full of hope and dreams.
- His eyes, bright sun and moon: hope and dreams without end.
- Word sorot added for emphasis, while tak terbatas added for nuance content, Jake Syamsul Islam, after the attack on Friday night. This results in something more literary than literal.

#### Case 3: Legal Document

- Source: This agreement shall remain in effect until either party terminates it upon thirty days' written notice.

- To begin with, translation: This agreement shall remain in effect until terminated by either party with thirty days' written notice.
- Revised: This Agreement shall remain in force until terminated by either party upon thirty (30) days' written notice to the other party.
- Edit: Changed wording for clarity, added minimal, removed ambiguous phrasing.

#### Case 4: Promotional Brochure

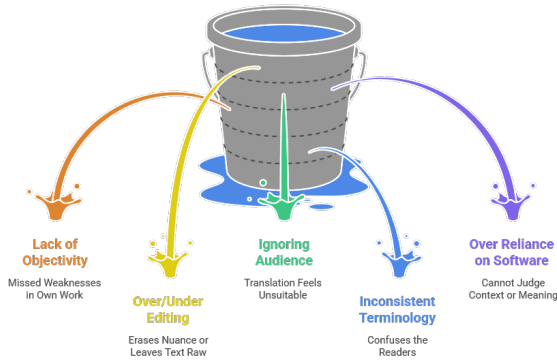
Find new experiences and breathtaking views with our travel plans.

Discover unforgettable adventures and stunning scenery in our exclusive travel packages.

Experience an Unforgettable Adventure And Spectacular Scenery In Our Exclusive Travel Package

Analysis: Using the word *rasakan* makes the persuasive tone stronger, while *panorama memukau* makes it shorter and more attractive.

## Improving Translation Quality



Picture 13. Improving Translation Quality

### Common Issues in Editing

- a) Your lack of objectivity, or blind spots, blind spots is when translators are unable to spot flaws in their own writing. Solution: take breaks before starting the editing, or get a second opinion.
- b) Excessive versus lacking in editing. Editing out nuance removes some of the source, and not editing enough makes the text raw.
- c) Overlooking the register/audience, leading translations to feel inappropriate.
- d) Mixed metaphors or style that lures the reader into confusion. A glossary helps maintain consistency.

- e) Spell checker software should be avoided because it has no context or sense of meaning. Manual editing remains essential.

## Exercises

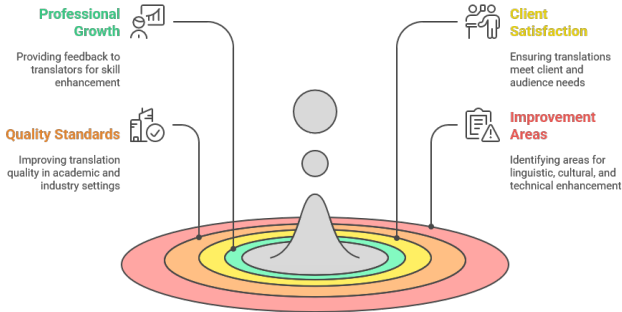
1. Work in pairs. Exchange, edit translation for language, consistency, and clarity. Describe the edits you worked on the most and what you gained from the peer editing process.
2. Take a passage from a news article or literary text and translate a short paragraph. Rather, save the first draft, then write a second and a third version of it two days later. Compare the changes.
3. Make a list of things to check for on grammar edits, spelling, diction, consistency of terminology, clarity of meaning, cohesion, and coherence. Mix them up when you edit your works or a partner.
4. Share your two translations (no more than a few lines) with someone who did not do the task. Request feedback on readability, fluency, and clarity.
5. Rehearse with contracts, medical orders, or advertising leaflets. Write, copy-edit and then compare it to professional translations. What were the challenges? How did you cope?

### **3.4 Evaluation of Translation Results**

Evaluation is the final step in assessing the quality of the translation project. Even an apparently well done job can hide errors in understanding, terminology, style and sometimes merely a cultural mismatch that, without proper validation, will still slip through into your translated text. That is what makes the difference between a text that is just ready and a really high-level text: evaluation. However, in a translation that has to be disseminated widely — be it in academic, business, legal or international communication — evaluation is a sort of objective check-up you do before the patient (the translation) is released to the wild.

Understanding that evaluation is not just about hunting for errors. So that it is a complete assessment of a translation against mutually established quality standards. It concerns faithfulness to the text, meaning, and uniformity of style in the target language. The second one examines whether the text's communicative function is preserved while ensuring the cultural nuances of the SL remain intact. In brief, evaluation orders the authorial intent, the target readers' need, and professional norms.

## Purposes of Translation Evaluation



Picture 14. Translation Evaluation

Evaluation has several key purposes:

- Provide translators with constructive feedback to help them grow professionally
- Accommodate for the requirements of the client or end-user of the translation
- Lift expectations of quality in universities as well as in the industry
- Acknowledge where things still need work (linguaging, cultural, technical and methodological)

Based on the context and purpose, evaluation can be performed by the translator through self evaluation, by an editor or teacher, by a review team, or by end users.

### Core Quality Criteria

#### 1. Accuracy

It should transfer the message, meaning and information without loss, without adding anything unnecessary and without distortion. It should have the same terms, data, names, and numbers in the source and target texts.

#### 2. Readability

Not only should the translation be easy to comprehend, but it should also be seamless, and the translated text should read as if it were originally written in the target language. Readability is diminished by very long sentences, complicated structures, or stiff diction.

#### 3. Naturalness or Natural Flow

Word choice, expressions, idioms, and style should be natural and adhere to the writing conventions of the language being targeted. Foreign-sounding text is frequently an indicator of literal translation that has not been adequately reworded.

#### 4. Consistency

So, First of All, Uniform Terminology, Format and Style are a Must To Be Used For All Sections, Specifically in Technical, Legal and Scientific Texts.

#### 5. Appropriate Register and Function

The text type, e.g. scientific, popular, promotional or literary, should correspond to the level of formality, style and communicative purpose.

#### 6. Cultural Equivalence

In this part of the paper, I would like to focus on the translation of culture-specific items, including clichés, proverbs, and culture-bound terms. They should, if possible, be translated/explained so the target readers can assimilate and comprehend them without losing the message.

#### 7. Cohesion and Coherence

It should be clear how ideas and information relate to one another, allowing the text to be cohesive and flow easily from sentence to sentence and paragraph to paragraph.

## Translation Quality Criteria



Picture 15. Translation Quality Criteria

### Common Evaluation Methods

- Manual inspection by human experts  
A reviewer, a copyeditor, or a teacher reads carefully, highlights problems, and provides comments and suggestions. This is generalized and contextual, yet subject to bias.
- Rubric-based review  
Rubrics generally feature measurable indicators (e.g., a scale from 1 to 4 for accuracy, readability, or style) and are used by institutions. In classes, rubrics provide consistency and transparency.

- Error analysis with a quantitative approach  
The evaluator detects types of errors, e.g., translation errors, grammatical errors, omissions, additions, and inconsistent terms, then counts them and provides objective indicators.
- Back translation  
The target text is then translated back into the source language by another translator, and the two versions are compared. This helps identify changes in meaning. This is helpful in high-precision contexts such as legal and medical documents.
- User testing  
Readers like patients, consumers, or students trial the text and provide feedback on clarity, usefulness, and fit for purpose.
- Verify with the assistance of technology  
Computer-assisted translation software, quality assurance software, and spelling and grammar checkers all help catch technical and term consistency issues. These instruments must complement human interaction, not mimic it.

## Case Examples

### Case one: accuracy and readability

The vaccine must be kept at 2°C to 8°C; do not freeze. —

Source

Vaksin dst: “Vaksin disimpan pada suhu 2°C sd 8°C. Jangan dibekukan. Version B

Vaksin disimpan di suhu 2°C hingga 8°C dan tidak boleh disimpan dalam freezer version B: ‘Vaksin wajib disimpan di suhu 2°C hingga 8°C. Tidak boleh disimpan dalam freezer’

Sumber: Hasil Pemantauan NCGC COVID-19 (B)

Both are correct, though Version B is more communicative to most mortals, because freezer is a common term. Many improvements in readability can be made with small choices without losing accuracy.

### Case Two: Cultural Equivalence and Naturalness

“Break a leg!” should not be translated literally. One more natural and strong variant is “Good luck!” or “Selamat tampil!” that maintains the supportive meaning found in the original sentence

### Case three: consistency of terms

For instance, if “questionnaire” is used as “angket” in one part and “kuisisioner” in another, readers might be puzzled. Pick a term, stick with it — with a glossary

### Case four: cohesion and coherence

They also found that sleep and academic performance were correlated.” Furthermore, ...”

In this case, the next sentence must still be on the same line of thought, even though it is okay to translate ‘furthermore’ as ‘selain itu’.

Case five: register and style

Take in the best driving experience with our latest electric vehicle!

That would have technically been a literal Indonesian sentence, but it would have sounded bland. A more persuasive example would be: "Experience modern driving sensation with your choice of an innovative electric vehicle!" which fits promotional style.



Picture 16. Evaluation in Translation

## Challenges in Evaluation

- Subjectivity  
Personal preferences can bias scores. Clear rubrics and shared expectations diminish this risk.
- Different text types  
These legal, literary, scientific, and promotional texts are subject to a variegated subset of standards. As evaluators, we need to understand the relationship of the function, style, and purpose.
- Local context and/or cultural context  
In the case of culture-rich items, there is not always one correct answer. Interventions built on sensitivity and open discussion move the optimal solution closer.
- Limits of time and resources  
Use checklists, peer review, and tools for design verification to follow safe and effective practices without compromising quality in busy workplaces.

## Why Evaluation Matters

Learning and professionalism do entail evaluation. Not just a final score, but also a reflection for learning more continuously, for individual translators, for classrooms, and for the language industry. Practical assessment fosters critical thinking, accountability, and awareness of cross-cultural

communication. In a global world where translation accuracy can determine trust and reputation for products, institutions, and individuals. In this way, students and new translators can act like the professionals they are and bridge cultures with diligence and integrity.

## Exercises

1. And build the rubric with these: accuracy, fluency, naturalness, consistency, cultural equivalence, coherence, and register. Employ it for peer-reviewing a classmate's translation.
2. Work in small groups. Swap translations and perform a peer review. Use the rubric to mark errors and strengths, then review your findings.
3. An English article → Indonesian → switch for scoring on omission/addition/mistranslation/inconsistent term/awkward phrasing
4. Choose a source for a non-academic reader, such as a medicine leaflet or a tourism brochure. Request feedback on clarity, flow, and appeal for the talk about the comments in class.
5. Find an excerpt from a novel or an article of no more than 300 words, and search for two separate translated versions, such as an official one and a fan-made one. Strengths & Weaknesses Analysis → Specialization in Nuance, Emotion, and Cultural Adaptation
6. Once you have translated one text, spend a few moments reflecting on the process: what went well, what needs work, the most challenging part, and what strategies you will do differently next time.

## BAB 4: Translator Competence



### 4.1 Linguistic competence

There are multiple aspects to linguistic competence. It consists of understanding, mastery, and the correct use of the language system in two languages, namely the source and target languages. This is the primary stake of a translator. Unless there is considerable control over the language, it is impossible to break the source text apart and produce a clean translation.

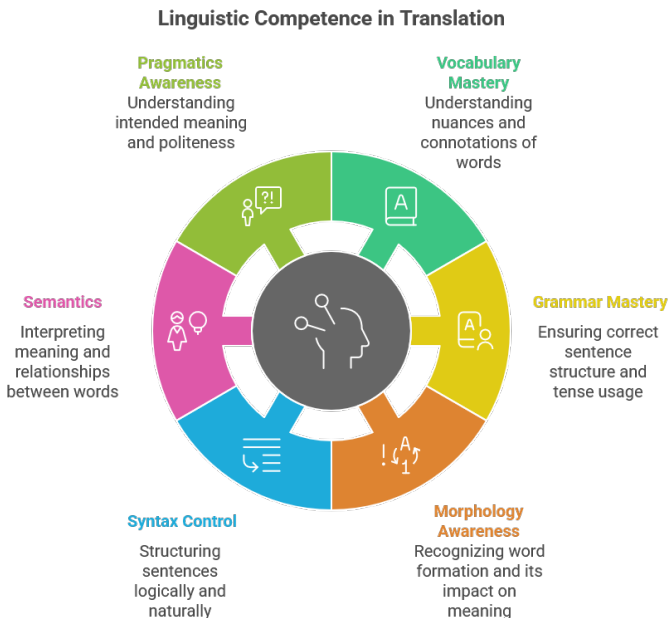
Luis López presents a unified model of bilingual linguistic competency. And he believes that bilingual people possess a single language system. They instead employ a single cognitive faculty that sustains holistic language use. The

movement across languages is also suggested by code-switching (López, 2020).

D'Agostino develops another angle, that of Noam Chomsky, that relates linguistic competence to the subjective side. According to Chomsky, language depends on the speaker's unconscious knowledge to master creative and individual involvement in a language (D'Agostino, 1986). This means that mastery of language is not just the framework, but also the structure, thought, and creativity. Sandra J. Savignon states that linguistic competence cannot exist independently of communicative competence. She states that interacting well is more important than anything else. Informed by this realization, the role of meaning in communicative-oriented language teaching is crucial to effective learning (Savignon, 1997).

Meyer and Birgit (2010) demonstrate the operation of linguistic fiat in professionalism. While language skills are necessary for communicating with the public in service, medical, and business settings, they also contribute to the development of professional identity (Meyer & Apfelbaum, 2010). The combination of these views demonstrates that linguistic competence extends beyond grammatical correctness. It has cognitive, communicative, and contextual

aspects. This combination is crucial for translators and language practitioners.



Picture 17. Linguistics Competence

### What Linguistic Competence Includes

#### Vocabulary mastery

There is a lot to learn for translators You need a large vocabulary bank, which include standard terms, jargon, domain jargon, and colloquialisms. Familiarity with dictionary definitions is insufficient. A nuance and a combination of words occur in the language of translation that they should learn.

For instance, in English, slim and skinny both mean thin, but slim is positive and skinny can be negative. An incorrect selection may come off as blunt or alter the impact.

Grammar mastery

It includes distance learning (for tenses, verb forms, pronouns, prepositions, conjunctions, and everything in between). Correct grammar prevents ambiguity. Translators adhere to altering the structural distance between the source and target languages.

**Example:**

TO ENGLISH CONTEXT: Next Monday we will have a meeting

Proper Indonesian: Rapat diadakan hari Senin minggu depan.

Less natural: Rapat akan dilaksanakan pada Senin depan.

Morphology awareness

Morphology — the study of how words are constructed (think: prefix, suffix, and tense/number/grammatical function marking). Meaning, form, and translation. Translators need to realize how form alters meaning, and must select an appropriate formation in the TT.

For example, English= unhappiness => IND= ketidakbahagiaan

Syntax control

Syntax is how words form phrases, clauses, and sentences. In English, we have to stick to an ironclad SVO. Indonesian is

more flexible. The logicality and naturalness which the translator maintains through the use of structures that are economically settled.

**Example:**

English: She gave him a book.

Example of Indonesian: Dia memberikan dia buku. Dia memberikan sebuah buku kepadanya.

Semantics

Semantics studies forms of meaning and the relations between them. Translators need to be aware of denotative and connotative meaning, synonyms, antonyms, polysemy, and homonymy. Mistakes here will alter the message.

**Example:**

"English bank" can refer to either a financial institution or a riverbank. Context decides the correct choice.

Pragmatics awareness

Because pragmatics concerns speakers' intended meaning, implicature, and politeness strategies, it is hardly part of linguistic competence. If pragmatics is not taken into consideration, a grammatically correct sentence can be insulting.

**Example:**

English: Could you open the window? This is a polite request; thus, in Indonesian it should be *\_Bisakah kamu membuka jendela \_* or *\_Tolong bukakan jendelanya \_*.

**Why Bilingual Competence Matters**

Ideally, the translator should be equally proficient in both the source and target languages. Whether Generative AI is involved or not, translation is a form of code-switching, and there is an art to doing it well. Poor control over either language can lead to misconstructions of the source text, awkward words or structures in the target language, and loss or distortion of meaning. So, linguistic competence, proper one, is the deep understanding of the meaning, idioms, and normal expressions in both languages in order to transfer the message naturally to the target readers.

**Case in Point: Failure from Poor Linguistic Acumen****Wrong technical term**

Source: He is a fast runner.

If this, for example, is a toy car track and runner refers to the part of the device or the lane, translating that as a human runner would be incorrect.

**Stiff sentence**

See where this is going. We need to tackle this issue right here, right now.

Over-literal and awkward: Kita harfiah dan tidak alami: Kita perlu menyelesaikan masalah ini secepatnya.

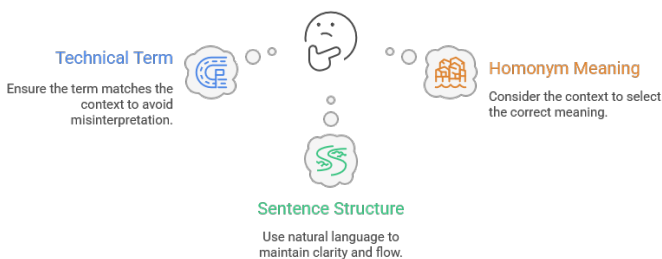
Better: Kita harus menanganui ini sesegara mungkin

Wrong homonym meaning

Source: He went to the bank.

The translator randomly selects a bank due to a lack of context, whereas it means 'river side'.

### How to accurately translate the text?



Picture 18. Translation Text Process

### Interaction of Linguistic Competence with Other Competences

Understanding a source text correctly depends on linguistic competence. CHINESE Summary: To convey the message correctly, translators must have cultural competency; otherwise, not only cross-cultural interpretation but also the error of miscommunication can occur due to different norms and values in how the message is received and what is transferred. Also, translators need textual competence to

comply with genre conventions, such as the rigid structure of legal texts and the persuasive nature of advertising.

Technical competence reinforces a translator's use of tools to deliver their work, including computer-assisted translation software, glossaries, and term bases, to maintain consistency and efficiency. Finally, research competence is also a must, as translators frequently encounter unfamiliar terms or areas where they must find credit references. If you have a solid command of the language, it is much easier to mediate between these two. This leads to linguistically correct, culturally accurate, textually-appropriate, technically efficient, and research-supported translations.

#### How to Improve Linguistic Competence

- a. Read a lot in both languages. Use academic texts, news, and literature to expand vocabulary and develop a feel for styles.
- b. Write more in the language you are learning. This builds fluency and an ear for how a sentence should flow and which words sound natural.
- c. Be thorough with grammar. Not so intuitive, over time. Memorizing rules and many exceptions helps communicate meaning in a particular manner.
- d. Create an encyclopedia of terms. Add new words, appropriate similar dictionary words, and records of

terms being used within contexts. This will assist when the same field comes up again.

- e. Discussion and Peer Review Sessions Contrasted second drafts and received feedback on phrasing and sentences.
- f. Attend classes or seminars with credentialed teachers or professionals. Interactive practice heightens awareness of correct answers and fluency.



Picture 19. Linguistics Competence Strategy

The first base of translation quality<sup>2</sup> is linguistic competence. It is this lack that prevents translators from fully understanding the source text and reconstructing it in the target language with accuracy and nativity. This competence is not static. It develops through experience, education, exposure to

other cultures, and reading. In professional settings, good linguistic competence also enables translators to handle difficult, complex texts without making major mistakes and to deliver high-quality output that is reliable and respected by readers.

## **Exercises**

1. Select ten English words that have multiple definitions. Translate each word according to the sentences given.
2. There are five long, complex source sentences. Use basic, but correct, structures to translate them into the target language.
3. Pick five idioms in your source language. Do A literal translation, then search for an idiomatic expression in the TL.
4. Get a paragraph out of technical writing. Create a glossary and uniformly use the same words throughout the paragraph or the document.
5. Select five dialogues that show either implicature or politeness—translated with social and cultural context into the language/locale.

## 4.2 Textual competence

A notion that touches on the way and social correlation between how a text has been written or constructed in relation to its communicational role, called textual competence. It is multifaceted because it combines linguistic information with cognitive strategies. This allows an individual to comprehend both IN the language and the intended message from the text. Since communicative competence is the foundation of linguistic competence (Savignon, 1997), identifying when and how a text's communicative purpose is conveyed is paramount to language teaching and language use. It should be noted that it is not only linguistic control that contributes to L2 interactions, but also the command over nonlinguistic cues, such as cultural nuance and social context, that shape the meaning in L2 classrooms.

According to Man'kovskaya (2022), literary texts foster learners' communicative competence. Exposure to literature prepares a learner to read to discern and convey thought in diverse contexts, thereby enhancing textual competence. By creating many genre- and modality-specific work products, learners not only internalize linguistic structure but also learn to align style with the communicative purpose of each genre.

Georgeta Cislaru and Thierry Olive: The process of textualization. They demonstrate how, through the interaction

of linguistic and cognitive strategies, the written text is constructed to create discourse that is context-appropriate and coherent. Their findings reveal that textual competence involves simultaneous control of syntactic, semantic, and pragmatic links in text production (Cislaru & Olive, 2018).

So let's turn to an offering from text linguistics that we use here as a practical frame for textuality analysis: Heiko Hausendorf and Wolfgang Kesselheim. They highlight the importance of coherence, the relation between text, and the function of language in understanding and producing texts. In doing so, learners not only become aware of the formal structure but also reproduce and adapt text shapes to particular communicative purposes (Hausendorf & Kesselheim, 2008).

Textual competence is, in translation practice, a decisive causal factor for successful transfer of meaning. Translators need to know how the type of text works. Legal writing requires specific language and formal style. Advertising texts include creativity, wordplay, and a persuasive purpose. Although such a translation may be linguistically well-formed, if the functions and textual conventions are ignored, the translation can do something quite the opposite of what was intended.

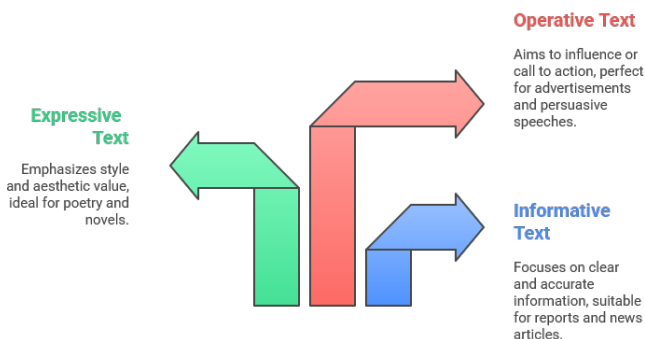
In summary, textual competence is part of the basis of communicative competence. It is more than just the right dialect. It also encompasses the understanding of purpose,

context, and function. Textual competence is essential for language learning, translation, and effective communication in social and professional life.

### Dimensions of Textual Competence

For this reason, textual competence impacts on general quality — see textual competence and use — and, vice versa, the overall quality of a translated text may be inferred from the competences on which it is based. Also, the consciousness and knowledge to comprehend, recognize, and reproduce a text concerning its function or communicative goal (p.

#### What type of text should be created?



Picture 20. Types of Text

### Text types

Following Katharina Reiss and Christiane Nord, we can group texts into three main kinds:

- a. Informative texts focus on clear, accurate information, for example, reports, news articles, and technical documents.
- b. Expressive texts focus on expression, style, and aesthetic value, for example, poetry, novels, and plays.
- c. Operative texts aim to influence or call to action, for example, advertisements, political campaigns, and persuasive speeches.

By understanding this classification, translators can choose suitable strategies. Informative texts demand data accuracy, expressive texts require fidelity to aesthetic nuance, and operative texts require persuasive adaptation to ensure the message has the intended effect on target readers.

### *Text structure or organization*

Each genre has a familiar pattern. News articles often follow the inverted pyramid with key facts at the start. Research reports follow the IMRAD structure: Introduction, Method, Results, and Discussion. Formal letters use a fixed format with opening, body, and closing. Mastery of structure helps translators rearrange content to meet the expectations of the target reader. If structure is ignored, a translation may feel illogical or hard to follow.

### *Cohesion and coherence*

Cohesion is the formal linkage across parts of a text using devices such as conjunctions, pronouns, repetition, or synonyms. Coherence is the unity of meaning that allows readers to follow the message.

#### **Example:**

English The minister announced new policies yesterday. He said they will boost the economy.

A good Indonesian version is Menteri mengumumkan kebijakan baru kemarin. Ia mengatakan kebijakan tersebut akan mendorong perekonomian. If the pronoun he is not handled correctly, cohesion breaks.

Translators must also watch register and style. Register is the level of formality that fits a social context. Legal writing uses formal wording. Popular articles can be more relaxed. Style includes word choice, sentence length, and tone. These should fit the audience while preserving the source text's function.

#### Local writing conventions

Each language has its own rules for punctuation, number formatting, dates, and titles. Adjusting these details is essential so the translation truly fits the expectations of target readers.

**Example:**

The date 12 05 2025 means May 12 in American English and can be read as 5 December in British English. In Indonesian, it should be 12 Mei 2025. Small details like this can confuse if not managed.

**Case Applications of Textual Competence****Case 1: News text**

- Image Credit: The President promised to spend 2 billion dollars to upgrade rural infrastructure, focusing on health and education facilities
- Indonesian literal: Presiden berjanji untuk menganggarkan US \$ 2 miliar untuk pembangunan infrastruktur pedesaan, yang bersifat mendesak, terutama untuk meningkatkan layanan kesehatan dan pendidikan.
- Presiden menjanjikan anggaran 2 miliar dolar untuk infrastruktur desa dengan prioritas kepada kesehatan dan pendidikan

**Case 2: Product advertisement**

CitrusPlus is bursting with sparkle to refresh your day.

TREATS (Translated Read Treats) Refresh your day with CitrusPlus Sparkling flavor!

Issue: Rasa berkilau sounds odd.

Alternative: Buka semangatmu lagi dengan CitrusPlus murni segar alami!

#### Case 3: Legal document

- Date of Signature: This agreement comes into force on the date of signature by both parties.
- Indonesian Formal: Perjanjian ini berlaku keagak teratur pada tanggal ditandatangani oleh kedua belah pihak.

It has the typical structure of legal style in Indonesian.

#### Case 4: Poetry

- Image Source: The moon speaks to the sea, never at rest.
- Translated: Moon whispers to the rattled sea.
- Shadows — Literary adaptation: Getting Your Mind about The Moon Whispers Secrets# The moon whispers secrets in Morse # Literary adaptation# The moon whispers secrets# The moon in her indigo বুধ has drawn notes and ciphers into the restless sea.

The first added word, *rahasia*, is not in the source, but it intensifies the image and preserves the rattle effect.

#### Challenges and Strategies

Each text has a distinct function and convention. Some are very specific, like a legal deed with a set format, or a pantun with a form of rhyme. Even if those differences may not be

apparent in a string of text, they will matter, as the gaps in the mode of official letters between countries like Indonesia, Japan, and the USA show. Even if the text's functionality calls for adaptation, clients may request a literal translation. The basic constructs of form and function, however, are very genre-specific — differences across news, academic, and promotional genres require deep knowledge of form and function.

Translators who want to build a stronger textual competence might:

- a. Read many target language examples in each genre and analyze the patterns
- b. Compare with the results of professionals (to find genre solutions)
- c. Practice writing original texts in multiple genres to sense the inner logic of each medium
- d. Understand local conventions for spelling, punctuation, and ordinary layouts
- e. Accept revision notes that editors highlight as learning opportunities

## Enhancing Textual Competence in Translation



Picture 21. Enhancing Textual Competence

These strategies reinforce textual competence in translators, allowing them to provide accurate and functional translations that are generic and culturally appropriate to readers.

Having textual competence enables a translator to be an architect of communication. The translator is not only transferring words but also creating a new text that functions in the target language. From text type, structure, cohesion, and coherence to register and local conventions, with practice, the translator maintains accurate meaning and a compelling message that align with the social and cultural expectations of the audience.

## **Exercises**

1. Provide three distinct texts, such as news headlines, poems, and advertisements. Have learners specify the text type, communicative intention, and most suitable translational approach.
2. Find an English news article and write a translation into Indonesian in the style of Indonesian news articles.
3. Students were asked to refine their use of pronouns, connectives, and repetition.
4. Convert an official promotional paragraph into a casual promotional style and vice versa. This trains sensitivity to register.
5. For more practice, experiment with dates, currencies, measurement units, and formats to comply with the target language conventions.

### **4. 3 Cultural and Pragmatic Competence**

Translation is more than just transposing words from one language to another. It is a complex process that transcends the transmission of messages from one culture to another. Translation, in fact, is a broad and spacious process that, in addition to linguistic ability, calls for social understanding and intellectual freedom. This can be observed in translations of Apollinaire's poem *Les Fenetres*. Expansions into the text were made by translators from various backgrounds creating dense and colourful interpretations. Using creative engagement with the poem's many modes, they created a kaleidoscopic meaning that reflects not only the source language but also connects with other cultures (Loffredo & Perteghella, 2009).

Translation is an exercise in interpretation, demanding that the translator carefully ponder the author's intent, context, and genre of the text. At the same time, the communication also has to be relevant to the social and cultural context of the audience it targets. Realizing that cultural translation is a form of negotiation reflects the intricacy of the global society. It functions as a vehicle for communication and is a metaphor for cross-cultural encounters that establish continental differences and create new cultural spaces (Calzoni et al., 2022; Maitland, 2017).

Literary translation must also be considered a cultural practice that responds to the social and political pressure one may be subject to. Translation, when read critically, is a site of contestation over power, ideology, and cultural representation. Thus, translation creates and develops new channels for a more equitable cultural exchange (Dingwaney & Maier, 1995, p. 8). Through this lens, we can see that translation is not a neutral process. It has interests; it informs how they make sense of things.

Translation, in a broader sense, is also evident in its prominent application to the study of intercultural contact. According to Stierstorfer and Gomille, translation connects linguistic studies with cultural and literary studies. An important point from the perspective of postcolonial discussions and also the studies of World Englishes (Stierstorfer & Gomille, 2008). Thus, translation is a space that is not merely linguistic but also cultural and ideological.

In short, translation is creative, dynamic, and reflective. It connects them through language and culture so that ideas, beliefs, and lifestyles can travel from one population to another. Once again, the translator needs to apply their cultural competence to make the text conform to the target society's norms. In these cases, pragmalinguistic competence directs the translator to select strategies that retain the speaker's intention,

polite, relevant, and functional. These competencies together ensure the long-handed translations, chief the bookish sense, is for non-native talkers.

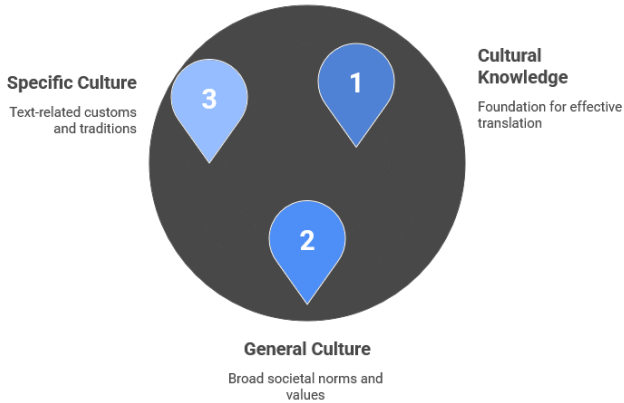
### Cultural Competence in Translation

It underlies the cultural knowledge in a translation that readers can grasp and understand without difficulty. For a translation to convey a message from one culture to another, translators need both general and specific cultural knowledge.

- a. General culture is made of social guidance, customs, moral principles, social hierarchy, and other daily intercourse among people, which affects the thinking of men.
- b. Particular culture linked to the text (for example, terms from customary law, religion, local tradition, or history);

Case in point — it is not really OK to translate the American holiday Thanksgiving purely as a day of giving thanks. A part of the national story with its own holiday, characterized by typical fare such as roast turkey and pumpkin pie.

## Cultural Knowledge in Translation



Picture 22. Cultural Knowledge

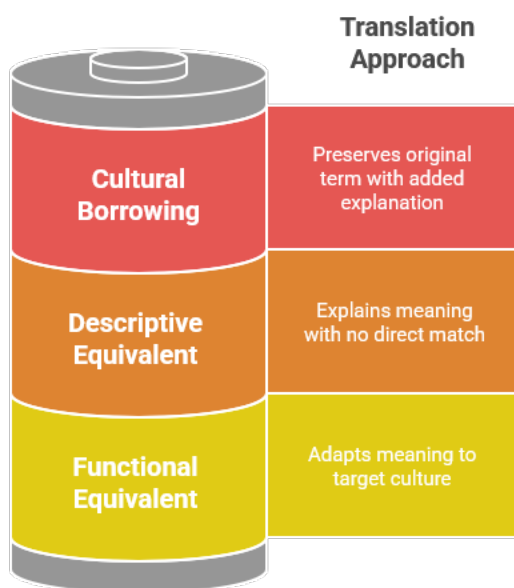
Cultural Equivalence: The translators use the Reverse or Lindholm method to cope with cultural differences. It doesn't necessarily correlate with using exact language. The intention is to preserve meaning and function in the TL.

Common strategies:

- a. Functional equivalent — finding something in the target culture which has the same function as the source word/term.
- b. Descriptive equivalent – Describe an item that does not have an exact equivalent.
- c. borrowing: original term + short note + glossary

For instance, a Kimono usually is a non-loanword. For Indonesian readers, SAT is better described as a university entrance exam in the United States.S

### **Translation strategies range from adapting to preserving the original.**



Picture 23. Translation Strategies

Words can have metaphors, symbols that germinate in human experience. The translator must then identify these (or one of them) and pick a strategy. Retain the symbol, substitute it with a more suitable symbol, or include a brief description.

For example, white as snow (makes sense where snow is common). In Indonesia, white, like cotton, may convey the same image when communicated more effectively.

Cultural sensitivity is equally essential. The way a reader receives a text is shaped by their moral, religious, and political values. In one place, a religious joke may pass muster; in another, it may spark a protest. It is the role of these translators to rework the content without compromising local values. When solutions that rest on general cultural knowledge are combined with cultural equivalence, symbol awareness, and sensitivity to local values, the translator's work can achieve successful reception.

#### Pragmatic Competence in Translation

Correct meaning comes from understanding context. A sentence never stands alone. Different circumstances will change the inflection of the utterance. A translator needs not just to read between the lines but also to understand what is not said.

For instance, "It is cold in here" could simply be a (actually) polite request to shut a window? There is no one perfect translation; it all depends on what the speaker means in that moment.

It also depends on the politeness and speaking strategies. Brown and Levinson demonstrate that although every culture has different means of face-saving. Indirect forms like *Could you* are more common in English...? In contrast, Indonesians frequently employ straightforward constructions with *tolong*.

For example, *but could you keep it down!* Seems more appropriate one as *Bisa tolong pelankan suaranya? Apakah Anda keberatan?* May I ask you to (doesn't sound right in Indonesian)

Translators also need to read between the lines and identify implicature, meaning that is not explicitly stated.

Listen: For example, a boss in a meeting says, "We may need to go back on this plan." This is literally a soft suggestion, but it could imply that the plan is incorrect and needs adjustment. That intention should be reflected in the translation.

Lastly, the pragmatic competence includes control of genre and register. There is a particular style for each sort of text: formal, semi-formal, and -nightwear- easy.

**Example:**

Check this out! can be *Lihat deh!* Social media OK, but a better formal brochure would be -> *Silakan lihat penawaran kami.*

Case Examples

Case 1: Politeness differences

The author is an Expert Blogger who works for Source: Please deliver the report to me by tomorrow.

Indonesian: Can you send me the report tomorrow?

Pragmatic Indonesian: Please send me that report tomorrow, okay?

The second version sounds more natural.

Case 2 — When advertisements do cultural adaptation

Give your taste buds a wake-up with the real bacon!

Bacon poses a challenge for the Muslim market in Indonesia.

Adapt: Wake up to the flavor of real sausage! Or another relevant halal product.

Case 3: When someone says something that isn't exactly what you mean

Source

A: Do you like my new haircut

B: It is... interesting.

Indonesian, with the gentle sarcasm kept

A: Do u like my new haircut

B: Ya... unik.

Case 4: Cultural symbols

Image source: He knocked it out of the park in the meeting.

(This is a baseball expression that means a home run.)

Now that the adaptation: — He nailed that meeting.

Or, to use an image from a more familiar sport: She scored the winning goal in that meeting.

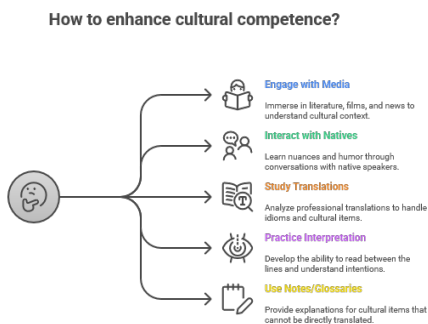
## Building Cultural and Pragmatic Competence

These skills develop over time, and they are molded by exposure to a variety of sources.

- a. Engage with the source culture through literature, films, and current events.
- b. Chatting with native speakers to pick nuance, humor, and references that can be difficult to glean from text.
- c. Look at professional translations. Comparison of the Handling of Idioms, Euphemism, and Culture-Specific Items by Experts

Read between the lines, so to speak. Pay attention to intent, voice quality, and subtext.

e. If you can not carry a cultural item directly, then use a brief on, or a glossary entry.



Picture 24. Enhancing Cultural Competence

These habits equip translators with cultural sensitivity and pragmatic accuracy. The end product is an accurate, natural, and communicative translation.

Cultural and pragmatic competence assist translators in creating an adequate, appropriate, and functional translation that is not only linguistically correct but also contextually and socially acceptable to the target audience. These skills do not come about overnight. Attainable through constant study, contextual practice, and firsthand engagement with the One of material and speakers from diverse cultures. In a highly interconnected world, cultural and pragmatic qualifications position a translator not merely as a linguistic intermediary. They're enablers of a global conversation.

## **Exercises**

1. What to Do(With English Articles): Read an English article or short story. Mark buzzwords, idioms, and cultural terms. Suggest translation techniques for each item.
2. Consider a direct phrase that suggests. Literally, then pragmatically: compare the effect.
3. Translate a culturally specific advertisement. Rewrite it with the audience in mind.
4. Select one more polished conversation and one more casual conversation from a movie. Translate both below with suitable politeness.
5. Be the interpreter in a dialogue between two cultures. Discuss what was hard and how you coped with it.

## BAB 5: Strategy and technique in translation



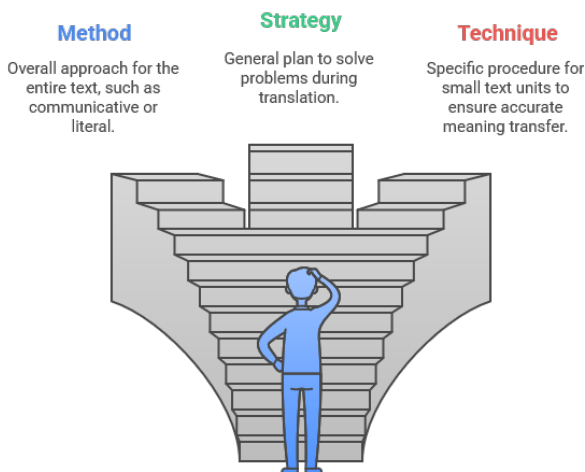
### 5.1 Translation Techniques: Concepts, Types, and Applications

At the micro level, a technique refers to a method used by a translator in modern translation studies. It could work on a single word, phrase, clause, or a full sentence. A technique is not the same as a method or a strategy (Molina & Albir, 2004).

- a. A method, for the entire piece (i.e, communicative, literal, reasoned, etc.)
- b. A strategy is a broad plan that accompanies the process and assists the translator in reading the source text and in writing the target text because it helps solve problems.

- c. The technique is particular. For this reason, it is applied in a small SL unit of text with an assumption that meaning is transferred precisely from the SL to the TL.

### Which translation approach should be used?



Picture 25. Translators Strategy

It is essential to make this distinction based on the various types of linguistic and cultural contexts with which translators contend. Asensio (2014) argues that official translators, particularly in legal contexts, are constrained by many factors but also need some degree of freedom to adapt the text to the target culture. Our choice of technique is always contingent — not just on the choice itself, but on the larger social and institutional factors surrounding it. According to

Snell-Hornby (1988), translation has also crossed the borders. A technique will only work if the translator is not only cognizant of the subtleties of the language but also understands the cultural context of the world being translated.

As stated by Lederer (2003) in the interpretive model, strategies facilitate comprehension and reformation of meaning from the ST. Scarpa & Fiola (2011) discuss such classifications, for instance, in special-purpose translation, particularly in technical and scientific texts, disciplines in which the choice of technique must conform to the terminology and genre. In their 2009 paper, Gambier & van Doorslaer emphasize the importance of a standard metalanguage in translation studies, as it provides a common set of terms for learning to talk about techniques. To summarize, techniques are practical but context-dependent; however, they rest on well-established concepts within the broader discipline of translation.

#### Method, Strategy & Technique in Practice

- a. Method at the macro level for the entire text
- b. Strategy is a dynamic response emerging from challenges in comprehending and composing.

- c. Method functions at a trim level in a little compartment to obtain the most effective equivalent.

Understanding that difference allows you to maintain a uniform big-picture approach and choose strategies and/or techniques appropriate for each section of the text. The outcome will be more precise, natural, and conversational.

Techniques are tools in the translator's toolbox. They allow you to maintain your sense of self, modify your manner, and cross structural and cultural gaps in both languages. Eighteen translation techniques from Molina and Albir 2012 Below are the eighteen standard techniques, with short explanations and simple examples.

1. **Adaptation**

Replace a cultural item in the source with one that works in the target culture.

EN He drives on the wrong side of the road.

ID Dia mengemudi di sisi jalan yang tidak semestinya.

In a children's story, baseball may be adapted to sepak bola for Indonesian readers.

2. **Amplification**

Add information to clarify the meaning.

EN He visited the Kremlin.

ID Dia mengunjungi Kremlin, pusat pemerintahan Rusia.

3. **Borrowing**

Take the source word as it is, either pure or naturalized.

Pure He is a samurai. → Dia adalah seorang samurai.

Naturalized computer → komputer.

4. **Calque**

Translate a fixed expression or word-for-word structure.

EN science fiction → ID fiksi ilmiah.

5. **Compensation**

Move a stylistic effect to another place when it cannot remain in the original spot.

For example, a word play that does not work in one sentence can be recreated later in the text.

6. **Description**

Replace the term with a description of its form or function.

EN He wore a kimono.

ID Dia mengenakan kimono, pakaian tradisional Jepang berbentuk jubah panjang.

7. **Discursive creation**

Produce an unexpected but contextually suitable

equivalent, often for titles or slogans.

Eternal Sunshine of the Spotless Mind → Sinarnya  
Tak Pernah Padam.

8. **Established equivalent**

Use a well-known standard equivalent in the target language.

EN Once upon a time → ID Pada suatu hari.

9. **Generalization**

Replace a specific term with a more general one.

EN He bought a sedan. → ID Dia membeli mobil.

10. **Linguistic amplification**

Add linguistic material to make the message more straightforward, as is common in oral and audiovisual work.

EN Sorry. → ID Maaf, saya benar benar minta maaf.

11. **Linguistic compression**

Reduce linguistic material to fit target norms or limits, common in dubbing and subtitling.

EN Yes, of course. → ID Tentu.

12. **Literal translation**

Translate word-for-word when the structure and meaning match.

EN She lives in Jakarta. → ID Dia tinggal di Jakarta.

**13. Modulation**

Change the point of view or conceptual category to sound natural.

EN It is not difficult. → ID Itu mudah.

**14. Particularization**

The reverse of generalization. Use a more specific term.

EN He is wearing shoes. → ID Dia mengenakan sepatu olahraga.

**15. Reduction**

Remove information that is not needed or is already implied.

EN Mr Smith, our school principal, arrived.

ID Pak Smith, kepala sekolah, datang.

**16. Substitution**

Replace a linguistic element with a paralinguistic one, or vice versa.

Example: change 'shh' to the Indonesian onomatopoeia 'sst'.

**17. Transposition**

Change the grammatical category without changing meaning.

EN After his arrival ... noun

ID Setelah dia tiba ... verb.

## 18. Variation

Change language variety such as dialect or level of formality.

Example: shift formal English into casual Indonesian for a teenage audience.

### A short, combined example

Source English

In a small village, at one time, there lived a samurai who was a big baseball fan.

Target Indonesian

Suatu ketika, terdapat seorang samurai di sebuah desa kecil, yang suka akan bisbol.

Analysis

There was a provisionally → indistinct level

Samurai → borrowing

Baseball → naturalized borrowing bisbol

How to choose a technique

Select techniques based on purpose, text type, audience, and norms of language use. An actual translation would most likely not use only one technique. Usually, the best score—correct, fluent, and well-read—comes from a smart blend of the two.

## Exercises

1. Give you five source sentences (short ones) and their translations. Find what tricks are used in every segment.
2. Take one English sentence. Do a literal translation, a modulation, and an adaptation of it. Compare the effects.
3. Compile a catalogue of movie titles and the canonical versions in the language of Indonesia. Identify what each title discursively creates, adapts, or modulates.
4. Japanese Culture: Example 1 of a Culture-Bound Element. This is an advertisement for a Japanese product. Mix a non-Japanese culture-bound with a foreign Culture-bound Element. Rewrite the copy of an American ad, translating. Continue reading *The Product and the Advertisement Domain What Makes Sense for Indonesian Readers - An Adapted Version*
5. Convert a formal text to its casual equivalent, and vice versa. Discuss what choices work to serve the text for the new audience.

## **5.2 Strategies for Translating Idioms, Metaphors, and Culture-Specific Expressions**

Apart from translations, idioms, metaphors, and culture-specific expressions are pregnant with meaning but also challenging to translate. The meaning of their meaning extends beyond the words to the social, cultural, and historical context. Baker (2018) describes idioms and metaphors as types of non-literal language that require particular approaches, as literal meanings are often far removed from their actual meanings.

Culture-specific expressions, which means that they belong to a custom, a belief, an object, or an event in a community. Cultural items are grouped by Newmark (1988) into ecology, material culture, social culture, religion, and the arts. A translation can easily turn stilted, confusing, or even offensive without an excellent command of the source and target cultures.

So translators need high linguistic, cultural, and pragmatic competence to transfer idioms, metaphors, and culture-specific expressions, keeping them natural while still preserving their effect.

### **Challenges and Strategies 1 Idioms Definition**

An idiom is a phrase or expression that has a figurative meaning that is difficult to understand from the separately defined words. Duhaime 2005, then, idioms are fixed in form

(Baker 2018), and doing something changes their semantic meaning.

### **Examples**

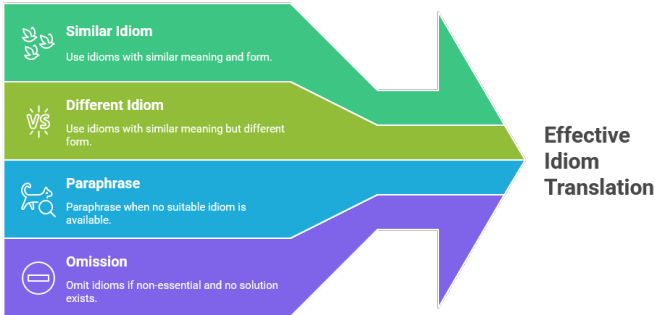
- Turn in your chips means to give yourself up, not to surrender your poker chips.
- Spill the beans means to expose a secret

Idioms are troublesome because many do not have a direct equivalent in the target language. Frequency also differs. What is an idiom used frequently in one language could be a rare or unknown idiom in another language. Idioms have connotations and tones that can change during translation. Even some idioms are rooted in history or tradition.

### Useful strategies

- a. An idiom of the target language of equal meaning and equal form. Paraphrase: Two birds, one stone may be equivalent to *Sambil menyelam minum air*.
- b. Use a native expression (idiom) of a different form with similar meaning. VeristiQ: Example: Do not count your chickens before they hatch = *Jangan menjual kulit sebelum harimau diburu*
- c. Pay with the Paraphrase When There Is No Good Idiom phrase cat in the bag: *Membocorkan rahasia*.
- d. Remove the idiom only when having it is not key to the message and there is no obvious workaround.

### Strategies for Idiom Translation



Picture 26. The intent is not to reproduce the form but to preserve meaning, function, and readability.

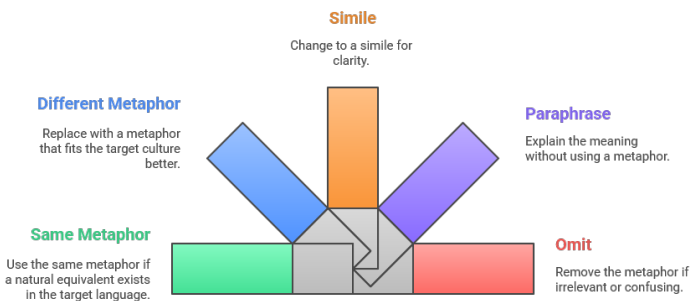
A definition of the Two Metaphors, the challenges it can present, and some strategies to navigate it.

By comparing one thing to another, a metaphor makes something abstract clearer. According to Larson (1998), there are conventional metaphors, which are known and can be easily identified, and creative metaphors, which an author creates to elicit a particular outcome. Several of metaphors are based on cultural experience, and they can be hard to translate. But a word-for-word version can strip a reader of the denotative punch. Different languages also have different literary traditions.

Strategies

- a. When there is a natural equivalent, translate the metaphor with the same metaphor. For example, the heart of the city becomes jantung kota.
- b. Substitute with another metaphor giving a better sense in terms of the target culture. For example, "as busy as a bee" becomes "as busy as a train" in Indonesian if that sounds more natural in the context.
- c. Uncloak the metaphor and shape it into a simile to drive the point home. Look, when dia is in trouble: when in trouble, it becomes a rock.
- d. Rephrase what they are saying. For example a blanket of snow= salju yang menutupi seluruh permukaan.
- e. Leave out the metaphor if it is not really warranted or if you have to work to explain it to readers.

### How to translate a metaphor?

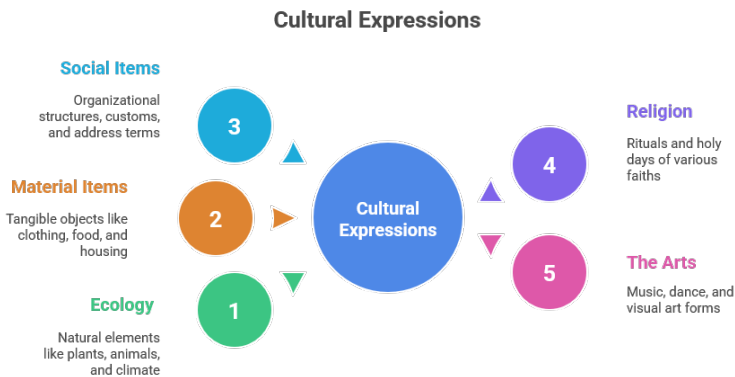


Picture 27. These choices require both language skill and cultural sensitivity so that the rhetorical effect remains.

Culture Specific Expressions: Three definitions, Challenges, and ways to overcome

Culture-specific expressions convey artifacts, habits, values, and momentous occasions. Newmark lists five groups

- a. This contains the Ecology, i.e., plants, animals, and climate.
- b. Material aspects including clothing, food, and accommodation
- c. Societal factors such as organization, way of life, modes of address
- d. Religion, such as rituals or holy days.
- e. The arts, e.g., music, dance, and visual art.



Picture 28. Cultural Expressions

This is primarily because there is no one-to-one translation, and because this text will need to be relevant to a different audience.

### Strategies from Molina and Albir

- a. Adaptation — replaces a source culture item with a similar target culture item that performs the same function. When nationalised, Example Fourth of July becomes Hari Kemerdekaan.
- b. Description: used to describe the item when there is no direct match. Hanami, A Japanese Custom of Relaxing Under a Cherry Tree in Full Bloom
- c. Borrowing retains the existing word already recognized, for Example, kimono.

Functional equivalence: Replace the concept with the functional equivalent. Example: a high school becomes SMA. The idea is to preserve not only meaning but also cultural depth. Four combined examples with idiom, metaphor, and culture Source English

He knew he really had no chance of taking the match, so he threw in the towel. His coach told him Rome was not built in a day, and one day he would be the king of the ring.

Literal Indonesian

Setelah kalah, dia melempar handuk. But his coach reminded him that Rome was not built in a day, and that one day he would be in the lion's den.

Adapted Indonesian

Setelah kalah, dia menyerah. But inget coach, "success takes time" dan "someday u will be the king of the ring."

Techniques used

You can also use a paraphrase of an idiom, as here were: a. threw in the towel → menyerah

So, Rome was not built in a day (dan kesuksesan butuh waktu)—characteristic similarity: Different pattern.

There, c. lion of the ring becomes the term for penguasa ring through metonymy.

Key Messages from the Literature

According to Baker (2018), meaning and acceptability must be observed alongside the faithfulness. Newmark (1988) states that the loss of cultural nuance debilitates the text. If we restrict ourselves to practical technique labels, such as those proposed by Molina & Albir (2004) and 2012, they lead us to choose solutions for real-world tasks. There is no one worldwide rule. Every single choice involves meaning, function, audience, genre, and purpose.

## Exercises

1. Write a piece of text with 10 idioms, five metaphors, and five culture-specific sayings. For each expression
  - a. An idiom, metaphor, or cultural item that identifies a particular kind
  - b. Choose a translation strategy
  - c. explain your reason.
2. Pick five idioms and do the following for each one: Literal Translation, Paraphrase Adaptation, Describe how you change for readers when the effect.
3. Get a paragraph from a novel that is full of ample cultural references. Version 1 (original version): retain all items through borrowing. Version 2 (Adapted for Indonesian reader)
4. When another character weighs in, attempting to describe their relationship with a bunch of metaphors and idioms, the first thumbs down, nonchalantly, puts their head down. Be mindful of space and time constraints for subtitles.
5. Take two authorized translations of the same novel. Idioms and metaphors are texts that require the translator to adopt a specific approach to them. Determine which is more effective and why?

### **5.3 Managing Translation Problems**

Translation rarely runs without challenges. Translation problems (Nord, 1991) are any hindrances that arise when a translator reads the source text or attempts to render it in the target language. Such issues could arise from language systems, culture, context, or constraints on translator knowledge.

Managing translation problems involves systematically identifying each problem, examining it, selecting a suitable strategy, and monitoring the outcome. Without proper management, a translation is bound to lose its essence, clarity, precision, and acceptability.

#### Types of Translation Problems

##### Linguistic problems

Each language may have a separate order of word formation, meanings and grammar. Indonesians often prefer to use time adverbs and the notion of context to mark time, whereas English often resorts to tenses, many of them.

##### Example

Example: She had been waiting for two hours when he arrived  
→ Dia sudah menunggu dua jam ketika dia datang.

Vocabulary gaps also cause trouble. Serendipity — the peculiar English word has no counterpart, so it requires a penemuan beruntung, such as Linguistic issues require an analytical mind, along with both original and accurate decision-making.

#### Cultural problems

Cultural words for items associated with a particular culture, as in Newmark 1988.

#### Example

In general news terminology this was clear: Dia mengenakan yukata, kimono ringan khas Jepang, pada festival musim panas.

#### Another case

Because the background of the name is not well known among, and a better translation of "He is a Benedict Arnold" is "Dia seorang pengkhianat." In this context, the translator is a cultural mediator.

#### Textual problems

Genres have their own conventions across languages. Thesis verbs are phrased very differently in English academic writing, and scholarly texts in Indonesian can be incremental in their development of arguments.

Cohesion tools also differ. Many explicit connectors in English, such as however, moreover, therefore, etc. In Indonesian, sentences are often built with simpler grammatical connections or greater reliance on context than in English. Translators have to adjust connectors and structure to maintain a natural, cohesive flow in the target text.

Pragmatic problems

Lesson by House & Kádár (2022): A translation should preserve the communicative function: politeness and intent matter.

### **Example**

For instance, the English "would you mind closing the door" is polite. Still, the natural Indonesian translation would be "tolong tutup pintunya, ya" (not the literal "apakah Anda keberatan menutup pintu").

Implicit meaning can also matter. It might be a subtle hint to shut a window. The translator needs to read the environment and carry out the desired action.

Steps to Manage Translation Problems

Identify

Use Critical Reading to Identify Potential Problems. One difference is the kinds of problems: in Nord 2005, an objective problem is separated from the subjective problems most translators will encounter, which are related to a translator's

own knowledge and skill in relation to the target culture or language.

**Example :**

Meninggal: He kicked the bucket. A beginner may miss this.

Analyze

Ask key questions. Who is this text defaulting to the target audience of this text? How familiar are they with the references? What kind of problem does the text solve (linguistic, cultural, textual, or practical)? Do we preserve the function, or do we adapt it to the reader?

Choose strategies and techniques.

According to Molina & Albir (2004), useful strategies include adaptation for items with specific cultural references, modulation for introducing a new point of view, compensation for style effects, amplification for greater explanation, and reduction for naming what is unnecessary. Select by utility and by context, not by a static criterion.

Evaluate

Reread the target text. Look for proper transfer of meaning, function, and effect. It is ideal to have a test reader or peer review when available to enhance quality.

Example Cases

Idiom

So he finally slid up his sleeves to bite the bullet and run his own business

Natural Indonesian

*Dia akhirnya memilih agar tidak berlama-lama berbutang pada kenyataan, dan membuka usahanya sendiri.*

The technique used is paraphrase plus modulation.

Pragmatics

The first is: Do you mind helping me with this report?

Natural Indonesian

Please help me finish this report.

This corresponds to Indonesian politeness and avoids the strange literal image.

Textual convention

We will zoom in on that in this paper by showing that ...

Can be

In this article, we will demonstrate that ...

or, if the audience calls for a less personal approach,

This paper will show the Reproducing Text paraphrase.

Tense difference

When she arrived, the meeting was over.

Becomes

We had finished the meeting when he arrived.

General Strategies for Professionals

Read widely in both languages to establish a solid bilingual and cross-cultural foundation. Get to know key translation theory: what Nord says about types of problems, Molina and Albir say about techniques, and Baker says about idioms. Ensure consistency by using tools like dictionaries, corpora, term bases, and translation memory. Understand your audience and make your choices based on that. If you have just finished writing, take at least two passes: one for the meaning accuracy, and one for style, flow, and readability.

Handling translation issues is a quintessential skill. Understanding these types— linguistic, cultural, textual, pragmatic — and knowing which to combine and which to choose will help you come up with accurate, understandable, and acceptable translations. Theory gives you a map. Practice gives you judgment.

## Exercises

1. A brief context with idioms, cultural items, and grammatical differences. Trace each problem and justify.
2. Collect five tricky sentences. For every single one, use two different approaches and compare the results.
3. Translate a paragraph from an international news story. In groups, discuss the problems you met, the strategies you used, and whether the type of function of the text was preserved.
4. Exchange with a classmate, then provide feedback based on problem categories.
5. Pull a foreign product promo text full of culture references. Modify it for Indonesian readers

## **BAB 6: Translation Quality and Assessment**

### **6.1 Criteria for Translation Quality (accurate, natural, communicative)**

Translation quality is the degree to which the message, meaning, and nuances of the source text are preserved in the target text, and speaking adequately, appropriately, and effectively for the target readership. Nababan et al. A most commonly accepted translation quality model in Indonesia is proposed by Nababan et al. (2012), which comprises three criteria: accurate, natural, and communicative. These three components correspond to international assessment frameworks proposed by scholars such as House (2015) and Larson (1998), who highlight the elements of correctness, fluency, and readability in translation. That is, no matter how the terms look different, the target is essentially the same: to convey the meaning as a competent translation and to deliver text fluency and reader-friendliness.

The focus of each criterion is different, yet complementary to the others. Accurate, as in the translation is supposed to be true to the meaning of the source text, without adding or removing details that would alter the message. Natural– Use of the target language that helps the translation sound like an original text as opposed to a word-for-word piece of writing. The term 'communicative' stresses how effectively

the text fulfills its communicative purpose: delivering information, persuasion, or entertainment. In fact, these three criteria are rarely separable in practice, as a good translation requires a balance among them. If a translation is precise but sounds weird, weird in a translation sounds odd; too precise, in a translation, now and then misleads. This means that, for translators to create a text, they must possess language skills but, more importantly, contextual knowledge to produce a highly reader-friendly, functional text.

In practice, these three criteria are interconnected and must be met simultaneously.

#### 1. Accuracy

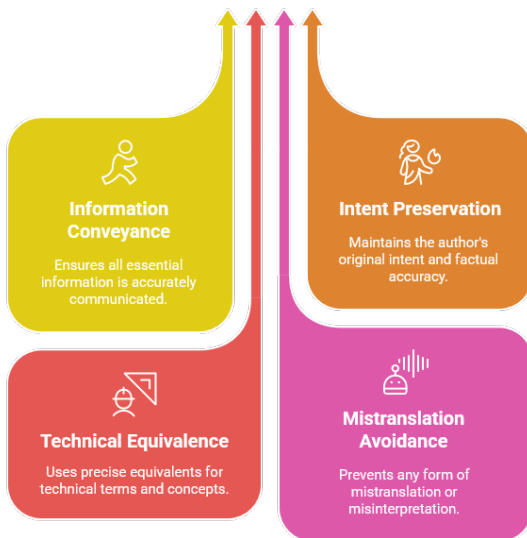
Accuracy refers to the extent to which the meaning of the source is the same as that of the target text with no loss, addition, and/or distortion of meaning. According to Larson (1998), an equivalent translation is one that "fidelity transfers the sense.

##### Characteristics of an Accurate Translation

- It discusses all relevant content from the text.
- Nothing about facts or what they were initially intended to mean changes
- Technical items or specialized terms are used with an appropriate equivalent.

- And there is not even a mistranslation.

### Elements of Accurate Translation



Picture 29. Element of Accurate Translation

### Case Example

Source text (EN):

The patient was diagnosed with hypertension.

Accurate translation (ID):

Pasien didiagnosis menderit hipertensi.

Inaccurate translation:

Pasien didiagnosis menderita tekanan darah rendah.  
(the meaning changes completely)

Worldly note: In healthcare documentation, an error like writing 'rendering hypertension' as 'hypotension' can be fatal. Translators must check terms in reliable sources such as medical dictionaries or academic journals.

These challenges occur because of the diverse ways of expressing ideas across the language pairs during translation. One example is when you misinterpret idioms; for example, when you say "spill the beans," it could be translated literally as "menumpahkan kacang," but it actually means "mengungkapkan rahasia." Another source of inaccuracy is the choice of the wrong equivalent for a technical term, or omission of a detail that is trivial for a translator, but critical for the reader of the text.

Continuously Accessible Reference: If great translators build their translations on references such as field-specific dictionaries, glossaries, or term bases, it only makes sense to have access to such references at all times, if necessary, to maintain accuracy, knowledge of the topic's context and background so that implied meanings are also perceived correctly. Drafting is just one side of translation, and another crucial step to ensure that everything in the source text conveys the full meaning in the target text is rereading. By using these

strategies, translators can minimize mistakes and create translations that respect the source message while also being readable for target audiences.

## **2. Naturalness**

Naturalness in translation is how closely a text can be read as an original in the target language before it becomes apparent that the text is a translation. Nida & Taber (1982) expressed the essential concept that readers of the translation should read it as easily as they read the native text, so that nothing will distract them, either by stilted phrasing or by syntax not normally encountered in English. To be loquacious is yet to be natural, and to be natural is NOT to trade depth for mellifluous expression. It means doing justice to the original meaning while using the target language as it is naturally used. A natural translation uses the dominating structure of the target language. Using native level vocabulary merely means using vocabulary that native speakers would say anyway, and adds a touch of the energetic and natural fluidity to your text. At the same time, a natural text doesn't turn into a stiff, overly polite, wooden text. It gives the reader a seamless read rather than prolonging the entire exercise. Readability improves, and the message resonates with the reader through this naturalness.

## **Example**

Source text in English:

“She gave me a hand with the project.”

A natural translation into Indonesian is:

“Dia membantu saya mengerjakan proyek itu.”

An unnatural translation would be:

“Dia memberi saya sebuah tangan dengan proyek itu.”

Another practice note: a translator can at times be too mimetic in shadowing the syntax of the source language, resulting in awkwardness. For example, English syntax would be "I have a red car", which would transform to "Saya punya mobil merah" in the Indonesian language rather than "Saya mempunyai mobil merah"

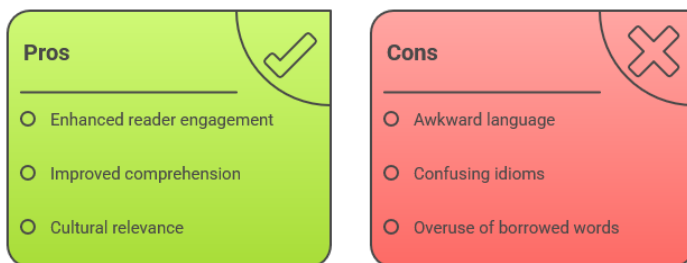
Common problems with naturalness

- a. Translating source language structures: Reads unnaturally to target readers.
- b. Removing idioms altogether so as never to mislead the reader, even if this means the target culture never employs them.
- c. Words that we borrow when we actually have a better one of our own

## How to improve naturalness

- a. Read the translation as a target text reader would. How does it sound (to the ear) regular dialogue or writing?
- b. Check for usage and expressions/collocations in a corpus of the target language
- c. Modify source humour and orientation expressions to be seen as effectively as they are within the target cultures.

### Translation naturalness



Picture 30. Translation Naturalness

### 3. Communicativeness

Instead, a communicative translation conveys the source message in a manner that enables readers of the target text to comprehend the content and the author's intentions fully. In this regard, Newmark (1988) called this translational equivalence communicative Success, and Noted That It is determined not only by how similar the form is to that of the

source, but also by whether the target text initiates the same communicative effect. A translator should translate it clearly, with smooth flow, and easily understandable language, so that the listener has no confusion in understanding the message.

In a communicative translation, there are a few key indicators: the first is whether the text fulfills its aim in the TL, e.g., to inform, convince, amuse, etc. Strange forms or unexplained alien terms do not block readers. It has to be formal, but the level of formality and the writing style have to suit the audience. A legal text is not an ad or a pop article. The cultural context also needs to be honored so that the message is perceived as contextual and easily understandable. Using this logic, translation is not just an interlingual transfer but also an efficient link for cross-cultural transmission.

### **Example**

Source text in English:

“Break a leg!”

A communicative Indonesian translation is:

“Semoga sukses!” or “Semoga berhasil!”

A non communicative translation would be:

“Patahkan kaki!”

Another example from advertising: the KFC slogan “Finger lickin’ good!” is rendered in Indonesia as “Jagonya Ayam!”

This version keeps the persuasive impact for the local market.

### **Common problems with communicativeness**

- a. Overlooking the culture of the receiving readers to leave foreign terms part of the text untranslated
- b. Choosing an inappropriate style for the audience, e.g., writing a work for the general public in technical language.

#### How to keep translations communicative

- a. Identify the target readers and use the language for them right from the beginning.
- b. Mould idioms and metaphors for your audience
- c. Provide concise explanations or descriptive phrases when an unfamiliar concept lacks an exact match.

The interplay of accuracy, naturalness, and communicativeness  
Accuracy (as defined here), naturalness, and communicativeness work in concert in practice, but they also tug in opposing directions. In the literature, translators would prefer naturalness and communicative effect to maintain the reading experience, with few details modified. For example, accuracy is the first priority in legal or medical texts, since even minor errors can have grave consequences, even if the end product might not feel as smooth.

Obviously, the best thing in the world is to balance all three.  
Accuracy: This means faithful to the original. Evitiveness maintains the flow of language as it is usually done in the target language. Communicativeness helps ensure the message is

straightforward for readers to understand. A faithful translation is one that stays close to the original text; a readable translation is enjoyable; and, for the audience, it is one that is useful.

### Sample Quality Analysis

Source text in English:

The emergency committee will meet at dawn.

#### Version A

"The meeting of the committee is at dawn on this burning issue."

- Accurate? Yes, all information is present.
- Natural? Sounds poetic in a lot of ways, but fair enough at this early stage.
- Communicative? Adequate, but for a general audience, "at dawn" can be improved to "very early in the morning."

#### Version B

The committee will convene at an ungodly hour to address the pressing issue.

- Accurate? Almost. Keep "urgent" as "urgent" rather than "important"
- Natural? Yes, it reads smoothly.
- Communicative? Good enough because it meets the standard use case.

This also indicates that small-scale changes, which may lead to greater naturalness and communication, may not always affect the accuracy of meaning.

All three criteria require a good understanding of what they are judging. Nababan et al. Offer a framework that is quite clear and used in Indonesia (2012). Other authors (Larson 1998, Nida & Taber 1982, Newmark 1988) provide more general theoretical perspectives, however. Translators should strike a balance among the three in real-world work, depending on the text type and objective. When it comes to precision, technical and legal texts need it the most. Naturalness and communicativeness are the required qualities of literary texts. In marketing texts, communicative effect is often prioritized, and creativity is allowed to adapt.

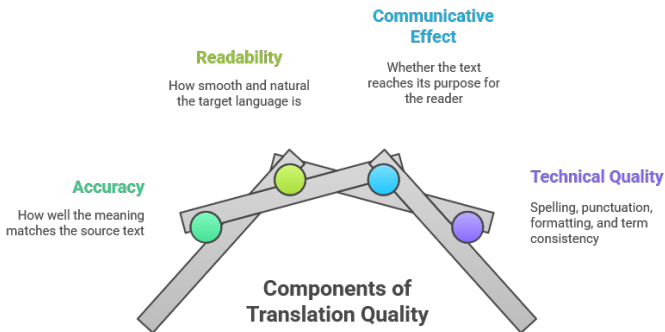
With consistent practice in review, revision, and adaptation, translation students can learn to create work that is faithful to meaning, natural in language, and easy to communicate.

## Exercises

1. Offer three translations of an identical text to students. Request them to rate accuracy, naturalness, and communicativeness on a scale of 1-3, then compare and contrast the differences.
2. Have students make adjustments so that it sounds natural and communicative while maintaining accuracy.
3. You take a product ad and translate it into two different ways. One for the lactions or nerds with a rigid tone, and the other as a social media post with a casual tone. Compare word choice and style.
4. List of English Proverbs: Request literal and communicative translations, and contrast their impact on target readers.
5. Ask students to exchange translations and provide feedback using the three criteria listed above. All recommendations should be accompanied by a brief rationale grounded in theory.

## 6.2 Translation Assessment Methods

A rubric has defined criteria with observable indicators and an explicit scoring range. It helps the assessor assess a translation uniformly, minimize subjectivity, and provide structured feedback.



Picture 31. Components of Translation Quality

Typical rubric categories:

1. Accuracy: how well the meaning matches the source text.
2. Readability or Naturalness: how smooth and natural the target language is.
3. Communicative effect: whether the text reaches its purpose for the reader.
4. Technical quality: spelling, punctuation, formatting, and term consistency.

## Sample Rubric

### **Accuracy**

Score 3: All meaning is conveyed correctly, no distortion.

Score 2: Most meaning is conveyed, minor distortion occurs.

Score 1: Much meaning is lost or incorrect.

### **Naturalness**

Score 3: The language flows naturally and does not feel like a translation.

Score 2: Mostly natural, with a few awkward parts.

Score 1: Stiff or overly literal translation.

### **Communicative effect**

Score 3: The message is easy to understand and relevant for readers.

Score 2: Mostly understandable, but some parts are confusing.

Score 1: Hard to understand.

### **Technical quality**

Score 3: Spelling, punctuation, and format are correct.

Score 2: A few technical mistakes.

Score 1: Many technical mistakes.

### Why rubrics help

Rubrics serve as a guide to the assessor and the student. Finally, they set clear criteria that minimize subjectivity in grading. Students have clarity about how they will be assessed — for accuracy, fluent language, and fit with the company. It also helps maintain consistency across assessors and makes feedback more precise, as the assessor can directly refer to the specific area where they scored low.

### Limits of rubrics

Rubrics can feel claustrophobic for literary or highly creative texts that place a premium on style and voice. Assessors also need training to apply the criteria consistently. A second limitation is the peculiarity of rubrics: they may miss nuance in an author. Hence, rubrics are extremely useful when judiciously combined with qualitative comments to yield a holistic evaluation.

### Peer Review in Translation Assessment

Peer review is an approach that allows students to assess the translations made by their peers. It builds on the concept of peer learning, which holds that interaction among students can increase critical consciousness of the quality of the translation.

### Typical steps

You could share the translation with another student without the author's name to maintain a neutral viewpoint.

Utilize the same rubric for all, to maintain uniform consistency in standards.

Assign a score and write some comments that justify the score. Have a conversation; the author can ask for clarification of the feedback.

Refine translation(s) based on feedback

Strengths and challenges

Strengths

- a. No one succeeds on their own; students benefit from the failures and resolutions of others.
- b. Students' exposure to other translation strategies outside of their own routine
- c. Critical thinking expands as students have to explain why they made a statement.

Challenges

- a. If students know each other well, it can bias the answer
- b. Feedback is a skill, and not everyone will do it well!  
(differing skill levels)

training is required so that comments are constructive and not criticism only

## Balancing Peer Feedback in Translation



Picture 32. Feedback in Translation

Example of peer review

Source sentence:

“The president addressed the nation in a televised speech.”

Student translation:

“Presiden berpidato di televisi.”

Peer feedback:

“Addressed the nation” is better as “menyampaikan pidato kepada rakyat” to keep the complete communicative sense.

The student then revises the line accordingly.

### 3. Translation Assessment Model Using Error Analysis

In addition to using a rubric, analyzing translation errors can also be used to assess translation quality. This involves

identifying, classifying, and weighing errors in a translation. A few familiar models include the ATA Framework for Error Marking. It organizes errors into categories: meaning accuracy, word choice, grammar, style and register, and technical or formatting errors. We assign a weight to each error based on its severity. Each error can be assigned a different point value, such as minus five points for a fatal change in meaning and minus one for a spelling or punctuation slip-up. That way, the assessment is more easily quantifiable and concrete, since each mistake has a defined numerical impact on the score.

Example of error analysis

The committee rejected the proposal due to budgetary constraints.

The committee rejected the proposal because of budget constraints — student translation: Komite menolak proposal karena batasan anggaran.

Now, the meaning is not incorrect, but the word phrasing 'batasan anggaran' is less common than the commonly used phrase 'keterbatasan anggaran' in Indonesian. This is a slight miswording with a weighting of -1. This example demonstrates that error analysis can do more than simply point out errors; it can also help direct the translator to an optimal alternative translation.

### Advantages and disadvantages of error analysis

The method is detailed because the assessor knows precisely where and what the error is; a beginner also knows what to correct. Comprehensive support for number-based scoring and comment-based feedback for intensive training. Its limitations are: the time cost of long texts and the danger of focusing only on what is wrong. When used in isolation, this could disguise strengths such as smooth style or adventurous problem-solving. Combine it with error analysis for a more balanced view.

### Reader Response-Based Assessment

Another method to evaluate the price of translation is to give it to actual readers through targeted means. This method centers on clarity and by-the-book acceptance in real life. Dirt: quality is not an expert or editor decision, but a go/no-go one from end users. Questionnaires, interviews, or group discussions can be used to determine whether readers comprehend the message. It provides you with feedback closer to that of an actual audience, e.g., whether your terms are clear, whether your speech flows naturally, and this information matters.

### **Example**

A group of readers who fit the target profile for the health brochure (translated from English to Indonesian, as an example) is tested. Questions include: Is the information clear? Medical Terms: Clear, Confusing. Does it sound natural, like

ordinary conversation? The translator then receives immediate feedback on sections that seem awkward, vague, or overly technical, so they can be corrected before going out to a broad audience.

#### Strengths and things to watch

This is a practical and audience-centered method. This is especially true for public-facing texts such as ads, educational materials, or public health guides, where ensuring the text meets its communication goal is more important. It also requires careful instrument design to ensure questions are not leading. Surveys are not that simple, and respondents need to be selected after proper research so that they represent the target readers. When planned and structured, reader response can improve translation quality and foster meaningful relationships among the source text, the translator, and end users.

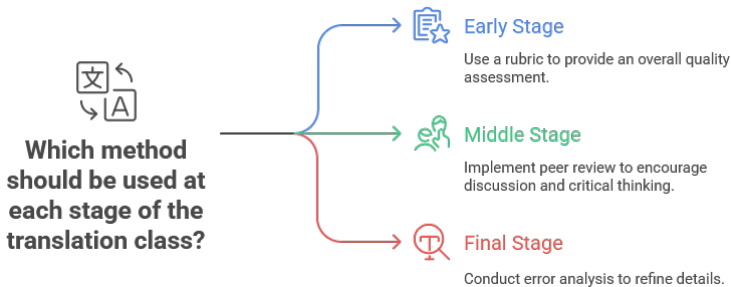
#### Trying Out a Mixed-Methods Approach in a Translation Class

Method chaining: You can chain methods together in a class

At an early stage, provide a holistic quality assessment using a rubric.

Paragraph-way stage: fuel discussion and develop critical awareness through peer review.

Step 3: Final Step: Refine details through error analysis



Picture 33. Translation Stages in Class

### Full classroom example

Source text:

“Climate change is one of the greatest challenges of our time, requiring urgent global cooperation.”

Student translation:

“Perubahan iklim adalah salah satu tantangan terbesar di zaman kita, yang membutuhkan kerja sama dunia yang cepat.”

Rubric scores on a scale of zero to three:

- Accuracy: 3. The meaning is correct.
- Naturalness: 2 The phrase “kerja sama dunia” could be “kerja sama global,” which is more idiomatic.
- Communicative effect: 2 The word “cepat” is not ideal here; “segera” is better.

Peer review comments:

- a. Use “kerja sama global” for a more natural phrase.
- b. Translate “urgent” as “segera” or “mendesak” for a stronger sense.

Error analysis:

- a. Word choice minor issue for “cepat” minus one.
- b. Diction minor issue for “kerja sama dunia” minus one.

Revised version:

“Perubahan iklim adalah salah satu tantangan terbesar di zaman kita, yang membutuhkan kerja sama global yang mendesak.”

Loosely done translation assessment is never the way to go. You require explicit tools (e.g., a rubric), a collaborative mechanism (e.g., peer review), and a detailed methodology (e.g., error analysis). Together, they provide a holistic view of quality and enable both students and professionals to hone their skills. Structured assessment not only assesses outcomes but also helps develop critical awareness, structuring and revising skills, and the ability to see through readers' eyes. Ultimately, effective assessment procedures assist translators in delivering translation outputs that are correct, idiomatic, and functional, as per global norms and local requirements.

## **Exercises**

1. Use two translations of the same piece of writing for students. Have them score both with the Nababan rubric and compare the results.
2. Students translate a short text, exchange translations, and evaluate one another using the rubric.
3. Read a translation with 10 mistakes. Have students underline which category each error falls under and give them points.
4. Provide students with a translated version of a brochure or advertisement. Have them take it for a spin with 3-5 targeted readers and document the results.
5. Based on the rubric and peer review, the translation should be improved to achieve the highest possible score.

## BAB 7: Specific Translation



### 7.1 Literary Translation

Literary translation is a specific form of translation in which literary texts are transformed from a source language into a target language. This includes genres such as novels, poetry, drama, short stories, and scholarly essays. But their language is filled with ornamentation, style, figurative devices, and cultural nuance that is difficult to replicate. Literary translation is an attempt to bring the whole package of the source text, namely the seni bahasa, not only its literal meaning but also its feeling, culture, and atmosphere (Bassnett, 2013).

Literary translation, however, asks the translator to negotiate nuanced, multifaceted aspects of language, as opposed to technical or scientific texts, where accuracy and terminology are the major currencies of measurement. Hence, it takes artistic sensitivity and muscular creativity so that the translation remains a living thing, stirs the reader, and remains true to the original work.

### **7.1.1 Fundamental theories of literary translation**

Usual scholarly theories of literary translation toggle fidelity to the original text with imaginative liberty in the target language.

Three types of translation: intralingual, interlingual, and intersemiotic (Jakobson, 1959). They contend that literary translation is the most challenging type of interlingual translation, as it involves the transfer of artistic and aesthetic values.

A proper translation, according to Benjamin & Rendall (2021), reveals the original work's 'aura' by doing so in a different language that at least can express such things as the original.

This is not because domestication brings the target text closer to the reader-displaced culture, and foreignization preserves the particularities of the source culture (Venuti, 1991). And the literary translator has to find a stance between these poles depending on what the translation aims to achieve.

According to Bassnett (2013), a translator should be seen as a co-creator who creatively distills the literary material to “rewrite” it in the target language and culture, with an appealing tone for the target readers.

### **7.1.2 Challenges in literary translation**

One of the most complex areas of translation is literary translation, which involves nuance in aesthetic appeal, the emotional tone of language, and an understanding of cultural context. Figurative language, symbols, and different narrative styles are common in poetry, prose, and drama. If it goes on like this, the translator will need creativity and intuition to preserve beauty and meaning.

A huge challenge is figurative language (metaphor, simile, idiom, wordplay, etc.): these often have no equivalent at all in the language you are translating into. Shakespeare, for instance, had “Shall I compare thee to a summer’s day?” which is not just a rhetorical question. It is an excellent metaphor that connects the beloved with the experience of summer. So a literal translation would sacrifice grace and cadence. The metaphor itself may need to be replaced if no equivalent metaphor exists in the target culture; the translator must then create a new metaphor to elicit the same emotion/feeling in target readers.

It also needs to maintain the original text's mood. F Scott Fitzgerald's *The Great Gatsby* has a lilting, mournful, and symbolic narrative voice. If the translation cannot keep this emotional cadence, the novel's romantic and tragic tone will escape target readers, and redeemable target readers come few and far between. It is the translator's job to make a similar emotional impact.

On top of that, narrative structure and cultural references have different norms and usages. Similarly, literary works may feature recurring dialogue, narrative, or social behaviors that are entirely foreign to intended readers. For example, a Thanksgiving tradition in an American novel does not exist in Indonesia. Now the translator has to choose whether to retain the term with an explanation, translate it closer to another cultural concept, or get readers used to the foreign concept. Thus, literary translation requires a moderation between fidelity to the source and fluency within the target culture, whilst maintaining form and significance.

### **7.1.3 Strategies for literary translation**

Depending on the type of text and the project, translators can choose among several strategies. There is no absolute best strategy, because every work of literature has its own set of challenges. However, the translated text needs to be close to the source but address the reader's mind in the target text, so that the result is the same aspect, easy to read, and appropriate to the culture.

The first is — Adjusted Literal Translation. Even though this is a word-for-word mapping method, the translator still adjusts grammar and style in the target language. This is often the case with strict forms in poetry, where matching form and meaning is essential.

Another one is a paraphrase, but a bit more creative or translated freely. They emphasize the sense and artistry over a literal rendering of the original. This is often applied to fiction or drama, where plot and narrativity trump structural fidelity.

Another method used by translators is cultural adaptation, in which foreign cultural elements are replaced with elements closer to the target readers. This gives readers a sense of the text without leaving them feeling cold. In an aspect of local traditional identity, a reference to some foreign traditional food is replaced by a local one, but they play the same role. At times, though, adaptation isn't feasible or likely to erase values that add culture.

In these cases, the translator can note the words or culture-bound items that cannot be replaced and add footnotes. While footnotes contain helpful context to offer the reader, they slow down the pace of reading and force the translator to choose which meaning can not also fit into the rest of the text. It is a decision between maintaining the source text's style, keeping it readable in the target language, and achieving an aesthetic as close to the author's as possible.

#### **7.1.4. Case examples of literary translation**

a. Case 1: Chairil Anwar's poem translated by Sapardi Djoko Damono

The poem *Aku* by Chairil Anwar uses strong language with dense meaning. Sapardi translated it into English while trying to keep the emotional intensity and rhythm.

Original:

“Aku ini binatang jalang  
Dari kumpulannya terbuang”

Translation:

“I am a wild animal  
Cast out from its group”

Here, the translator chose a literal path while preserving the sense of wildness and exile.

b. Case 2: The novel *Laskar Pelangi* translated into English

This novel is rich in local wisdom and regional language. In the translation, many cultural terms, such as “*kampung*,”

“*upacara adat*,” and “*keris*,” are explained with descriptions or footnotes to help international readers understand the context.

This means that literary translation requires a very high level of sensitivity to language and culture. The translator is not only a bearer of meaning but also a maker, required to reconstruct an aesthetic and emotional experience for the reader. It fuses

loyalty and artistry, as Bassnett (2002) and Venuti (1995) claim.

Translation students can be trained through theory, intensive practice, and critical reflection to deliver translations that are not only textually precise but also literarily effective to target readers.

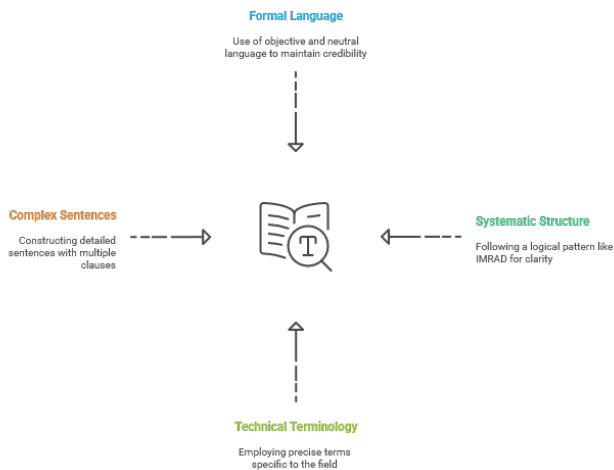
## **Exercises**

1. Write a nature poem in English or Indonesian that is metaphorical and playful, like Robert Frost's or Sapardi's poems. Have students translate with an eye toward rhythm, meaning, and beauty.
2. Write a short drama that is full of culture-specific phrases. Tell students to translate it in a communicative way, with cultural and linguistic adaptation.
3. Furnish a hitherto unpublished version of a popular novel or poem along with the original text. You could ask students to compare them, identify any techniques the translator uses, and decide whether the literary nuance remains intact.
4. Rework drafts of their own literary translation to adapt for a different audience (e.g., adapt for young readers, academic readers, international readers, etc.).

## **7.2 Scientific Text Translation**

Scientific text translation is a subfield of translation with its own characteristics that require unique skills. Scientific texts, in the form of journal articles, research reports, dissertations, technical documents, and academic books present factual, logical, and technical knowledge or arguments. Unlike literary translations that showcase artistry, the linguistic translation of scientific texts needs to be accurate, clear, and use the same terminology.

Scientific translation, according to Molina & Albir (2004), requires linguistic, subject-matter, and technical competence, as the content must be transferred and understood correctly. On a similar note, Hurtado Albir & Taylor (2015) add the background of the sciences and the branch of science in which translation should be framed to avoid misalignment with the author's intention in the text.



Picture 34. Characteristics of scientific texts

The most significant difference between scientific texts and other document forms is their goal of conveying data in a clear, organized, and accountable manner. One distinguishing characteristic is the use of formal, objective language. The writing should be devoid of any emotional expression, subjectivity, or hyperbole. This promotes credibility, making it easier for the reader to interpret the information as credible findings. This is why the tone is neutral, no-nonsense, and matter-of-fact.

Also, scientific texts have a system and logic. The most commonly used form is IMRAD (Introduction, Method, Results, and Discussion), with a conclusion following IMRAD. So this structure helps readers follow the author, guiding them from background to findings to implications. A conventional format also facilitates comparison, replication, and future citation.

A further characteristic is the technical and specific terminology. Each field uses precise terminology. Errors in these singulars are not just what diminishes quality, they transform meaning. The translator should be well-versed in the subject area for this reason and select suitable equivalents.

Similarly, scientific texts often contain long sentences with multiple clauses and conjunctions linking previous ideas. The challenge for the translator is to maintain the clarity and readability of the target text while ensuring no meaning is lost. Sentences that are too long should be broken up or reordered so that the meaning is easier to discern, while retaining the nature of written communication that represents a formal style of writing. Bearing these features in mind, the translator will be able to deliver accurate, precise, and scholarly semi-technical scientific translations.

## Challenges in scientific translation

There are a few challenging problems that demand care, a deep understanding, and consistency for translators. One of the biggest hurdles is clarity and consistency of the lexicon. Scientific terms have particular meanings; do not replace a term with a near synonym. For example, “data mining ” must be translated consistently as “penambangan data” to avoid inconsistency and reader confusion. Inconsistency reduces clarity and credibility.

Understanding of the topic is essential as well. A scientific translator has both the relevant scientific background and a sense of the nuances of the two languages. Based on this prior familiarity, the technical meaning can be accurately interpreted, and the research context can be understood. Without it, the risk of distortion and misreading increases. This means that translators often have to spend additional time researching beforehand and throughout the translation process.

Another challenge comes from different conventions of scientific writing across languages. However, some languages are neither better with the passive voice nor vice versa. This includes the order of subject and predicate, citation or reference styles, etc. It is therefore the translator's job to follow the conventions of the target language so that the text sounds natural and serves the same academic purpose, without changing the original content or intent.

Clarity and readability are still the highest priorities. The language should not be needlessly complex, even when the tone is formal. This is how long and dense sentences are simplified when they can be further simplified or split without losing context. Research-oriented translations require a balance between the potential for error in accurate terminology and adherence to writing conventions, in an effort to retain readability and, importantly, be successful in this way for a scientific translation to be both accurate and valuable to academic readers and practitioners.

Strategies for scientific translation

Translators of scientific communication aim to provide terminological and semantic accuracy as well as smooth reading, so several strategies are used to ensure this. Molina & Albir (2004) and Albir & Taylor (2015) also stress the need for balanced respect between the source and target texts, for lovers of target-text readability, enticing us and turning us into believers in the balance.

Another helpful strategy is selective literal translation. For terms and measures, a literal translation is often necessary, as precision is a necessity in scientific texts. Nevertheless, the translator should maintain the sentence's structure while adapting it to sound natural in the target language.

Terminology consistency is equally important. Many technical words in scientific writing have specific definitions. Keep a personal glossary, subject-specific dictionaries, and academic journals as authoritative sources for translators. Consistency improves clarity and credibility.

It is also common for sentences to need to be reorganized to match the natural flow of the rearranged information (especially when the source text consists of long, layered sentences with many clauses). The translator can break them into simple sentences in a logical order while ensuring they retain the same meaning to avoid confusing the reader. This enhances readability while maintaining precision.

Also, adapting to the conventions of academic writing in the target language matters. Active vs passive voice, the form arguments take, and how we cite; these things have their own habits in each language. Translation with these conventions will seem natural and acceptable. If a term does not have a direct equivalent, a footnote can be useful. Footnotes provide the familiarity of necessary explanations without interrupting the narrative flow; information remains intact and contextual. By combining these strategies, scientific translations can be produced that have both the precise fidelity to the original and the high readability standards of the target text.

### **Scientific translation case examples**

#### **Source text English**

“The experimental results demonstrate a statistically significant correlation between variable X and outcome Y ( $p < 0.05$ ), suggesting a potential causal relationship.”

#### **Literal translation of Indonesian**

“Hasil eksperimen menunjukkan korelasi signifikan secara statistik antara variabel X dan hasil Y ( $p < 0,05$ ), yang menunjukkan hubungan kausal potensial.”

#### **Evaluation**

This is accurate in meaning and terminology, but it can be made more natural and clearer.

### **Revised translation Indonesian**

“Hasil percobaan menunjukkan adanya korelasi yang signifikan secara statistik antara variabel X dan hasil Y ( $p < 0,05$ ), yang mengindikasikan kemungkinan hubungan sebab akibat.”

The phrasing for “statistically significant correlation” and “suggesting a potential causal relationship” is clearer and feels more natural in Indonesian.

### **Another case**

#### **Source text**

“The study employs a mixed methods approach to triangulate quantitative and qualitative data.”

#### **Literal translation of Indonesian**

“Studi ini menggunakan pendekatan metode campuran untuk men-triangulasi data kuantitatif dan kualitatif.”

#### **Revised translation Indonesian**

“Penelitian ini menggunakan pendekatan metode campuran untuk menggabungkan data kuantitatif dan kualitatif secara triangulasi.”

The revision clarifies “triangulate,” which in technical usage can mean combining sources in a complementary way.

For scientific translation, a good grasp of the language is essential, as is some understanding of the subject matter. According to studies by Molina and Albir (2004) and Albir &

Taylor (2015), the translator has to handle several scales at once - precision in translation, fluent delivery of the message in high-quality Chinese, and maintaining continuity of style. This way, scientific information (your research) is accurately delivered across the years to come or wherever your target readers eventually live.

The biggest difficulties often come from hard-to-match technical terms and complex sentence structures. Therefore, strategies such as glossaries, writing out conditions, revising sentence word order, or using footnotes are indispensable tools. With practice and real-life experience, students of interpretation can hone their skills and become reliable professional translators who specialize in science and work both in universities and in industry.

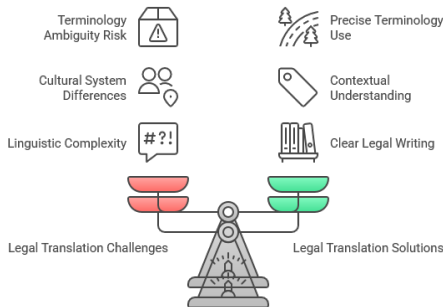
## **Exercises**

1. Take a paragraph from an academic paper in English. Pick out the technical terms needing careful handling in translation
2. Prepare a glossary of technical appellations. Translate a scientific paragraph, preserving the usage of terms
3. Take a convoluted English text. Render it into more accessible Indonesian by breaking the original sentence structure and rearranging the words while retaining meaning.
4. Find an original with foreign terms that do not yet have an official equivalent. In your translation, replace such terms with footnotes.
5. Swap translations with classmates. Critique one another's accuracy, succinctness, and consistency in terminology, then revise them as a group.

### 7.3 Legal, Business, and Media Translation

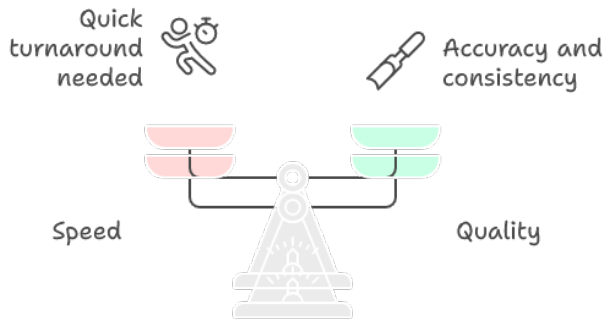
Different fields look different for translation. In legal, business, and media translation, each has its own characteristics and requirements. In any case, as Albi & Taylor point out (2015), each specific text type demands its own particular skills in vocabulary items, grammatical structure, pragmatics, and cultural context.

Forceless Legal translation must guarantee accuracy and clarity, (to comply with the content of the document it translated) While business translations which response with speed and efficient communication help enterprises move to fulfill their deal-making strategies Media translation requires sensitivity to the social and cultural background of both receiver and sender (person), and yet can also feature a message delivered in public speech that attracts listeners or viewers wherever it is performed.



Picture 35. Legal Translation

Because legal language is formal, regulated, and full of technical terms with legal connotations, the need for accuracy in legal translation is very high. Legal translation must be careful, because behind every legal term lies not only a meaning in natural language but also a specific legal concept and practice. Moreover, legal translators should endeavor to keep the terms they have chosen precise and consistent. That way, the ambiguity of the Source Text cannot pass into the Target Text (Šarčević 1997). This is more difficult because legal texts are conservative, often use archaic language, and employ complex syntax. However, if these features are ignored, they could lead to misunderstanding (Matulewska 2007). Legal translators must also take into account cultural differences and differences between legal systems across jurisdictions. This means that a legal idea which is clear in one country may not be so clear to others (Morris 1995; Olsen et al. 2009). For instance, the word "equity" in Anglo-Saxon law lacks an exact equivalent in Roman-German law. Differences such as these require that the translator should grasp both the source and the target legal contexts, not merely words.



Picture 36. Business translation

Gile (2009) argues that, to be successful, the translator must know more than the language: they must also understand the business and economic context. Business language differs in that it combines professionalism with the need for clear, convincing messages. Documents focus on products, services, procedures, and market rules. Translators have to understand technical terms while still maintaining a formal tone that is easy to follow. This is even more important when the audience speaks an international language, as in financial statements, contracts, or marketing materials, where accuracy and consistency are crucial considerations. Also critical in today's competitive workplace is timing. The weaving amongst materials must be tight, even though you cannot afford to drop quality. Translators must be consistent throughout the

document in their treatment of terms, because a small change may lead to misunderstanding or the wrong impression. Questions of cultural adaptation and marketing style also affect the text, primarily when it is directed at people from diverse backgrounds. Jargon or technical business terms require precise interpretation so that the message retains its accuracy in view of what it is intended to do to the target market.

Refer to Example. In global marketing, company slogans often require adaptation to cultural norms to ensure comfortable appropriateness and effectiveness for the target market. For example, Nike's slogan "Just Do It" has been translated and adapted quite differently from country to country to fit local criteria of normality and taste commonly accepted there. Media translation involves all sorts of texts, from news and opinions to television scripts and rapidly moving digital content. In the view of Cronin (2014), media translation requires speed, felicitous language, and the ability to convey messages that are persuasive and easily understood. Media language is current, straightforward, and meant to catch your attention. The accuracy of translation and a prosaic style must combine to ensure the message effectively reaches its audience.

The primary challenges are the short time frame and the pressure. Translators also have to know such elements as differences between journalistic habits and styles of news

presentation, not to mention journalistic ethics. Something else they have to overcome is the question of cultural references and each country's idioms — how to render them so that local readers hear them clearly without changing the original meaning. But in news work, objectivity and avoidance of bias are the basic skills to strive for, because even a small mistake will alter public attitudes. For instance, translating international news items about social issues might involve using a term or idiom specific to that country's culture. A direct literal transcription would be incomprehensible to the reader or might even hurt feelings if these cultural peculiarities are not taken into account. When translating legal, scientific, or media works, one needs a technique: general practice is not enough, as these three types of writing carry direct legal, financial, and social consequences. It is vital to control one's terminology, for a simple error of this sort can mean a great difference. In the target media, when translated using such strategies, the text remains indigenous in content while also being culturally pertinent and attractive. Translating in the realms of law, business, and media requires more than general experience. A graduation in terminology is a must, since a misplaced word can alter the meaning and have serious consequences. Translators should make use of field-specific glossaries and reliable references such as legal, business, or media

dictionaries; they should also, to some extent, explain, through adaptation techniques, both the cultural and local flavor. Especially in terms of conceptions without counterparts in the target language, subject experts should be consulted; the cooperation of legal practitioners, businessmen, or media workers is essential. A final careful round of revising and proofreading will also be needed to rid the text of any logical errors and linguistic misprints.

## **Exercises**

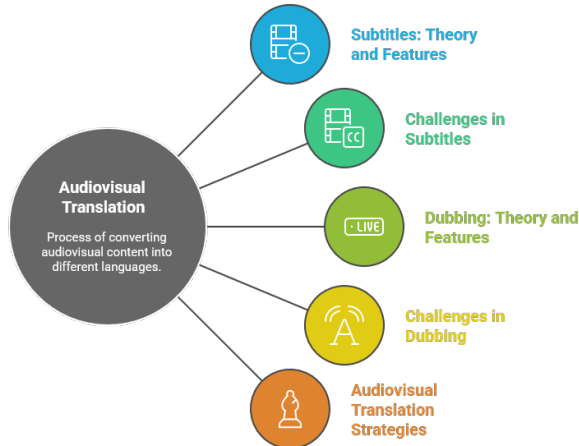
1. Pick out a clause from a simple international agreement, then split a hair or two: what exactly are the hard, legal terms? Tell us how you handle them.
2. Translate an international product brochure into Indonesian, then take that ad and try to adapt its copy to fit Indonesian culture. Compare the two versions and explain your strategy for changing them.
3. Take a newspaper article and write a short newsprint for television. Tell us that this must be subjected to scrutiny, broadcast live.
4. Compare two translations of a legal document or news report from different sources. On the one hand, are they accurate? On the other hand, look: people actually getting it?

#### **7.4 Audiovisual Translation: subtitling and dubbing**

It translates the message from the Source language into the Target language across multiple media, such as movies, telefilms, videotapes, or games. The two typical forms are subtitling and dubbing, each with its own characteristics and difficulties, and in terms of audiovisual translation, are completely different from traditional text translation.

Chaume (2013) stated that audiovisual translation is a complex process that involves linguistic, technical, cultural, and aesthetic factors. In addition, the translation must conform to time code, so translators are dealing with both auditory and visual material, putting voices into students' mouths but never on screen themselves. The aesthetics apply in every conceivable way — not only in how characters speak or dress, but also in how they posture and move. Translate must adhere to these patterns under strict constraints to remain both lively and appropriate.

## Exploring Audiovisual Translation Dimensions



Picture 37. Audio Visual Translation Dimensions

### Subtitles: Concepts and Features

Subtitles are transcriptions appearing at the bottom of the screen to present a voice-over or equivalent of dialogue in films and videos. (Cintas & Remael, 2014) Good subtitles need two main characteristics. The first is clearly a must, meaning the text must be easy to read and understand when one has very little time to read. In abbreviated form, it also has to retain its sense so that meaning is not lost in translation. Second, it will require some tech jargon! ‘Brevity’ implies an upper limit on characters per line, usually around 35 to 42 characters, and a screen time of about 1.5-6 seconds. Obey these two requirements, and subtitling is not merely translation. It also

requires technical skill so that viewers can still comfortably read the text.

Space and time constraints are further demands on the subtitler. The translator must condense, paraphrase, and adapt. Long speeches have to be reduced to short sentences that still carry the emotional tone intended by the speaker. Cultural expressions or dialect terms are replaced with counterparts that are probably more familiar to your target audience. Subtitling involves not only fidelity but also flexibility and concern for the technical limits of the medium.

#### Challenges of Subtitling

Both technically and linguistically, subtitling presents significant difficulties. Not only do space and time constraints mean that the text must be pithy, concise, and legible, but the main message must also remain. Synchronization between sound and image is likewise crucial, as subtitles must enter and exit at the correct times to match their on-screen representation. Cultural gaps and unconventional expressions often present hurdles, for many source terms or idiomatic phrases have no direct equivalent. Here, perceptual adaptation can help ensure the audience's understanding remains level, with no confusion.

This makes for a lighter, more readable load of information. There may be other limits in the technology. Finally, meaning, but not really dramatic. The result is to make

it less wordy and so easy to skim read through (so that we can speak most passages in no more than a few minutes). For example, “I can’t believe you abandoned me at the party last night!” in English becomes “Kamu ninggalin aku di pesta tadi malam! This translation also condenses the original line but still communicates the message clearly and emotively. Subtitling is not just about linguistic accuracy; it is also about achieving the correct balance for each context—message, reading, and sight and sound.

#### Dubbing--basic principles and characteristics

In dubbing, the production of source dialogue is replaced by script translations subordinated to target-language dialogue, which a vocal actor voices in instant synchronization with the characters' lip movements and visual expressions. According to Chaume (2013), this process involves close cooperation between translator and actor. The message comes through the unity of the translated script, intonation, and the actor’s performance. Dubbing requires expertise in both language and production, and, above all, a deep understanding of the art of acting.

One basic requirement in dubbing is that the dialogue matches the lip movements and the duration of an audiovisual segment. Sometimes the translated lines must be varied to do this here. So characters come across as being full of life and real. To this

end, credibility and natural emotional expressions must also be preserved. Dubbing often allows for greater cultural adaptation than subtitling because the viewer hears the lines rather than reading them. Translators must find words that are both accurate and natural, plus appropriate for their audience's culture. With such an approach, to dub a film, so-called 'them' audiences can feel as if this were indeed the language it was produced in.

#### Problems in dubbing

One of the most critical tasks in dubbing is achieving lip sync. A line has got to be the right length and make the right sounds to fit an actor's lip movements. This means that translators must choose their words carefully and may pick equivalents that are either longer or shorter than the original, without changing the essential meaning. Dubbing also requires expressive translation, for the translator must bring out the emotional nuance inherent within the text so that a character remains vivid and credible. The translator is a bridge between writing—its well-rehearsed feeling; scrolled words drip like the Chinese water torture — ways (i.e., modes) of speaking performed/participated in from period pieces, operas, and films (hence authenticity) all show this to be true.

Dubbing usually takes longer and costs more than subtitling from the technical point of view. This includes voice recording,

audio editing, and visual synchronization. Regardless, dubbing can provide a more natural viewing experience than subtitling, especially for a Chinese audience who do not like reading subtitles. Take the English line “We have to leave now.” An Indonesian dubbing could be like this: “Kita harus pergi sekarang juga!” Although the line is a bit longer, it may now fit both the duration and the character’s mouth movement. When meaning, word choice, and technique are balanced correctly in dubbing, it becomes more than a translation. It becomes a performance that blends with (or even equals) the visual story.

#### Audio-Visual Translation Strategies

In dubbing, lip-sync is the chief technical challenge, requiring great precision. The translator must adjust the length and rhythm of the line to match mouth movements, ensuring the dialogue is correct and appears natural on screen. Frequently, this is done by using short or long words that change the original meaning minimally, if at all. Dubbing also requires careful treatment of emotion, because the dialogue must accurately convey the character’s feelings – in other words, it should come through both as dialogue and as acting. The translator does more than merely transfer language across. They ensure that the message, estimate, and character are still right on target for the audience and the speech in question.

From a production perspective, dubbing requires more complex prep and higher costs than subtitling because it involves voice talent, audio work, and visual alignment. The reward is richer to watch, and it's even more comfortable for people who don't like reading text on a screen. For example, the English "We need to leave now!" can be rendered in Indonesian as "Kita harus pergi sekarang juga!" Although a longer sentence on paper, both its form and its meaning reflect the original phrase. With a pleasing combination of accurate meaning, careful word selection, and precise sound reproduction, dubbing functions both as translation into another language and as visual storytelling.

Subtitling example

Source text English:

"It's raining cats and dogs, so we'd better stay indoors."

Literal subtitle:

"Hujan kucing dan anjing, jadi kita harus tetap di dalam."

Adapted subtitle:

"Hujan deras sekali, mending kita tetap di rumah."

Dubbing example

Source text English:

"Hold on! We're almost there."

Literal dubbing:

"Tunggu! Kita hampir sampai."

Adapted dubbing:

“Tahan! Kita hampir sampai.”

The adapted version is shorter, easier to sync with mouth movements, and sounds more natural.

For the precision of Chaume (2013) and Cintas & Remael (2014), or even for audiovisual translators, one must keep within limits such as on-screen time, line length, lip synchronization, and the need for cultural and linguistic adaptation, so that messages are effective and natural. Audiovisual translation success depends on striking a balance among message accuracy, fluent or natural lines, and technical operations that give the translation life for the viewer. With practice and a firm grasp of theory, students can prepare themselves to enter this fast-growing field.

## Exercises

1. Ask students to provide a 2-minute video clip with foreign-language dialogue. Instruct them to translate the spoken words into Indonesian subtitles, keeping within the space and time limits and conveying as much meaning as possible.
2. Provide a short script for a one-minute dialogue. Ask students to create an Indonesian script that aligns with lip-syncing and sounds natural.
3. Ask students to compare similar films with subtitles and dubbing, discussing the differences between their techniques and the resulting audio.
4. Provide some examples which fall outside the norms of translation: idiomatic phrases written phonetically into another language, foreign cultural references laughed at but not seen through by an audience--things a student should be aware of if they would like to produce translations fit for an Indonesian audience.
5. Present their translations, problems, and strategies. Ask students to explain the approach used and say what challenges they faced.

## BAB 8: Issues, Ethics, and the Translation Profession

### 8.1 Contemporary issues

Machine translation is now the innovation to have been brought about by the rise of information technology and Artificial Intelligence AI. Google Translate and neural machine translation tools have entirely changed the translation world. Koehn (2020), the author of Neural Machine Translation, says that AI continues to improve machine output, making it more accurate and faster. It also allows machine translations to be adjusted more easily than with older statistical methods.

However, these gains bring with them new problems of quality, the human translator's place, ethics, and social and cultural implications. Both students and professionals need to grasp this, because these issues will shape the future of their work.

#### 1. Artificial Intelligence in translation



Picture 38. Artificial Intelligence in Translation

Neural machine translation uses deep learning to improve machine translation. The system, trained on a considerable amount of data, learns language patterns and can capture the context of words in sentences. A model employs neural networks inspired by the human brain. A key breakthrough was the attention-based mechanism proposed by Bahdanau, Cho, and Bengio (2015), which allows a system to focus on the parts of a single sentence that are important for translation. This technology, which provides instant translation across multiple languages, is now used by popular apps such as Google Translate, DeepL, and Microsoft Translator. But AI systems still have limitations. They are fast, widely covered, and provide access to many languages, including small ones. Machine models also improve as they learn from real translation. But errors persist with idioms, cultural terms, and pragmatic context. This can make the output harsh and unnatural. Technical, literary, or legal texts that require precise terms and aesthetic sensibility also lack consistency in quality. Machines do not understand people's deep cultural background, nor do they understand humor or politeness. Even if AI makes translation easier, Venuti (1990) reminds us that the complexity of meaning and the intricacy of culture still require human judgment.

Technology also changes the form of the job in translation. AI and machine translation make people think they are going to be replaced. Yet Hutchins (1986) and Pym (1991) have argued that AI is suited to handling literal or straightforward documents; human translators still need those with an eye for quality at a high level. Translators in the fields of literature, law, and marketing need creativity, cultural insight, and style. As translators increasingly serve as editors with machine post-editing or as revisers, a role shift can be observed.

In this way, we can't see AI as a threat but only as an opportunity. If machines handle basic, repetitive work, translators can focus on deeper aspects of meaning and be freer to address nuance and strategy in cross-cultural communication. As long as translators continue to cultivate adaptation skills for new techniques, the combination of man and machine can increase efficiency and quality. The future is not so much about redundancy as about a shift to strategic, value-added positions in global communication.

Ethics and privacy in AI use

Another problem raised by the use of AI is that it breaches ethical and privacy standards. This may manifest in matters ranging from user data to intellectual property rights. Because platforms often train models using user data without sufficient

consent, this practice is difficult. O'H Wiggins Hagan (2016) pointed out that translators need to watch out for document confidentiality and choose tools that respect copyright.

Instances of Google Translate. These days, an example of machine translation is a tourist who uses Google Translate to talk with locals and hastily receives medical treatment, or, alternatively, a mistranslated contract can lead to legal disputes. Both instances highlight the problems and potential of machine translation. These cases show that tools like Google Translate offer new speeds and conveniences; yet they still have limits when dealing with cultural context, idioms, or pragmatic nuances. And so people are indispensable as translators. Koehn (2020) and Venuti (1991) both suggest a future in which humans and machines collaborate on translation: here, the technology speeds up work, and people follow up to ensure good style. For this reason, trainees in translation must not simply learn digital aids as support systems but also develop both critical and creative minds if they are to keep pace with the digital revolution and become battle-hardened.

Then I would have yet to see my death.

So, they did die together one day.

Nothing in the news itself was surprising. In fact, Jesus had said so in plain language on many occasions that he would be crucified.

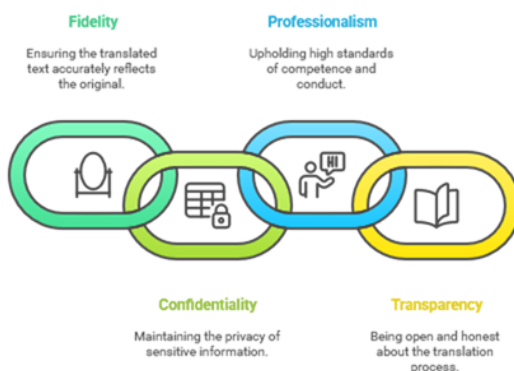
At some time or another, everyone wants to read a “story” of their own life.

Much to his surprise, however, I managed to finish them without honor being harmed.

## 8.2 Ethics in Translation

Its significance in translation lies not only in providing translators with a method. It also influences the way of working and how a translation crosses international cultural boundaries or professional boundaries. Ethics is a Moral Foundation. Like a spider's silk that envelops this world, surrounding everything around it, our code of conduct should be grounded in ethics — a firewall against identity theft, trust degradation, and quality dilution.

Kelly (2014) noted that translation ethics is the set of goals and requirements that translators follow. Only in this way can they maintain their work's rigor. Morris (2001) adds another aspect. The translator jembatan budaya is in charge of conveying across language communities and does so with humility and a High Road.



Picture 39. Core ethical principles in translation

a. Fidelity to the original text

The translator should maintain the original meaning and avoid adding anything foreign, changing it, or even cutting it that would change the message. Fidelity does not mean word-for-word. It means being faithful to the text and conveying its full semantic force so that the effect is achieved in the target language.

b. Confidentiality

Translators often handle classified material, including legal contracts, medical records, business reports, and personal data. Keeping data confidential is not just a professional requirement; it is also an ethical responsibility. A breach may cause both legal and social harm. A translator should never misuse or disclose client data, even after he has finished the assignment.

c. Professionalism and Ability

The essence of translation is to know oneself first, and the only kind of work that one accepts should be that for which one is fit. Instead, the result will be an error that may confuse or injure users. Morality also requires impartiality and non-discrimination. Translators should be fair and objective, and should not let their personal attitudes or cultural biases affect the result.

d. Transparency

When the meaning is unclear, the translator should be open about the difficulty. He should ask the client or subject-matter expert rather than speculate. This ensures accuracy and builds trust.



Picture 40. Ethical Challenges

Content Reverter would also add a strike notice here, as your plugin cannot prevent the annual fee. A client might request edits to weaken a person's character or to make all factual claims that are not actually in evidence. For the translator to agree to this would mean betrayal rather than upholding integrity and responsibility, and would be contrary to ethics. Practicing in accordance with the standards of practical wisdom or public interest. Only real-life examples can test how it would fare against moral hazard! The ethical response is to refuse politely. De-peak the translation task -- maintain the integrity of original communications rather than make messages big! A poor translation will turn ambiguous or

biased source texts into incorrect and misleading target texts, regardless of the source text. In accordance with good practice, an ethical translator will. Suddenly, I feel immensely broadened. The person doing the translating may have a personal or professional relationship with someone mentioned in the text. This could prejudice objectivity. In those cases, the translator should either decline the job or discuss it with their client. Translation tools such as Google Translate or NMT can significantly accelerate text translation, but it's unethical to provide raw machine-generated output. According to Pym (2010), machinery still fails in context: machines often fail when dealing with idiomatic expressions or cultural matters. The post-rendering requires human work to meet accepted quality standards—models and theories of ethics. Pym (2012) in *Method in Translation History* divides these into three main aspects/ directives (which can be perverted by any such expression): the translator's ethics (or person ethics): Bah! Outspoken at source but muted when the interpreter is tongue-tied--its messages mean little. The professional ethics of standards and regulations laid down by the profession itself: Bah! Anything may mean Professional Ethics. The ethical impact of translation on society and culture, including, for example, a translator doubling as a bridge between two cultures

without compromising local values (soft ethics): gourmet-safe translations create new foods for East Asian markets!.

'But it is difficult to cook. In this case, Gile also points out the need for professional codes as set by bodies such as Fédération Internationale des Traducteurs FIT. Thus."We may speak of the codes now being developed as full codes not only for translators and interpreters but also for instances where those two professions work together," Gile writes. As well, code is an essential point to our dialogue with 'code', here. Keep abreast of news on COSCO affairs").

#### Case Studies

Changing the contract. A client asks the translation service company to remove specific clauses that are unfavourable to the target version. The right thing to do was to leave it untouched, as changing the content would break fidelity and may have legal consequences. The translator should warn the client about what is happening.

Medical records. A translator deals with patient records. Confidentiality is paramount. Any transfer of data to a third party without permission violates ethical principles and may also be illegal.

Unedited machine translation work. A translator hands in a technical report for a machine tool without thoroughly reviewing it, and it comes back full of mistakes. This violates professional ethics, since the translator is ultimately responsible for the final quality. If he doesn't live up to his own professional standards, why should anyone else trust him?

### Why Ethics Matters

Translation ethics is actually not an option at all. Fidelity, confidentiality, professionalism, and fairness all help ensure print can be trusted. Ethical theory gives us a sturdy framework within which to consider real-world dilemmas. (Hatim & Mason, 2014; Kelly, 2014; Pym, 2014) Through case work and practice, students can learn to enforce these principles in a wide variety of situations. The aim is to grow into a translator who has good technique and good character; to grow beyond one's own narrow interests into these realms of translatorship where we protect the honour of our profession.

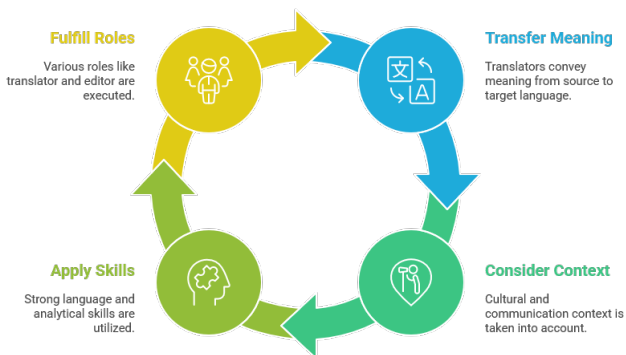
## **Exercises**

1. Present a selection of ethical problems for translation and explain in a short essay how you would handle these, drawing on considerations both moral and professional.
2. Draft a simple code of ethics for professional translators and explain each point in detail.
3. Conduct a role-play: one student plays the part of a translator and the other that of a client requesting certain content be changed. The translator should refuse gently and explain the ethical significance.
4. Translate a text using and not using a machine tool, then judge and talk about the advantages and disadvantages from an ethical perspective.
5. Discuss how infringements of ethics in translation affect society and culture, and whether or not translators are capable of making a positive contribution to rectitude between languages.

### 8.3 The Translation Profession and Career Opportunities

Supported by globalization and rapid advances in communication technology, translation as a profession is becoming more popular. However, with a more connected world, not only are professional translators in greater demand, but they also have a much greater variety of forms. Munday (2016) claims that translation is not just moving from one language to another, but is instead a crucial point that links different cultural systems, economies, and politics. In this context, translation fields offer wide and excellent career prospects.

#### 8.3.1. What the translation profession means



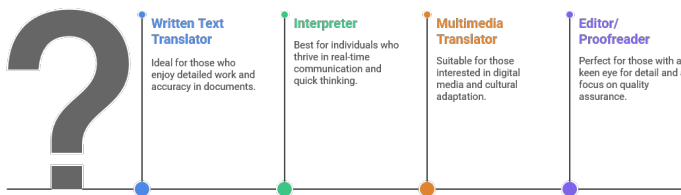
Picture 41. Translation Process

Gile (2009) explains that a translator is a professional who transfers meaning from a first language into another, considering languages, culture, and communicative

phenomena. Special expertise required by this vocation includes an excellent command of the second language, strong analytical skills, and, it goes without saying, some knowledge of the particular subject: law, medical science, business enterprises, or even electronic devices.

The profession can be divided into several roles, including written text translator, spoken language interpreter, translation editor, or project manager.

### 8.3.2. Types of translators and where the jobs are



Picture 42. Types of translators

#### a. Writers of written language translators

These translators are responsible for books, articles, theses, etc., legal documents, and technical books. Clients for such services are government departments, multinational corporations, publishers, and all the new digital platforms that handle individual users. For example, a technical translator employed by a major manufacturer might translate Japanese machine manuals

into Indonesian for the benefit of local technicians: the quality of this translation will directly affect production.

b. Interpreters

Interpreters work in real time, providing translations of speeches and conversations at conferences, in courtrooms, hospitals or business meetings. This requires intense concentration, quick thinking, and an accurate understanding of meaning in short time periods. Main modes include: simultaneous (where the interpreter and the lecturer alternate), consecutive (where the interpreter first listens to the entire speech, then translates), and whispering. A good example is the United Nations, where interpreters operating in simultaneous mode must grasp and accurately repeat speeches from a multitude of countries without pause so that global communication can flow smoothly.

c. Audiovisual and multimedia translators

Digital growth has created so much work in film subtitling, dubbing, and voiceovers, for series and online video, and now even for computer games. Work in this area demands a good command of language, timing, delivery style, and the ability to adapt what is being transmitted to the sensibilities of each audience.

#### d. Checkers and polishers

These professionals scrutinize translations for accurate terminology, a style that aligns with publisher or client guidelines, and fluent language. This is very painstaking work because even minor errors can have significant effects in legal, medical, or academic texts.

These roles together form an ecosystem. Translation is not so much a job as a series of complementary roles and tasks, opening many different career paths in which various kinds of ability are called for at each turn.

### **8.3.3. Qualifications and key competencies**

In their book *Translation Mechanics & Culture* (2015), Albir & Taylor pointed out that a successful translation, in addition to having a good command of both source and target language and truly understanding cultural conditions at the location where your text belongs, also rests upon being fully conversant with the background circumstances of what has been written. A translator needs keen research skills and familiarity with terms in martial arts, ranging from law to technology. It is also increasingly crucial that technical aids, such as Computer Assisted Translation or modern translation software, be available, as this guarantees both continuity of vocabulary and high quality. The tools we mentioned earlier are also required. Guzzumano (2016) notes that the translation

industry's code of business conduct is worth considering as an example. It includes principles such as responsibility for product quality, strict confidentiality rules, and honesty with clients. In order to lay a solid foundation, one needs to study formally; through translation practice, however, one is really able to hone one's judgement of difficult texts. Actual projects improve the quality of work and, at the same time, build a translator's standing in the market. Therefore, translation competence includes language competence, cultural knowledge, technical skills, ethical practice, and operational experience. Translation offers significant career development opportunities in the current era of globalization and digital media. Success requires strong language skills, technological expertise, and a high level of professional ethics. According to Munday (2016) and Albir & Taylor (2015), the future translator uses new technology while maintaining translation quality, preserving the original state of affairs. Shuojian (2020). This book is designed to help you establish your *savoir-faire* in what is now an extremely competitive and rapidly changing world of translation. Through theory, cases, and exercises, one can enter the translation market well-prepared.

## Exercises

1. Using the Internet, find out at least five translation posts that are needed in both domestic and overseas markets. Draw up a summary of the general requirements and average salary.
2. Make an individual competence map that details your languages, subject interests, technical skills, and areas of professional knowledge in need of improvement to help yourself enter the translation job market.
3. In groups, hold a mock interview for the post of professional translator. Prepare a set of common questions and answers about one's experience, techniques, and use of technology.
4. Write a short essay on the impact of such new phenomena as CAT tools or AI upon the translation industry and how we should adapt to them.
5. Translate a short piece of work from your specialist field – be it law, business, or the mass media – using CAT tools. Then present the result together with your process.

## BAB 9: Translation in Local and Global Contexts

### 9.1 Local translation from regional languages into Indonesian or English

#### Local Translation

Transfers meaning to wider audience



#### Culture Preservation

Documents folk tales and wisdom

#### Wider Access

Opens local knowledge access

Picture 43. Translation in Local and Global Contexts

The meaning of local translation is to put a regional language or dialect into Indonesian, a national language, but also, if necessary, into the general language of the world today-English. A lot of local translation is needed in multilingual countries such as Indonesia, where there are hundreds, if not thousands, of regional languages. Local translation helps preserve the diversity of world culture and leads communities out into the world. And through their Daily practices, turn the globe upside down. Hatim & Munday (2004) suggest that translation is a lifeline for transferring culture and knowledge, as it has been in the past, from a minority language into a language with a broad reach.

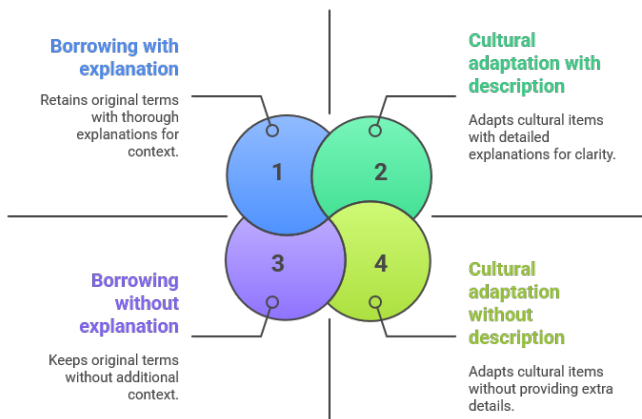
Some Other reasons for local translation are that knowledge of traditional medicines or the like can be passed on to Indonesia, and its customs and ceremonies can be made known to more people in general language across the country. A capable local translator can let the rich resources of regional cultures shine through popular broadcasts. Bassnett-McGuire (1991) helpfully reminds us that translation involves more than language; it also has a cultural component. Thus, local translation can appear as an essential tool for presenting the full richness of different regional cultures to larger audiences.

#### Difficulties in local translation

Translating from regional languages presents unique challenges that distinguish it from translations into languages for which long-term resources exist. The main problem is that resources are scarce to start with, for many regional languages have no dictionaries, glossaries of terms, or even much literature. How does a translator know of a valid term to replace one in the source text with Indonesian or English? Then the hard work of research really begins.

Regional languages embody culture. Terms, customs, and expressions contain a wealth of cultural values. Many of these cannot be translated directly into Indonesian or English without losing their original sense. Often, terms related to rituals or special kinship ties have no equivalent in either English or Indonesian, so a cultural explanation or short note may be needed to convey their true meaning. In this way, local translation cannot merely be the transfer of texts; it also conceals cultural values.

There are also grammatical and vocabulary differences that lie far from either Indonesian or English smoothness, and if not well handled, the resulting sentences can be dry and stiff. Moreover, local translators may also feel social or personal pressure because their work could be seen as altering their own or even ignoring and fighting important — No. Local translation is not only about maintaining linguistic rites and rituals appropriately, but also about taking into account widely held morals.



Picture 44. Strategies for local translation

Molina and Albir (2002) have emphasized, "What we need are strategies that combine the highest possible degree of accuracy in meaning with respect for the culture into which we are translating it". Cultural adaptation: For regional cultural items, replace them with familiar items to native speakers of the target language if there is no direct equivalent; include a short explanation. For example, the Javanese term “selamatan” can be rendered as “traditional communal feast,” with a brief note on what this means for tradition for the reader later.

Borrowing: The original forms of words for unique cultural items that are hard to replace should be retained, and, if necessary, a short explanation will follow. For instance, “keris”

might then have a brief description reading “a traditional Javanese dagger.”

Paraphrase: When it works out that no single word or short phrase can capture the meaning of a term, you may use a longer description instead.

Modulation: Turn the perspective or expression around so that it fits naturally into the language into which you are translating. By using these strategies flexibly, translators also allow readers to gain a fuller understanding of cultural diversity and thus enrich their own minds.

Local translation: examples from the field of folklore. Folk tales often include many culturally specific words and images. The Minangkabau story “Malin Kundang,” for instance, mentions concepts such as pantang larang and rumah gadang. To make these symbols understandable to a general Indonesian readership, it is acceptable to render “tabu adat” as pantang larang, while rumah gadang is itself explained in so many words: “traditional Minangkabau house”. By such means, cultural content is retained, and the context remains clear for those not of the Minangkabau ethnicity.

When it comes to translating regional-language poetry, such as Sundanese, into English, the same problem arises. As for poetry, each word and phrase is an image, with its own rhythm and unique poetic tone that will not be fully carried over. How

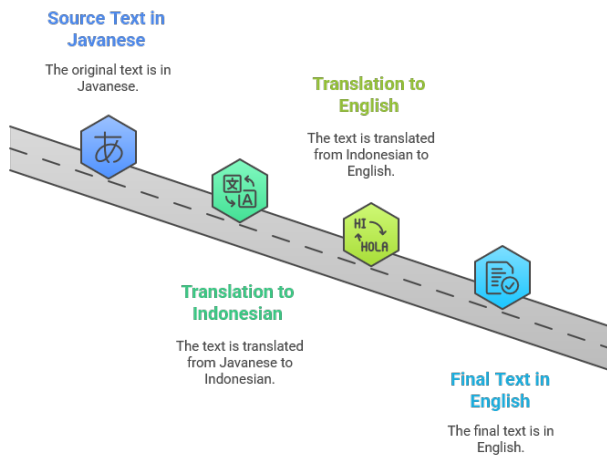
do we translate? Somebody must make a decision, take the old form and add footnotes, or produce a freer version so that international readers can follow its meaning and feel its passions. But this choice meant not just using a different technique; it also represented an ideological stance: how does local culture confront — or should it confront — the global reader?

Moreover, Bassnett (2002) and Hatim and Munday (2004) noted that successful foreign publishing relied on translators' cultural awareness and on careful strategies that preserved the text while making it easier to understand in places where it was less intelligible. This work is more than merely a question of language. It also involves cultural conservation. Through translation, the languages of different areas can be brought to the world and seen and appreciated by others. With adequate training, practice, and awareness of ethics, students of translation will be able to act as cultural stewards and mediators across cultures so that regional literature lives on and endures.

## Exercises

1. Offer a short story or poem in a regional language such as Javanese, Sundanese, or Minangkabau. Translate it into Indonesian and English, and mark down your strategies therein: adaptation, borrowings from other tongues, or paraphrasing.
2. Please write an essay on the dilemmas faced when translating a regional text and how they were resolved.
3. In groups, discuss how local translation helps maintain culture, and explore how modern technology can support this kind of enterprise.
4. Create a glossary of the astoundingly difficult-to-translate regional terms. Include the various meanings in Indonesian and English, along with brief comments on their cultural significance. Dance
5. Advise your translation, explain the techniques used, and make some remarks on the process of local translation.

## 9.2 Relay Translation



Picture 45. Relay translation

Relay translation refers first to a pivot, or middle-language translation, from the source text into the final target language. Especially when no translator is working directly between two specific languages, this method is commonly employed in multilingual situations. For instance, a Javanese text is first translated into Indonesian, then into English. Relay translation is a pragmatic compromise due to the rarity of language combinations, Munday (2016) says. It makes information flow more widely across languages, but it also brings challenges, especially regarding the accuracy and consistency of meaning.

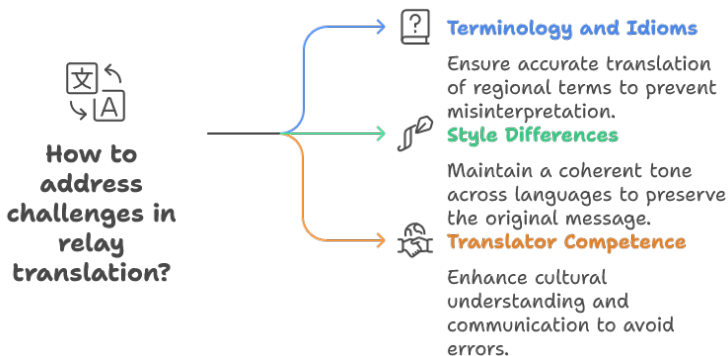
How does relay translation work

The process is usually divided into two basic stages. First, a translator turns the source text — say, Javanese — into a pivot language, such as Indonesian. Second, a second translator takes over, rendering from the pivot language into English.

In this setup, each translator must not only know their working pair of languages, but also have a real feeling for the culture and terms of reference in which they are working, so as to preserve meaning as much as possible.

Relay translation is often used where direct human resources are unavailable, for example, in a multilingual country like Indonesia. A text in a local language can be translated into Indonesian, the national bridge language, and then into a foreign language. This obviates the need for a specialist translator for every potential language pair, and it raises Indonesian's role as a bridge language. It also affords a broader view of essential works from many places when no direct translator is available, while keeping the bilingual process as transparent as possible.

At the same time, the two-stage translation method increases the potential for a twist of meaning. Every step of translation can lead to slip-ups or minor shifts in how it's understood, and these can accumulate. The original language's cultural elements, such as idioms, symbols, or social context, may be lost as the language undergoes a pivot. Style may also suffer. The process takes more time and money than a single translation and must be managed carefully to maintain consistency in message and style. However, in situations where time or resources are tight, relay translation remains a dependable choice. Translators must be on guard against any misinterpretations that may arise. An editor or technical proofreader should therefore be called in at the end to control the meaning and consistency of presentation.



Picture 46. Challenges in relay translation

It becomes problematic, for terminological and idiomatic reasons, when a chain straddles localized dialects. Indeed, many regional languages contain terms and expressions that lack neat Indonesian counterparts. If the first translator should weaken or misinterpret a term, the second translator, stepping from Indonesian to English, will inherit the difficulty. The reader might find that part of the original message has been altered or lost entirely. For example, regional languages often take on more oral and extravagant forms. In this case, the ready equivalent in Indonesian would also lean towards exuberance, while English has a way of favoring the naked word. It is not easy to ensure a consistent tone across the chain. Yet each translator must possess culture-specific knowledge and language skills. If the first translator misunderstands a cultural concept, the mistake will carry over to the next step and become harder to fix. This is particularly serious because poor communication between the two translators worsens matters. Without shared cultural notes, writing conventions, or agreed term choices, interpretations can diverge, thereby impairing the quality of English itself.

To manage these risks, scholars, including Hurtado Albir (2017) and Munday (2016), suggest several measures. Ensure both translators are well-trained and fully qualified. Use strong coordination and collaboration. Share a glossary, cultural notes,

and style preferences on each sub-text so as not to distort in the following steps. Work sensibly with technology. Computer translation tools and shared terminology databases can improve checks for consistency or speed things up, but they do not replace human judgment about cultural nuance. Finally, close with full validation and a double review at the end of the second step. A thorough quality check will help catch errors and confirm accuracy, consistency, and readability.

Kodansha Win and the second one by Kintaro carried out the first step. Kodansha Welikodo, in turn, is an independent distribution publisher.

In practical multilingual communication, relay translation is often the best option when local languages must reach an international audience. Putting a Javanese folk tale into Indonesian and then English will tell you this.

In the first stage, for instance, the cultural word *selamatan* might be the surroundings of “*tradisi adat*. Recast of Indonesian into English would then yield at a second stage traditional ritual Innovation of the Indonesian phrase Two-steps-tr also results in last final translation You convert “Javanese is completely natural” Into this If the translators fail to grasp what *selamatan* connotes in Javanese culture, the end English sounds general or nondescript and would not retain any of its fine origina/cto This is further proof that relay translation

is more than just link-translation. It has to preserve the subtle cultural meaning of a word.

They are so practical and indispensable in places where direct translation services do not exist. Done correctly, relay translation is an effective bridge between local, national, and world languages. Munday (2016) and Hurtado Albir (2017) stress that competent translators, well-coordinated internal moves of translation steps, the employment of technology, and accurate sources are essential. For translators-in-training, mastering these complexities through personal experience/practice, then digesting them and exchanging views on them, pays them in good standing to get a job and carry on traditional *hai*-thinkings/culture locally. Even so, the method can be both practical and essential when direct translators are rare. With the right strategy, relay translation can act as an effective bridge between local, national, and international languages. Munday (2016) and Hurtado Albir (2017) emphasize that success depends on the competence of the translators, strong coordination across steps, and the careful use of technology and reliable references. For translation students, learning these complexities through practice, reflection, and discussion is valuable preparation for real professional work and helps keep local cultural richness alive in global conversations.

## **Exercises**

1. Provide a short Javanese folk tale. Have one group translate it into Indonesian, then have another group translate the Indonesian version into English. Discuss changes in meaning and how to fix them.
2. Analyze your relay translation case. Identify errors, challenges, and the solutions you used.
3. Build a shared glossary of regional cultural terms that are hard to translate and use it together during relay translation.
4. Discuss the strengths and weaknesses of relay translation and whether it can be used effectively for cultural preservation.
5. Give a brief essay on what role relay interpretation plays in multilingual communication, and how you will get yourself ready to meet this challenge.

### 9.3 Translating Indonesian Literature for the World

So, take the example of translating Indonesian literature into foreign languages, which, by the way, is a strategic method for making the cultural riches of Indonesia known to world readers — and, of course, getting easy fame on international home turf. However, much more than mere words are in transit here. It enhances our country's image abroad. According to Bassnett (2002), literary translation is not merely the transfer of one language into another. It is a form of creative advertising that conveys the original feeling, beauty, and cultural depth to readers overseas as well.



Picture 47. Key features of translating Indonesian literature

Indonesian novels, poems, and short stories often use matching symbols, metaphors, and local cultural references. When translating literary texts, the translator must infer and bear these layers of meaning without forfeiting the authenticity and the original text's expressiveness. Juliane House (2015) observes that literary translation must hit a balance between accuracy and artistic freedom. This is so that the result isn't merely literal but still brings the same emotional and aesthetic satisfaction. A tall order indeed, especially as Indonesian works almost always contain features from their own distinctive cultural and regional background. Some texts are a real challenge to translate as they contain customs, traditions, myths, and local terms that are part and parcel of everyday life for Indonesian readers but would leave international readers stranded. For example, *gotong royong* carries a strong spirit of communal cooperation, but there is no exact equivalent in English. In such cases, a translator may add brief explanations or choose a functional equivalent that remains clear while preserving cultural richness.

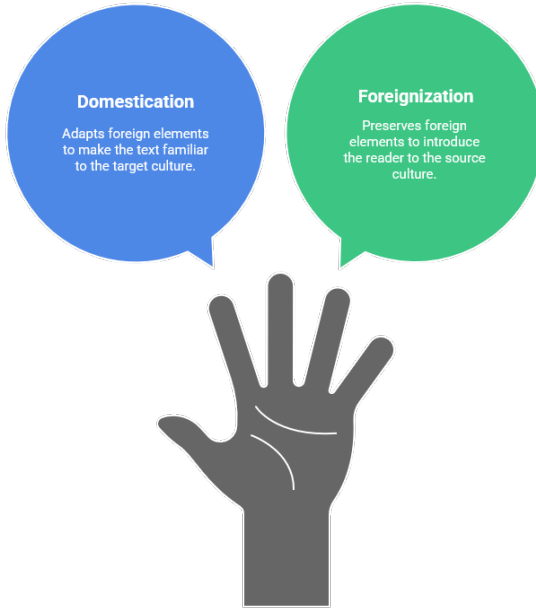
One's response to this is another big issue; the Indonesian style of literature can be poetic, far-reaching in metaphor, and rhythmic. The poetic diction of Chairil Anwar or Sapardi Djoko Damono has a cadence that is never easy to carry over into a language with different patterns of thought. Maintaining the beauty of a metaphor while making it understandable to foreign readers takes creativity. There is the tricky question of which comes first: meaning, form or a sensitive balance of the two that keeps the work alive.

Intercultural differences cannot be neglected, either. Indonesian sentences more often adopt a simpler structure than English, which relies more on grammar and idiomatic expressions. The translator must find an imaginative, appropriate way so that the English version not only sounds natural but is also enjoyable. In short, translating Indonesian literature is a creative act that demands both cultural sensitivity and a good ear for language, as well as artistic judgment.

Strategies for translating Indonesian literature

Facing literary texts from rich cultures and writings, translators constantly have to decide whether this time they should keep strong traces of the original source's culture or conform the language to expectations in the target culture. Big kids rarely drink alcohol in public.

## Which translation approach should be used?



Picture 48. Translation Approach

### 9.3.1 Domestication

Instead of changing text on the outside, this method adapts elements such as Japanese religious practices, national historical events (including Hiroshima, Nagasaki, and Okinawa), and river names in Vietnam (e.g., the Red River) to sound more like what they would have sounded like if done in China. Consequently, there is nothing foreign or novel; the reader only hears what has been said before--even in translation! Concepts specific to Indonesian culture are

included in the book but presented in terms understandable to Western readers. For example, the Indonesian word *kalpataru* can be replaced with something more familiar to Western readers so they don't need to waste time looking up unfamiliar terms or lose their place in the context.

### **9.3.2 Foreignization**

Translators may also use creative adaptation by replacing a foreign metaphor, idiom, or style with a native one that sounds natural in the target language while retaining its emotional and artistic intent. Sometimes, the most elegant solution to complex cultural concepts is to add short explanations. In practice, these strategies are not mutually exclusive. Both can and must be combined as required by the text and the reader. The translator is not only a language mediator but also a cultural one, attempting to strike a fair balance between understandable text and original meaning.

#### **Examples**

- a. Novel Translating the book *Laskar Pelangi*, for instance, becomes problematic. Andrea Hirata's work uses numerous local Belitung terms such as "kampung," "upacara adat," and community norms. As translator Alastair Macdonald combined foreignization with extraneous explanations, international readers can taste the local flavor while still understanding the picture. On

both levels, the result becomes a means of communication and a cultural introduction to Indonesia.

- b. Poetry Translating the poetry of Chairil Anwar is a different rhino altogether. A poem like “Aku” depends on its rhythm, diction, and mood to carry meaning. The translator must decide whether to preserve the original form and rhythm or reshape the whole to meet English standards while retaining its force and clarity. Maintaining Chairil's energy in English requires a high level of artistic creativity to keep the power of expression strong.

Moreover, Bassnett (2002) and Venuti (1995) hold that successful literary translation depends on maintaining a careful balance between faithfulness to the original text and the necessity for intercultural adaptation. Armed with theory, practice, and reflection upon their experience, our students can learn to face these challenges by developing aesthetic as well as cultural sensitivity. Finally, literary translators are essential agents in bringing Indonesian literature to the world stage, enriching humanity's reading habits and broadening global appreciation of Nusantara culture.

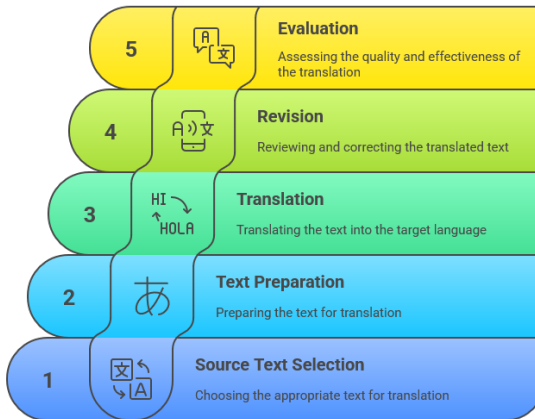
## **Exercises**

1. Choose a short poem by an Indonesian poet like Sapardi Djoko Damono. Translate it, then discuss the strategies you used to preserve meaning and aesthetic effect.
2. Compare two English translations of an Indonesian literary work by different translators. Analyze their different strategies and how they affect understanding and beauty.
3. When to use domestication or foreignization in translating Indonesian literature. Give examples and reasons.
4. Build a glossary of Indonesian terms, working with a partner who can provide clear English explanations for foreign readers.
5. Present your translation and explain the problems you encountered and how they were resolved.

## Bab 10. Practical Translation Practice and Mini Projects

### 10.1 A guide to creating a simple translation project

In translation training, building a simple translation project is an effective way to practice both technical and conceptual skills. A project usually covers source text selection, preparation, translation, revision, and evaluation. Hurtado Albir (2017) emphasizes that hands-on project experience is vital for understanding real-world challenges and for developing time and quality management skills.



Picture 49. Translation Practice and Mini Projects

Throughout translation training, a simple translation project is an effective means to practice skills in both theory and engineering. Neither this nor anything similarly technical will do; any subject matter will do fine. In addition to the choice of source text, a translation project usually covers preparation

for this and what follows: revision and evaluation. Once they are actually complete, as Hurtado Albir (2017) suggests, pragmatic project experience is essential for understanding the challenges facing professionals in any field today. Equally important, it also helps people acquire skills in both time management and quality control.

### **10.1.1 Select the source text**

First, pick a source text that aligns with the students' level and learning objectives. The correct choice is important because the text sets the level of challenge and the chances of success. Think about the type of text, its length, language difficulty, and what reference materials are available. For example, if a narrative is translated into poetry or vice versa, different strategies will be needed depending on the genre. A length of 500 to 1000 words is practical, challenging, but not overwhelming. The language should be demanding but realistic. It is also necessary to have reference materials, such as dictionaries and glossaries. Casual example: English article on tourism in Indonesia into Indonesian. This text often contains cultural terms and descriptions of tourism or nature, so the ability to translate it well helps cultivate both linguistic and cultural sensitivity.

### **10.1.2 Before You Start the Translation**

Once a piece of text is chosen, preparation will give students a fuller understanding of the context in which to translate, rather than on-the-fly translation. Please read through the whole source to understand its content, development, and authorial style. Mark down strict terms or fixed phrases that need research. Refer to other sources such as bilingual dictionaries, official websites, and even papers. Drafting a working glossary helps keep term translations consistent throughout the text. A high level of preparation means fewer errors and greater confidence.

### **10.1.2 Doing the Translation**

Throughout the translation process, priority should be given to accurate meaning, but neither should this be achieved at the cost of readability in the target language. For beginners, avoiding literal solutions is often hard in practice, because they yield results that are stiff and confusing. Words and expressions must fit the context, and not just conform to their source form. Make sure your glossary is consistent, so that the text doesn't feel mixed in style. Make sentences sound natural and conform to the norms of the target language.

### **10.1.3 useful tools**

Another way to get help is to use computer-assisted translation tools. Memory tools like memoQ Free or OmegaT manage terminology and translations, remember previously used segments, and speed up revisions. It may take a while for this technology to become standard, hardwired into professional practice; still, exposure even so early on is beneficial to practitioners, who are supposed to be comfortable working with these digital tools.

Careful selection, thorough groundwork, and step-by-step translating provide a focused educational journey in which students learn both how to transfer language and the dual responsibility of understanding meaning in context and staying true to what has gone before. In this way, training in translation methods promotes students' academic abilities, attention to detail, and professional ethics.

Eventually, a systematic method lets students see translation as a complicated whole rather than simply substituting words. It allows students to progress towards becoming linguistically competent translators who are culturally and ethically alert with plenty of practice, thoughtful reflection, and guidance from teachers.

#### **10.1.4 Revision and proofreading**

Revision is key here because that's what the test finds and strengthens quality. Checking grammar, spelling, and sentence structure ensures that your rendering reads true and is more durable. Adapt quality to suit the context: an academic article requires a formal voice, not a conversational one; likewise, for tourist information, it is suitable for an inviting, eloquent tone that gives impetus. Be sure the meaning remains consistent with the source, for the slightest slip can lead to a significant handicap. At this stage, students can peer-revise by exchanging translations and providing commentary. This process benefits both work quality and promotes an analytical attitude toward language choices.

#### **10.1.5 Evaluation and feedback**

After revising, the question is how the content matches the original text on all counts: accurate reproduction of meaning, even flow of style, no jolts or disparities anywhere. In the classroom, teachers or fellow students can give objective, helpful feedback so that beginners understand what they've done well or poorly; this is how one builds on past accomplishments.

A mini project sample

Assuming the class receives an English text titled "Pariwisata Alam di Bali" of about 800 words, our students read it carefully

to gain both content and context. First, they create their own brief glossary and galleries of key terms that appear in the text again and again, such as ecotourism, rice paddies, local customs, etc. The glossary by input method set provides typical expressions consistent across the entire project.

Students also go to the trouble of translating with attention to cultural context in Bali. Here, cultural items must be pure for the target reader and, at the same time, retain their authenticity. For example, rice paddies become “sawah berundak,” connoting both physical scene and aesthetic cultural values. Students here practice for an audience, following the source text to translation.

Once all revisions are completed, students then act out their work during the community review stage. They exchange drafts with others, go over difficult points together, and have the chance to learn while their comrades help out. From comments and changes, the text quality improves. And they see that revision is not just an annex but intersects the full process of strong translation.

Finally, the teacher makes an all-around evaluation of the end product and process—preparation, research, and collaboration inclusive. According to Hurtado Albir (2017), project-based learning is a means for students to grasp authentic world needs and develop practical expertise in the skills the

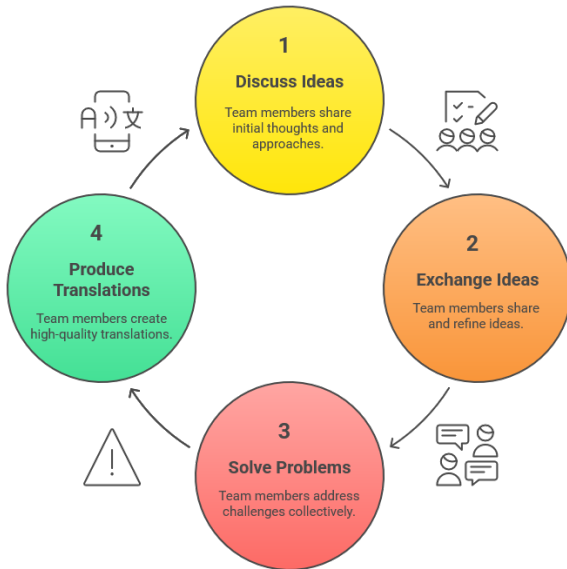
skills market requires. Through repeated practice, profound thoughts, and constructive criticism, students will become professionals who successfully meet those expectations by realizing their own translation competence.

## **Exercises**

1. Choose a short text, such as an article, a short story, or a product description, and translate it into the target language following the instructions. Include a glossary and notes on translation challenges.
2. Exchange your translation with a classmate, use clear judgment criteria to make comments, then revise your work based on the feedback.
3. Each student should write a brief reflection on their translation experience: the problems they encountered and how they solved them.
4. Please present the translation and your operating procedure to the class, focusing on the techniques and methods you used.

## 10.2 Group Work: Translating brochures, articles, or short videos

Group work is an effective way to train translation skills while also building communication and teamwork skills. Translating a brochure, an article, or a short video as a team provides practical experience that closely resembles real workplace conditions. Through this method, students discuss, exchange ideas, solve problems together, and produce higher-quality translations.



Picture 50. Translation group workflow

Choose the material. Select a suitable tour brochure, news article, or short video. Match the choice to the learning goals.

Divide the tasks clearly. Ensure each member knows their role. For a tour brochure, one can open, another handle the product or destination descriptions, and a third handle details and other information. With a clear division of labor, responsibility is evenly distributed, efficiency increases, and everyone learns something.

Prepare and research. Each member researches complex language and cultural allusions. For example, the term "eco-tourism" in a tourist brochure should not be translated if its context is not understood. Use bilingual dictionaries, official websites, academic dissertations, or even short interviews with subject experts. This step ensures both linguistic accuracy and cultural relevance. It proves, too, that translation is not simply language transfer but also involves understanding the social and cultural background of the analyzed text.

Translate your assigned section. Keep meanings clear and choose language that fits the target audience. Continue the style consistently throughout the text. A news article needs a formal, direct style, while a tour brochure should be written in lighter, persuasive language. Avoid rigid, literal translations; go for readability. Soon, your practice will reflect the theory learned in the classroom.

Merge and discuss. Combine all parts into a single document and read it with the team. Look for inconsistencies in terms, tone, and flow. If two people offered different translations for a word, choose the best one that they agree upon. Group discussion also helps catch errors in an individual's work. The aim is to expand a final text without noticeable seams.

Revise and edit together. Look over grammar, spelling, punctuation, and sentence quality. Make sure the text does not drift from the purpose for which it was written, make itself look natural, and attract your target reader. This step involves laying down a kind of editing that goes beyond mere accuracy to the whole quality of the language. With such practice, students realize that revising is an essential stage in translation work.

Present it to others. Show your final translation to the class or teacher. Don't bring out merely the product. Say further, please, the difficulties you tackled and the path you followed. For example, how the team went about choosing terms with no equivalent in either English or Chinese, how differences in style were resolved. This review will restore confidence and help improve critical thinking about the choices you face as a translator.

#### Typical obstacles and lessons learned by teams

Teams are made up of people with different experiences and knowledge backgrounds, which can create issues of tone and rhythm if not handled well. Through word choices or style decisions, members may feel more than one answer is appropriate at times. Results in Culture-bound items and idiomatic expressions, such as the spirit of chivalry, can be understood differently by various members in harmony, possibly leading to inaccuracies if not thoroughly hashed out ahead of time.

These obstacles are significant. They force students to learn how to communicate clearly, negotiate politely, make decisions for the group, and work together to solve problems. In short, collective translation further develops the skill set needed in professional work.

## Two Stories in Brief Case

1. Translation of a Visitor Guide. A team assigned the work according to different chapters of the guide: beginning, attractions, facilities, ways to reach these areas, and people to contact. The result is that, from the early discussions to ensure Tsinghua was always present in our translations, they have successfully addressed such terms as 'Eco-Tourism' and 'Traditional Ceremony'. A literal methodology could be very confusing for the reader in such situations. After discussion (yang max) they decided upon 'wisata ramah lingkungan' for "eco-tourism" and 'upacara adat tradisional' for "traditional ceremonies." In that way, the meaning is preserved and it also fits within an Indonesian background. Before submission, they examine the consistency of the translation across all sections, tidy up any awkward sentences, and ensure the tone is suitable for promotional text. When they report to class what they have decided or done, they also describe the reasoning behind their vocabulary choices and the different characters of their team.
2. Translation of a Short Video. The team assigned the work to the dialogue voices (where a more casual tone is needed, in keeping with everyday conversation) and to voice-over narration (which should be more formal since its purpose

is informative). There is no easily accessible Indonesian equivalent for a culture-specific phrase, so in the event, they used a very careful paraphrase that would keep the core meaning clear to all but the most obtuse. Group review served to confirm that the paraphrased version makes sense, to check that one tone has been maintained, and to guarantee overall communication. The result is that we accomplish both accuracy and liveliness. The group, meanwhile, has gained experience in patience, open communication, and negotiation practice.

## Exercises

1. Group Translation of a Brochure. Take a foreign original on some advanced topic in tourism or guyu for your b. Share the steps you will be taking and roughly how much of each must be done by whom. Collect the keywords and phrases from your section and translate them into the target language. Merge & Edit together. Present the finished product and analyze your strategies.
2. Group Translation: Short articles. Select a brief news or feature article.b. Divide the job according to paragraphs or main breaks of thought.c. Translate with attention to context and style.d. Debate differences of tone in that unit and finally edit together the entire text.e. Write out a short report on both problems and solutions.
3. Group Translation of a Short Video. Choose a video offering some two to five minutes with dialogue or narration. Divide the tasks by dialogue lines or narration segments.c. Translating & producing either subtitles or a new soundtrack. Go over the whole thing together once more from start to finish. Present our version of the translated video, explaining how we went about it.

### 10.3 Research in Translation Studies

Translation itself includes research, in fact. This can help develop theory, method, and profession. In research, we not only seek to understand how translation works but also address the practical challenges of cross-cultural and cross-language work by offering improvements that enhance quality. It also helps strategically connect theory and practice: that is, by making processes more formalised, as Hurtado states, "research serves to coordinate work more effectively".



Picture 51. Research in Translation

Translation research is generally a systematic activity that aims to understand, examine, and improve certain aspects of translational processes and products. It supports the

development of theories and helps bridge the gap between theory and practice. It provides answers to frequently encountered problems and helps us better understand cross-cultural communication. The scope is wider than merely linguistics. Studies may spill over to culture, society, psychology, and technology. Researchers are asking how translators actually "carry" meaning, how the demands of fidelity and freedom can be balanced, and what influence different kinds of computer-assisted tools have. With this in mind, we do formal experiments to gather concrete data and run tests. One way is through observation: namely, by following a professional translator around for several days, the observer can learn much about what real translating is and the problems involved. One such study is the close observation of several professional translators at work on poetry. The observer records their strategies, where they run into trouble, and how they tackle culture-bound meanings and idioms. Such work reveals the incomprehensibly complicated nature of literary translation and how much effort it takes to reproduce the original mood. A formal physics experiment might measure speed, accuracy, repeatability, with and without computer-assisted tools. Researchers often use theory as a lens through which to approach a problem and to organize the data. One point that receives emphasis is that translation is no longer/ is no longer

simply a question of accuracy in some passage, for which word equivalence will suffice, through word equivalence and sentence = will do =, with correct punctuation, comprehensible grammar, and enough general understanding of the subject matter behind both versions combined to make any needed corrections. Even a straightforward sentence like "The basic reaction", for this very reason, acquires quite different translations depending upon whether it means "the principal response on conclusion of an experiment", "that reaction which takes place whenever an aroused nerve and corresponding muscle are together", or simply an equivalent sentence in another language.

An example of this is a study of translation practice, focusing on translations from English novels into Indonesian. In the end, findings usually demonstrate how translators use adaptation or paraphrase to retain the original's meaning and coherence without confusing readers. The lesson is that a flexible strategy is needed when no direct equivalence exists in another language.

The importance of training students for research

To let students understand and conduct research in translation, teachers can arrange real tasks.

Examine the strategies used in a translated text. Compare strengths and weaknesses.

Perform a small survey and ask translators about their experiences. Write a short report:

Lower the frequency of common errors in writing translations. Try various tools (e.g., computer-driven translation or other machine translation), then compare the results with a purely human translation. Consider quality and practicality.

Group discussion allows us to learn how we can use research to improve translation quality in Indonesia and around the world.

All these activities build critical thinking and confirm that research is an integral part of professional growth.

The significance of translation research

In general, translation research connects theory with practice, provides a scientific basis for translation teaching and technology, and trains translators and scholars to confront the demands of a global age and digital society. Research can bring real benefits to the community when it is grounded in solid techniques and explores diverse themes such as strategy, the use of technology in translation, and culture. Moreover, those who learn research methods also acquire a more analytical mind—a talent invaluable in any professional career.

Key areas and typical questions

This is a broad, multi-dimensional field with all sorts of work actually done.

B) Studies focused on process look at how translators understand the original language, convey messages in their translation, and produce their target text. Issues include cognitive fatigue, strategy choice, and the intermediate agency of tools such as computer-assisted translation systems.

Quality status evaluations on products are used to award them levels. These can include factors such as accuracy, term consistency, acceptability in the target culture, and frequent error patterns. You're not only rating the result but trying to see what made it good or bad.

Studies in sociology, culture, and pragmatics examine how differences in culture, social norms, and the state of things in context affect translation work. For example, a phrase in the source text might need to be reworded to be understood by its intended readers. Pragmatic research is essential for implicit meaning, politeness, and the speaker's intention.

Research on the technological aspects of translation examines machine translation and artificial intelligence. To what degree is technology able to assist? Where does it present new tasks for translators?

Studies of Training and Curriculum in Classroom Interpretation are concerned with education. The subjects include teaching methods, course design and evaluation all of which help teenagers into the profession. For example, research might test

whether project-based learning is as effective as simulating a real live working situation.

#### Detailed methods

Both quantitative and qualitative research designs can be employed, many projects using a combination of different methods.

Quantitative research design uses data that can be measured. Examples include corpus-based tallies linking the error types, comparisons between experts and novices in terms of speed and standardised skill tests. This allows generalization and the discovery of patterns useful when we compare strategies or groups.

Qualitative research designs strive for deep understanding. Methods range from interviews with translators, through case studies of literary projects to discourse analysis. For example, an interview with the translator of a newly translated novel might show us how he resolved the requirement to use idioms and metaphors. Here are some methods which seek openness, creativity and cultural awareness that figures alone manifest.

Mixed method research designs combine the two. A study might compare how long it takes to translate a certain text and (in addition) do interviews with translators on what strategies they were thinking of when choosing their times. This gives both what happened and why it happened.

## Examples of research

### Strategy choice for idioms in a translated English novel

A word combining textual analytic methods and interviews reveals that when translating various idiomatic expressions from Chinese into English, adaptation and paraphrase are frequently used in order to preserve content or flow. The study stresses the need to strike a balance between trueness of sense and readability.

### Methodological studies and Different Frameworks

A controlled test between groups using scientific means and groups not using them can perhaps result in the observation of great gains in both speed and consistency of terms, as the case may be. This supports the opinion that technology raises the efficiency but also the management of terms.

### Theoretical frameworks often employed

Skopos theory (Vermeer) argues that the purpose and function in the target culture should guide decisions.

Nida's transfer model views translation as transmitting meaning from source to target, with fidelity and equivalence of message close as possible--this may be done by different words, sentence structures and even style for example. There is no attempt however, not in the slightest, to preserve form.

Cognitive approaches from scholars such as Jakobsen and Jensen center around decision making, problem solving,

analysis of the cognitive load--with often the use of think aloud procedures or time logs.

HOUSE's pragmatic framework attaches importance to context, implicature, speaker intention. The point is to ensure that the target text does for target readers what the source did in making its communicative point.

Together, these conceptual schemes help researchers not only assess their results but look at the process, objectives, and sociocultural framework in which those results are molded.

Professional translators need to have a spine of solid theory. In addition, with the support of research and practice, a reasonably adjusted technology, and a proper strategy of professional translation for the whole area, scholars can offer something like concrete guidance on how to go about it. Students of translation who relish research gain the broad perspective for a professional career along with strong habits of analytical thought. In addition, by doing practical work, they hone their powers of inquiry and deepen their understanding of the subtle shades language bear.

## **Exercises**

1. Choose a translated literary text or a technical text. Analyze the strategies used and evaluate strengths and weaknesses.
2. Do some small-scale studies on the observations or interviews given by translators in translating cultural references: ask translators to provide a brief report of their experiences and the challenges they face.
3. Pick out some typical translation errors from newspapers or online media. Look into the root causes of these errors, and suggest possible remedies.
4. Try translating a text with computer-assisted tools or general machine translators, then put it beside a manual translation and compare the two. Write down your thoughts on its quality and practicality.
5. Discuss how research could improve the quality of translation in Indonesia, and what impact it might have nationwide.

#### **10.4 Empirical Studies on Translation Techniques and Pragmatic Realization in Audiovisual Contexts**

Audiovisual translation has become one of the most significant developments in translation studies because it combines language, culture, and technology. The growing presence of streaming platforms such as Netflix and Disney Plus has expanded the scope of translation work from printed texts to visual and spoken media. Translators working on films and television must now manage both linguistic accuracy and the technical limits of screen time and character space. They are required to interpret emotion, intent, and culture while maintaining readability and synchronization. Subtitling, therefore, functions as a communicative act where meaning, tone, and culture intersect.

Recent studies have analyzed how these aspects interact in audiovisual translation. Three key works; Arbain (2023a), Arbain (2023b), and Anshori et al. (2024) illustrate this interaction in different but related contexts. They discuss how emotion, pragmatic function, and translation quality emerge in subtitled films. These studies show that translation involves choices that influence how audiences perceive emotion and meaning.

#### **10.4.1. The Pragmatic Realization of Fear in Film Language**

The research conducted by Arbain (2023b) entitled *An Expression of Fear Realized in the Form of Sentences in the Stranger Things Movie* investigates how fear is expressed through speech acts in the Netflix series *Stranger Things* Season 1. Using theories from Searle (1969) and Leech (1983), the study examines the relationship between emotional expression and pragmatic function. The analysis is based on English subtitles from eight episodes and applies a qualitative descriptive approach.

The findings reveal four major types of speech acts used to express fear. Directive speech acts dominate with 49.9 percent of the data, followed by expressive speech acts with 33.2 percent, assertive with 16.9 percent, and commissive with 0.7 percent. Directive forms such as “Pull me out!” and “Stay back!” serve as direct commands that express urgency and fear. Arbain (2023a) points out that these forms of speech reflect action-oriented emotions. Fear is realized linguistically when a speaker attempts to control or respond to a frightening event.

The study emphasizes that expressions of fear involve both verbal and non-verbal cues. Characters’ tone, gestures, and physical reactions strengthen the meaning of the utterance. Fear in the context of the film thus becomes not just a linguistic phenomenon but also a multimodal event that includes speech,

visual elements, and sound. The analysis uses tools such as Aegisub and live transcription to ensure precision in data collection. By mapping how fear appears across various speech acts, the research clarifies how emotional meaning is constructed in cinematic dialogue.

The study also provides implications for translation learning. Understanding the pragmatic function of emotional utterances helps translators maintain the same effect in the target language. When subtitling a scene expressing fear, translators need to consider both the literal meaning and the emotional impact. Maintaining this balance supports communicative equivalence between the original and the translated versions..

#### **10.4.2. Translation Techniques and Functional Shifts in Subtitling**

In another study titled *Translation Techniques Used and Its Shift in Stranger Things Movie*, Arbain (2023b) explores how translation techniques influence the meaning and function of fear expressions when rendered from English into Indonesian. The research adopts the framework of Molina and Albir (2002) and analyzes subtitles from the same series. Nine translation techniques are identified: established equivalent, reduction, discursive creation, borrowing, modulation,

linguistic amplification, explicitation, compression, and literal translation.

The analysis shows that the established equivalent technique is the most commonly used, reaching 74.49 percent of all data. This technique ensures that translations sound natural and culturally appropriate. For instance, “Get out of here!” becomes “Pergi dari sini!”, a translation that preserves both the sense of command and emotional intensity. Reduction and discursive creation follow with smaller percentages, but both can alter meaning. Reduction simplifies or shortens the subtitle, which sometimes weakens emotional repetition, as seen in the translation of “Go, go, go!” into “Ayo!”. Discursive creation may produce versions that differ from the original intention due to interpretive choices.

Arbain (2023b) finds that inappropriate use of certain techniques can result in a shift of speech function. One notable case is the shift from a commanding to an asking tone, such as “Come on, kid!” translated as “Ayolah, Nak!”. The change softens the urgency and authority found in the source text. Such shifts reveal how technical and linguistic decisions reshape pragmatic meaning.

The study employs qualitative content analysis and expert evaluation to validate findings. Arbain notes that subtitling always involves compromise because translators

must work within the constraints of time and space. Each translation technique therefore requires careful selection to preserve meaning and tone. The research encourages the development of awareness among translators about how each decision affects both the linguistic and pragmatic dimensions of meaning. Training students to evaluate the relationship between form, function, and emotion can help them avoid unintended meaning shifts in subtitling practice.

#### **10.4.3. Collocational Competence and Translation Quality in Film Subtitles**

A study by Anshori, Arbain, Kendenan, Zain, and Khoshimov (2024) titled *Translating Lexical Collocations in Elemental Movie Subtitles* investigates how translation techniques influence the quality of lexical collocations in the animated film *Elemental: Forces of Nature*. The research combines the technique taxonomy of Molina and Albir (2002) with the Translation Quality Assessment (TQA) model of Nababan et al. (2012). The TQA model evaluates translation according to accuracy, acceptability, and readability.

The study collects 181 data points of lexical collocations and validates them through Focus Group Discussion with translation experts. Eight translation techniques are identified, with established equivalent (45.3 percent), transposition (28.7 percent), and modulation (17.7 percent) as the most frequent.

These three techniques also yield the highest TQA scores with an average of 2.8 for accuracy and 2.89 for both acceptability and readability. According to Anshori et al. (2024), established equivalence ensures that word pairs are natural in Indonesian, transposition aligns grammatical structure between languages, and modulation adjusts focus or perspective to match cultural context. Examples include the translation of “sob story” as “kisah sedih,” “shut down” as “ditutup,” and “pretty good” as “keren.”

The researchers emphasize that collocational competence is essential to translation quality. Translators who understand natural word combinations can produce more idiomatic results, while those who rely on literal translation may create unnatural expressions. The study shows that linguistic skill must be complemented by cultural awareness. For students of English as a Foreign Language, collocation learning can improve both writing and translation fluency.

By using Santosa (2021) analytical framework, the authors connect linguistic findings to sociocultural interpretation. They conclude that translation quality depends on how translators manage the interaction between meaning, structure, and culture. Established equivalence ensures faithful meaning, transposition aligns grammar, and modulation adapts cultural relevance. Through this process, translators

demonstrate linguistic and cultural sensitivity. The study's integration of TQA with qualitative analysis provides a clear model for assessing translation performance in educational settings.

#### **10.4.4. Comparative Insights and Theoretical Implications**

The three studies offer complementary insights into the relationship between pragmatics, translation technique, and translation quality in audiovisual translation. Arbain (2020) focuses on the pragmatic side of emotional language, Arbain (2023b) investigates the practical use of translation techniques in subtitling, and Anshori et al. (2024) measures the impact of those techniques on translation quality. Together they present translation as a process that requires not only linguistic knowledge but also an understanding of emotion, function, and culture.

In audiovisual media, language serves multiple purposes at once: it conveys information, expresses emotion, and supports visual storytelling. Translators must therefore reproduce not only the words but also the communicative and emotional effects of the original. Arbain (2023b) notes that subtitles must fit strict character limits, which sometimes forces translators to modify or simplify utterances. Such modifications are communicative decisions that directly shape the audience's perception of the story.

All three studies highlight the idea that translation competence includes several sub-competencies: linguistic, pragmatic, and cultural. Arbain (2023a) demonstrates how pragmatic awareness helps translators understand emotional context. Arbain (2023b) shows how procedural knowledge allows them to select the most appropriate technique. Anshori et al. (2024) provide empirical data linking these decisions to measurable aspects of translation quality. The combination of these perspectives supports a holistic approach to translator education that integrates linguistic accuracy, cultural knowledge, and pragmatic sensitivity.

The works also contribute to the ongoing discussion on how to assess translation quality. The TQA model used by Anshori et al. (2024) includes not only accuracy but also acceptability and readability. This wider perspective suits audiovisual translation where naturalness and clarity are as important as fidelity. Moreover, Arbain (2023b) discovery of functional shifts between source and target languages indicates that pragmatic equivalence should be part of quality evaluation. A subtitle that maintains correct vocabulary but loses the intended speech act still fails to convey the original communication purpose.

These studies therefore expand the understanding of translation as both a linguistic and social act. Translators are

mediators who interpret meaning, manage cultural difference, and construct emotional resonance for audiences. The examples from *Stranger Things* and *Elemental* demonstrate how language operates not in isolation but in connection with emotion, narrative, and culture.

#### **10.4.5. Pedagogical and Practical Relevance**

For teaching and professional practice, these three studies provide a valuable foundation. Arbain (2023b) analysis of fear expressions can be used to train students in identifying the link between emotion and language. Arbain (2023) gives concrete examples of how translation techniques can affect meaning, offering practical materials for comparative exercises between source and target subtitles. The research by Anshori et al. (2024) presents a model for evaluating translation quality that combines technique analysis with quantitative assessment through TQA scores.

For professional subtitlers, the findings serve as practical guidance. Translators should apply techniques such as established equivalence, transposition, and modulation to achieve accurate and natural results. They should avoid excessive reduction or creative deviation unless necessary for timing or clarity. Awareness of speech acts, collocations, and pragmatic function will allow translators to maintain the same communicative force across languages.

These studies also highlight the value of training programs that integrate pragmatic analysis, translation technique mastery, and quality evaluation. Through such training, future translators can learn to handle real challenges in audiovisual contexts where accuracy, brevity, and cultural sensitivity must work together to create effective communication.

## **Indeks**

### **A**

- Adaptation technique ... 45, 121, 198
- Acceptability (translation quality) ... 58, 117, 196, 204
- Accuracy (translation quality) ... 57, 115, 195
- Addition (amplification) ... 42, 78, 121
- Audiovisual translation ... 173, 185, 201
- Automatic translation tools ... 89, 170

### **B**

- Back translation ... 62, 141
- Bilingual competence ... 30, 96, 202
- Borrowing (pure and naturalized) ... 43, 123, 182
- Business translation ... 134

### **C**

- Calque ... 44, 120
- Collocation ... 175, 184, 190, 199
- Componential analysis ... 56, 118
- Compression technique ... 47, 124, 186
- Cultural equivalence ... 73, 106, 179, 188
- Cultural translation ... 71, 107, 140, 188
- Communication theory ... 27, 33, 69

### **D**

- Decoding and encoding process ... 28, 52
- Descriptive translation studies ... 95, 143

Discursive creation ... 46, 122, 184

Domestication ... 66, 131, 149

## **E**

Equivalence (dynamic, formal, functional) ... 64, 104, 115,  
190

Established equivalent ... 44, 120, 183, 191

Ethics of translation ... 150, 157

## **F**

Figurative language ... 110, 138

Film translation ... 173, 181, 185

Functional grammar ... 85, 112

## **G**

Generalization ... 45, 121, 184

Grammar translation method ... 23, 31

## **H**

Humor translation ... 143, 147

## **I**

Ideology in translation ... 65, 146, 156

Idioms ... 107, 110, 133

Intersemiotic translation ... 21, 83, 171

Interpretation process ... 26, 30, 51

## **J**

Journalism translation ... 135, 142

## **K**

Komunikasi lintas budaya (cross-cultural communication) ...  
67, 154

Konteks budaya (cultural context) ... 67, 108, 155

## **L**

Language and culture ... 66, 68, 105, 177

Language equivalence ... 63, 104

Literal translation ... 43, 120, 183

Linguistic competence ... 30, 54, 202

Literary translation ... 137, 144

## **M**

Machine translation ... 88, 167

Meaning transfer ... 28, 56, 109

Metaphor translation ... 107, 137

Modulation ... 45, 121, 184

Multimodality ... 173, 180

## **N**

Naturalness in translation ... 59, 117, 181, 192

Non-equivalence ... 64, 102, 116

## **O**

Oral translation (interpreting) ... 21, 82, 101

## **P**

Paraphrase ... 41, 121, 181

Pragmatics and translation ... 72, 177, 179

Procedural knowledge ... 50, 98, 203

Professional ethics ... 150

Public service translation ... 152

## **Q**

Quality assessment (TQA model) ... 56, 114, 194

## **R**

Readability ... 58, 118, 195

Reduction ... 46, 122, 183

Register ... 69, 112

Relevance theory ... 70, 109

Retranslation ... 64, 128

## **S**

Semantic translation ... 62, 99, 113

Skopos theory ... 75, 127

Source language (SL) ... 20, 40, 55

Speech act in translation ... 174, 178, 181

Subtitling ... 171, 174, 180, 183

Synonymy ... 43, 103

## **T**

Target language (TL) ... 20, 41, 54

Text typology ... 60, 97

Translation competence ... 28, 53, 98, 200

Translation techniques (Molina & Albir) ... 42, 119, 181, 184

Translation theories (Nida, Newmark, Vermeer) ... 61, 126,  
132

Translator role ... 148, 155, 159

## **U**

Universitas Widya Gama Mahakam ... x, 2, 3

Untranslatability ... 101, 130

## **V**

Verbal and non-verbal meaning ... 25, 49, 84, 175

Visualization and context ... 170, 179

## **W**

Word choice ... 111, 138, 189

World Englishes ... 16, 34

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LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT  
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## Introduction to Translation

The purpose of this book is to guide beginner students in understanding the basic principles and processes of translation. It is designed for those who are new to the study of translation, especially students in English Education programs. The book introduces key theories, essential terminology, and translation techniques that help students grasp how meaning is transferred between languages and cultures. Each chapter provides a clear explanation of theoretical concepts, supported by examples and exercises that encourage critical thinking and practical application. By studying this book, students are expected to develop awareness of linguistic, cultural, and contextual factors that influence translation. It also aims to foster analytical and reflective skills, enabling students to evaluate translation quality and make appropriate choices when dealing with diverse text types. Ultimately, this book serves as a foundational step toward becoming competent, ethical, and culturally sensitive translators.