

TRANSLATING PROCEDURES ON IPHONE 7 PLUS USER GUIDE

**Yolanda Novita Silaban¹, Mailani Ifanlia Clara², Azasmin Ndruru³, Wira Cahyani Laoli⁴,
Sumiati Sirait⁵**

Fakultas Keguruan dan Ilmu Pendidikan Universitas Prima Indonesia

yolandanovitasilaban@unprimdn.ac.id¹, mailani1213panjaitan@gmail.com²,
azasminndruru1681@gmail.com³, cahyaniolaoli@gmail.com⁴, sumiatimagdalenasirait@gmail.com

ABSTRACT

This thesis is talking about *Translating Procedures on Iphone 7 Plus User Guide*. The data were analyzed by using Vinay and Darbelnet's translation theory. This theory divides the translation method into two parts : (1) literal translation (2) oblique translation which are further subdivided into seven parts, (a) borrowing, (b) literal translation, (c) transposition, (d) modulation, (e) reduction, and (f) adaptation. Nowadays, translation has an important role especially for people in Indonesia. A qualitative descriptive method was employed to analyze the data by referring to two theories of translating procedures proposed by Newmark (1988) and Vinay & Darbelnet (2000) and a number of theories of quality of translation: Barnwell (1980, in Larson 1984), Larson (1984), etc. The result of data analysis shows that there are six translation procedures found in the text: Borrowing (54 items or 27%), Calque Translation (12 items or 6%), Literal Translation (31 items or 15.5%), Transposition (42 items or 21%), Adaptation (43 items or 21.5%), and Reduction (18 items or 9%). Moreover, the data analysis result also reveals that the quality of translation is good based on the percentages of acceptable translation (94%) and unacceptable translation (6%). In the words level there are 76 acceptable items and 10 unacceptable items. Next, in the phrases level there are 60 acceptable items and 2 unacceptable items. Then, in the sentences level there are 52 acceptable items and no unacceptable items. Furthermore, the total acceptable items in the text are 188 items (76 words, 60 phrases, and 52 sentences) or 94 % from 200 items and for the unacceptable items there are 12 items (10 words, 2 phrases, and 0 sentences) or 6% from 200 items.

Keywords : Borrowing, Calque, Literal Translation, , Transposition, Reduction and Adaptation

1. INTRODUCTION

Many people think that translation is not easy to do, because in translation there are many processes and methods. Today translation has become very significant in our daily life, not only in paperwork, documents, but also in household products, and the instruction manual for a vacuum cleaner. Translation is very important in order to understand message or knowledge found in the source language. Translation has many methods. So, in translating the translator may use procedures that differ in importance according to contextual factors of both of the source language (SL) and target language (TL).

Newmark (as quoted by Machali 1998:1) defines translation as a craft consisting in the attempt to replace a written message and statement in one language by that same message and statement in another language. Nida (1969:12) states that translation consists in reproducing in the receptor language that natural equivalent of the source language message, first in term of meaning and second in term of style.

Translation has many procedures or methods. So, in translating the translator may use procedures that differ in importance according to contextual factors of both of the source language and target language. Newmark (1988:81) mentions the difference between translation method and translation procedures. He writes that, while translation methods relate to whole texts, translation procedures are used for sentences and the smaller unit of language.

Vinay and Darbelnet in Venuti (2000: 84-93) mention that the method of translation can be divided into two covering procedures, they are (a) literal or direct translation; consists of Borrowing, Calque, and Literal translation, and (b) oblique translation; consists of Transposition, Equivalent, Modulation and Adaption.

Based on the descriptions above, translation plays a crucial role for people to get information which is written in English. Regarding this, Weber (1984, p.3) says that translation is the process of transposition of a text written in a source language into a target language, which in this case is from English into Indonesian.

2. LITERATURE REVIEW

2.1. Translation Theory

Translation theory is not a solution for all problem that appear in the process of translation. It is general orientation for the translator in taking a decision while they are doing translation. Actually, the understanding about general concept of translation theory is very important and useful for the translators. So, it is impossible for the translators to get a good translation without understanding the meaning or definition of translation, because translation is as general concept of translation theory.

The emphasis of the structural approach to translation changes towards the end of the 1950s with the work of Vinay and Darbelnet . Vinay and Darbelnet in Venuti (2000:84) identify two procedures of translating, the first procedure is literal translation and the second procedure is oblique translation. Literal translation occurs when there is an exact structural, lexical, and even morphological equivalence between two languages. According to Vinay and Darbelnet, this is only possible when the two languages are very close two each other. The literal translation procedures are borrowing, calque and literal translation. While oblique translation occurs when word for word translation is impossible. The oblique procedures are transposition, modulation, equivalence and adaptation.

2.2 Translation Procedures

There are many methods or procedures in translation. A procedure is the act or manner of proceeding in any action or process. Newmark (1988:81) in A Text Book of Translation mention that there are fourteen procedures in translation. While Wolfram Wills (1977) in the Science of Translation mention there are seven main procedures. But Vinay and Darbelnet's (2000:84) divided translation procedures into two namely. Firstly is literal translation consists of borrowing, calque, and literal translation. The second namely is oblique translation that consists of transposition, modulation, equivalence, and adaptation.

2.2.1 Literal Translation

There are many definition about literal translation. Literal translation translation, is the rendering of text from one language to another "word-for-word". A literal translation is a translation that follows closely the form of the source language. Literal translations, or word for word translations, are translations in which the content of a document is communicated by replacing one word with another, regardless of whether the resulting translation is accurate or reads well in the target language. Literal translation techniques include Borrowing, Calque and Literal Translation.

2.2.2 Oblique Translation

Oblique Translation Techniques are used when the structural or conceptual elements of the source language cannot be directly translated without altering meaning or upsetting the grammatical and stylistics elements of the target language. Oblique translation techniques include Transposition, Modulation, Equivalence, and Adaptation.

3. RESEARCH METHOD

Talking about research method, it is the process of collecting data, analyzing, and find the solution. This thesis deals with four main research items, the first is research design, the second is data and data source, the third is data collecting method and the fourth is data analyzing method. Research method can be namely as scientific way to get the data with purpose and certain use. Research method consists of qualitative method and quantitative method, which both of them have different meaning.

3.1 Research Design

It means that A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected. The research employed qualitative descriptive method as the research methodology. This is because the researcher analyzed the data descriptively and the presentation of the result was in a form of

explanation of words which would be supported by data presented in the form of tables. With regard to the description above, it is indicated by Fraenkel and Wallen (2012, p.426) that a study that investigates the quality of relationships, activities, situations, or is frequently refer to as qualitative research Fraenkel and Wallen (2012, p.426).

3.2 Sample

In conducting descriptive research, as suggested by Fraenkel and Wallen (1993) a researcher must at least have sample with a minimum number of 100 (Fraenkel and Wallen, 1993, p.83).The current research used 200 samples to be analyzed.

3.3 Data Collection

There were some steps in collecting the data:

1. The researcher presented and listed the translation of Iphone 7 Plus User Guide. In this step, the researcher counted all sentences in the manual book and then selected 200 sentences to be analyzed.

2. The researcher read and learned both the English version and the Indonesian version of the selected sentences. In this step, the researcher analyzed the sentences in order to find out the translation procedure used in every selected sentence.

3. The researcher sought the relevant theories related to translation procedures and translation quality from some books, literatures, and internet sources.

3.4 Data Analysis

After the data were collected, the data were analyzed to find the answers to the research questions. Furthermore, the collected data was analyzed by using the following steps:

1. Juxtaposing the English version and Indonesian version to check the translation
2. Identifying and classifying the translation procedures according to their types, based on the theoretical foundations that are proposed by some experts, which have been mentioned in chapter two.

3. Calculating the total number and percentage of each procedure to find out the amount of each procedure based on the following formula:

$$P = f/N \times 100\%$$

P = Number of percentage

F = Frequency of translation procedure

N = Number of whole sample

4. Judging the quality of the translation based on some theories described in chapter two by using the same formula with the third step. This step is supported by some experts in determining the quality of translation.

4. ANALYSIS AND FINDINGS

Translation Procedures in Iphone 7 Plus User Guide

In the end of the research, there were six translation procedures found in the text.

Table 1

Percentages of the translation procedures in Iphone 7 Plus User Guide

Translation Strategy	Frequency	Percentage
<i>Borrowing/transference</i>	56 items	28%
<i>Calque/through translation</i>	12 items	6%
Literal/word for word	32 items	16%
Transposition	42 items	21%
Adaptation/Naturalization	42 items	21%
Reduction	16 items	8%
Total	200 items	100%

Based on this finding, it is very obvious that the procedures mostly used in the text, from the highest to the lowest percentages are *borrowing/transference* (56 items or 28%), *adaptation/naturalization* (42 items or 21%), *transposition* (42 items or 21%), *literal/word for word* (32 items or 16%), *reduction* (16 items or 8%), and *Calque/through-translation* (12 items or 6%).

4.1 Borrowing

The first procedure is *borrowing/transference*. *Borrowing of transference* is a process of transferring the SL (Source Language) into the TL (Target Language) in which the words of the text become “loan words” because there is no change of form when transferring SL text into the TL (Vinay and Darbelnet, 2000). Some examples of *borrowing* found in the data analysis are presented in the following table:

Table 2
Examples of *Borrowing*
Translation Procedure

English	Indonesian
<u>Headset</u> devices	Konektor <u>headset</u>
Proximity <u>sensor</u> 2	<u>Sensor</u> jarak 2

All the SL words in the table above are not lexicalized into TL. They were transferred without changing the original forms because they had no equivalent meaning in the TL. That is, the words “headset”, “walkman”, ”sensor”, ”google”, “android market”, “nokia”, “symbian S60”, “iPhone”, “PC”, “iTunes” are easy to understand by the reader.

4.2 Adaptation

The second translation procedure mostly found in translating the text is adaptation or Naturalization translation procedure. Adaptation or Naturalization is the procedure that succeeds, transfers, and adapts the SL word first to normal pronunciation, then to the normal morphology of the TL (Newmark, 1988). The examples of adaptation procedure investigated in the text are presented in the following table:

Table 3
Examples of *Adaption* Translation Procedure

English	Indonesian
Important <u>information</u>	<u>Informasi</u> penting
Iphone is your phone's <u>operating system</u>	Iphone adalah <u>sistem operasi</u> telepon anda
You can also <u>access</u> the setup guide later.	Anda juga dapat <u>mengakses</u> panduan konfigurasi nanti

The examples in the table above were categorized as adaptation or naturalization translation procedure because all of them had been adapted to normal pronunciation and morphology of the TL. That is, most of Indonesian use those words in many occasions in their daily activities such as at work, at school, etc. The TL has almost the same sense of words with the SL; the translation resembles the SL form, so the meaning is delivered well. This case is relevant to the theory proposed by Newmark (1998, p.82).

4.3 Transposition

The next translation procedure that was found in the Iphone 7 Plus User Guide is transposition. Transposition or Shift is a translation procedure that is proposed by Catford (1965) and Vinay and Darbelnet (2000). They assert that this is a kind of translation procedure which involves a change in the grammar from the SL to the TL. In what follows are some examples of transposition procedure:

Table 4

Examples of *Transposition* Translation Procedures

English	Indonesian
Go back to the <u>previous screen</u>	Beralih kembali <u>ke layar sebelumnya</u>
From your <u>home screen</u>	Dari layar <u>beranda anda</u>
The first time you start your phone	Saat menghidupkan telepon untuk pertama kalinya

It can be seen clearly that there were changes position in the examples above. The translator chose transposition to translate those sentences in order to produce acceptable translations. With regard to this, if the translator applied word for word translation to translate the words, the meaning would be awkward. For example, if the phrase “step by step instructions” was translated “petunjuk langkah demi langkah” the translation was more acceptable and understandable than “langkah demi langkah petunjuk” in which the phrase “langkah demi langkah petunjuk” was translated using word for word translation procedure. This explanation goes with the theory suggested by Catford (1965) and Newmark (1988) who state that transposition involves a change in the grammar from the SL to the TL.

4.4 Literal

Another translation procedure found in Iphone 7 Plus User Guide was literal translation or word-for-word translation. This kind of translation procedure is considered as the easiest or the most effortless translation procedure (Fawcet, 1997, p.36). Regarding this, it is said that the TL was translated one-by-one and literally by their most common meanings, they also have no changes in their form (Newmark, 1998, p.45). The examples are presented in the following table:

Table 5

Examples of *Literal* Translation Procedures

English	Indonesian
What is different about Ios?	Apa yang beda dengan Ios?
<u>Which means that you're not limited to using applications and services</u> from only one provider	<u>Yang berarti anda tidak dibatasi untuk menggunakan aplikasi dan layanan</u> hanya dari satu penyedia layanan
Tap wallpaper, then select wallpaper	Ketuk wallpaper, lalu pilih wallpaper

The examples in the table above were categorized as literal or word-for-word translation because the translator translated completely all of the words so that the meaning was identical to the SL. This is relevant to the theory proposed by Newmark (1998) who stated that literal translation transfers SL text to the nearest equivalence of the TL text, meaning that this is also referred to as word for word translation.

4.5 Reduction

Reduction is the omission of information considered to be unnecessary or unlikely to make sense to the target language reader. It is in line with what Newmark (1988, p. 90) and Fawcett (1997, p. 47) in which reduction is used to make simplicity in creating meaning. In this text, the amount of this procedure reached 16 items or 8%. Here are the examples of reduction translation procedure found in the manual translation:

Table 6

Examples of *Reduction* Translation Procedure

English	Indonesian
To activate the screen	Mengaktifkan layar
To unlock the screen	Membuka kunci layar
To go to the home screen	Membuka layar awal

The sentences above indicate omissions. In the examples above, the preposition “to” in all sentences, the word “your” in the sentence “to change your home screen wallpaper”, and the word “a” in the sentence “to end a call” were not translated. The translator might do it to omit unimportant parts. It is on the contrary to the *expansion* translation procedure because in the *expansion* translation procedure the text needs an addition to produce a clear translation i.e. the meaning seem sensible, as declared by Barnwell (1980 as cited in Larson 1984), and Nida and Taber (1982).

4.6 Calque

Through-translation is the literal translation of phrase or idiom (Newmark, 1988, p.46). Besides, Vinay and Darbelnet (2000) in Munday (2001) has another term for this translation procedure. Their term is known as *calque*. In this text, *calque* or through- translation was used in order to translate phrases or common collocations. Here are the examples of *reduction* translation procedure found in the manual translation:

Table 7

Examples of *Calque* or *Translation Procedure*

English	Indonesian
User guide	Panduan memulai
It may take a while for the phone to <u>start up</u>	Memerlukan waktu beberapa saat hingga telepon <u>hidup</u>
<u>Setup your</u> phone	<u>Menyiapkan</u> telepon

All of the examples in the table above were categorized as *calque* or *through-translation* translation procedure because they were common collocations. This is consistent with what Newmark (1998) and Vinay and Darbelnet (1995, in Munday, 2001) declare that through translation or *calque* is used to translate common collocations.

4.7 Translation Quality in Iphone 7 Plus User Guide

Based on data analysis, the frequency of acceptable translations reached 188 items or 94%. Meanwhile, the unacceptable translations were only 12 items or 6%. It proves that overall the translation quality of Iphone 7 Plus User Guide was good or acceptable. Founded on the table 4.10, in the words column there are 76 acceptable items and 10 unacceptable items. Next, in the phrases column there were more acceptable items (60 items from 62 items) than unacceptable I tems (2 items from 62 items). Then, in the sentences column there are 52 items and no unacceptable items. Furthermore, the total acceptable items in the text are 188 items (76 words, 60 phrases, and 52 sentences) or 94 % from 200 items and for the unacceptable items there are 12 items (10 words, 2 phrases, and 0 sentence) or 6% from 200 items.

5. CONCLUSIONS

Based on the findings and discussion presented in the previous chapter, the research actually had reached its aims. Based on the result of data analysis, two points can be concluded. There are the conclusion of translation procedure and the translation quality of Iphone 7 User Guide. Firstly, for the translation procedures the researcher found several translation procedures applied by the translator. The findings, sorting from the highest to the lowest percentage are as follows: *borrowing/transference* (54 items or 27%), *adaptation/naturalization* (43 items or 21.5%), *transposition* (42 items or 21%), *literal/word-for-word* (31 items or 15.5%), *reduction* (18 items or 9%), and *Calque/through-translation* (12 items or 6%).

Founded on the data analysis, the result showed that the translation quality of the text was good. From the samples, there were 94% or 188 items which were acceptable or had a good quality of translation and the rest were unacceptable (6% or 12 items). This result is supported by Barnwell (1980) in Larson (1984). In the words there are 76 acceptable items and 10 unacceptable items. Next, in the phrases there were more acceptable items (60 items from 62 items) than unacceptable items (2 items from 62 items). Then, in the sentences there are 52 items and no unacceptable items. Furthermore, the total acceptable items in the text are 188 items (76 words, 60 phrases, and 52 sentences) or 94 % from 200 items and for the unacceptable items there are 12 items (10 words, 2 phrases, and 0 sentence) or 6% from 200 items.

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