

**An Analysis of Translating Procedures
In Iphone Start Up Guide Book**

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Abstract - This research aims to identify translation procedures and methods used by the translator in translating iphone 5 start up guide book from English as source language into Indonesia as target language. Qualitative descriptive was employed to analyse the data by referring the theories proposed by Newmark (1991:17). The result of data analysis shows that there are six translation procedures found in the text: transposition (126 items or 21%), modulation (91 items or 15%), borrowing (164 items or 27%), calque (60 items or 10%), equivalence (87 items or 15%) and reduction (72 items or 12%). whereas for the methods that used by the translator are 233 items or 39% using literal, faithful (146 items or 24%), adaption (144 items or 24%), communicative (77 items or 13%).

Keyword: Translation Procedures, Translation Methods

I. INTRODUCTION

Nowadays, Indonesian people would rather read translated book than the original one to understand the language easily. Many English texts are translated into Bahasa in the form of books, novels and even phone's start up guide book. This situation may become a barrier for someone who wants to get information from English texts. Translation is an activity to transform the meaning from source language into target language with finding the closest and equivalent meaning of the words, phrases, clauses, sentences, paragraph, etc., which are spoken or written. Translation plays an important role in human life because can support the communication amongst people with different language. That is hard to imagine

when there is no translation, it's so hard for people to communicate to the other people with another language and different culture.

There is many translation methods and procedure that a translator can used in translating the text or something. They should be able to choose the right procedure to translate one word or phrase from source language to target language without ignoring the culture and find the equivalence meaning so the reader would be able to understand the meaning of the word.

The writer is interested in analyzing about the translation procedures and methods used in iphone 5 start up guide book, which is available in many languages so the ability to understand the meaning of the book is needed. The writer is interested in analyzing the structural shift of English sentence into Indonesian sentence and the types of strategies of the translation that are used in the English-Indonesian translation.

However, the fact of definition of translation itself is a process of translating meaning from Source Language (SL) into Target Language (TL) without changing the meaning from the source language (SL). According to Brislin (1976:1) translation is a general term referring in the transfer of thoughts and ideas from one language to another, whether is in written or oral form, whether the languages have established orthographies or not; or whether one or both languages is based on signs, as both signs of the deaf (Brislin, 1976:1). In the other side, J.C Catford (1996:31) said that "the translation is the replacement of textual material in one language (SL) by equivalent textual material in another language".

Newmark (1998:7) defines "translation is an instrument of education as well as of thruth precisely because it has to reach readers whose cultural an educational level is different from and often lower or earlier than that of the readers of the original.

Larson (1998:15) divides translation into two types. The first type is form-based translation it is a form of translation that is attempt to follow the form of the source language and it is commonly known as literal translation. The second type is meaning-based translation which is also known as idiomatic translation, is a type of translation that attempts to make every effort to communicate the meaning of the source language in the natural forms of the receptor language.

From the definitions above, translating is from the source language into the target language, a translator should know and understand at least both the language and the culture of the target language. This means that a translator should be familiar with the linguistic and cultural terms of both the Source Language (SL) and Target Language (TL). Newmark (1988:17) explains that there are 18 kinds of procedures when translating the text. Here are the procedures:

1. Word-for-word translation,
2. Transference or Borrowing,
3. Calque or Through Translation,
4. Transposition or Shift,
5. Modulation,
6. Equivalence,
7. Naturalization,
8. Cultural Equivalent,
9. Functional Equivalent,
10. Descriptive Equivalent,
11. Synonymy,
12. Recognized Translation,
13. Translation Label,
14. Compensation,
15. Reduction and Expansion,
16. Paraphrase,
17. Couplets,
18. Notes, Additions, Glosses.

Newmark (1988:45) explained that translation has 8 methods in two perspectives. The first perspective emphasizes on the source language and the other on the target language. The translator follows the common or normal parts in the source language such as a structure, the lexis, and the culture of the source language. The first perspective provides word-for-word translation, literal translation, faithful translation, and semantic translation methods.

- a. Word-for-word translation. This method is commonly use to express the meaning of the source text. Some texts are translated to make it easier for translator to understand those words before translating the text.
- b. Literal translation. In literal translation, the translator tries to change the source language structure into target language structure but the words are translated literally.
- c. Faithful translation. In faithful translation, the translation tries to translate the meaning of the source language without changing the message or the culture from the source language.
- d. Semantic translation method. Semantic is almost same as the faithful translation, the difference is in faithful method is more flexible, more accurate and has aesthetic value than faithful translation.

The second one is a method of Target language, the methods of target language as adaption, free translation, idiomatic translation, and communicative translation methods.

- a. Adaption. This method is mostly used to the plays and poetry. In this translation, the SL culture is transfer into the TL culture and the text is rewriting the theme, characters, and the plots are not changed.
- b. Free translation. In this translation, the translators usually paraphrase the original text but the SL manner, content, and form are not used.
- c. Idiomatic translation. This translation attempt to deliver the message of the source of the text. However, it can give the wrong message because in reproducing the message, the translator uses colloquialism and equivalent in the TL that may have different meaning in the SL.
- d. Communicative translation. It attempts to deliver the exact meaning of the source considering the TL reader. So the translation product can convey the meaning of the source of the text.

II. METHODS

The research employed qualitative descriptive method as the research methodology. According to Sandelowski (2000:330) qualitative descriptive

research should be seen as a categorical, as opposed to a non-categorical, alternative for inquiry; is less interpretive than an 'interpretive description' approach because it does not require the researcher to move as far from or into the data; and, does not require a conceptual or highly abstract rendering of the data, compared to other qualitative designs.

Based on the statement above, this research is considered as qualitative descriptive research. Qualitative descriptive research is used to explore the translation procedures and translation methods that used by translator in translating iPhone 5 start up guide book. The focus of the research was on the iPhone 5 startup guide book translation procedures and finding out the methods of translating iPhone 5 startup guide book based on Newmark's theories. In this research, the writer collects the data and analyzes the research using qualitative method by comparing relevant theory of Newmark about translation procedure in iPhone 5 Start up guide book. Then Calculating the total number and percentage of each procedure to find out the amount of each procedure based on the following formula:

$$P = \frac{f}{N} \times 100\%$$

P = Number of percentage

F = Frequency of translation procedure

N = Number of whole sample

III. RESULT AND DISCUSSION

Translation Procedures

The writer analyzed and compared the words, phrases and sentences in the iPhone 5 start up guide book. English language is the source language, while Bahasa Indonesia is the target language to find out how the translation procedures as used. The writer also used the following table to analyze it.

Table 1. Percentages of The Translation Procedures in Iphone 5 Start Up Guide Book

No.	Translation procedures	Frequency	Percentage
1.	Transposition	126 items	21%
2.	Modulation	91 items	15%
3.	Borrowing	164 items	27%
4.	Calque	60 items	10%
5.	Equivalence	87 items	15%
6.	Cultural equivalence	-	
7.	Functional equivalence	-	
8.	Descriptive equivalence	-	
9.	Synonym	-	
10.	Recognized translation	-	
11.	Translation label	-	
12.	Compensation	-	
13.	Reduction/expansion	72 items	12%
14.	Paraphrase	-	
15.	Couplets	-	
16.	Notes, addition, glosses	-	
TOTAL		600 items	100%

The table above shows the numerical data of the translation procedures that were employed in Iphone Start up guide book. 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* (164 items or 27%), *transposition* (126 items or 21%), *modulation* (91 items or 15%), *equivalence* (87 items or 14%), *reduction/expansion* (72 items or 12%), and *calque* (60 items or 10%).

Borrowing

Borrowing is a process of transferring the SL (Source Language) into TL (Target Language) in which the words of the text become “loan words” because there is no change of form when transferring SL (Source Language) text into the TL or Target Language (Vinay & Darbelnet,2000). They were transferred without changing the original forms.

SL : *Bluetooth*

TL : *Bluetooth*

Transposition

Transposition is replacing one word class without changing the meaning of message. 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. Transposition which is required when a source language grammatical structure does not exist in Target Language. The example:

SL : *General Information*

TL : *Informasi Umum*

Modulation

Modulation is a one of translation procedures that is use by changing the lexical elements; a shift in the point of view. Modulation and transposition sometimes take the place at the same time in a translation. Variation through change of viewpoint, of perspective, and very often of category of thought

introducing a clarification with respect to the original formulation. There are two kinds of modulation; obliged modulation and free modulation. The example:

SL : *General Population*

TL : *Masyarakat Umum*

Equivalence .

To substitute a TL statement for a SL statement which account for the same situation even though there is no formal or semantic correspondence. This method is the similarity between a word (or expression) in one language and its translation the another.

Meaning equivalence is more needed in translation than only replacing a text from source language into target language, so the reader can understood easily.

SL : *Shortcuts*

TL : *Pintasan*

Reduction

A term of little importance in the TL culture may be deleted or expanded. These are said to be rather imprecise translation procedures. In some cases they are practiced intuitively. Reduction is the omission of information considered to be unnecessary or unlikely to make sense to the target language reader.

SL : *To Lock The Screen*

TL : *Mengunci Layar*

Calque

The literal translation of common collocations, names of organizations, the components of compounds, and perhaps phrases (to transfer a SL word or expression into the target text using a literal translations of its components elements).

SL : *Start Up Guide*

TL : *Panduan Memulai*

Translation Methods

Table 2. The Percentages of Translation Methods

No.	Translation Method	Frequency	Percentages
1.	Literal Translation	233 items	39%
2.	Faithful Translation	146 items	24%
3.	Semantic translation	-	-
4.	Free translation	-	-
5.	Idiomatic translation	-	-
6.	Adaption	144 items	24%
7.	Communicative translation	77 items	13%
Total		600 items	100%

Literal Translation

Literal translation is the most important procedures when translating the text or something. Literal translation is the direct transfer of a Source Language text into a grammatically and idiomatically appropriate Target Language text in which translator's job is limited to observing the adherence to the linguistic servitudes of the target language. The example:

SL : *See the Whole Conversation*

TL : *Melihat Seluruh Percakapan*

Faithful Translation

In faithful translation, the translation tries to translate the meaning of the source language without changing the message or the culture from the source language. The example:

SL : *Function*

TL : *Fungsi*

Adaption

Adaption is an effort of finding a cultural equivalent on two certain situations. It must be done if there are any differences culture utterance on source language and target language. This method is mostly used to the plays and poetry. In this translation, the SL culture is transfer into the TL culture and the text is rewriting the theme, characters, and the plots are not changed. The example:

SL : *Operating System*

TL : *Sistem Pengoperasian*

Communicative translation

The last is communicative translation. It attempts to deliver the exact meaning of the source considering the TL reader. So the translation product can convey the meaning of the source of the text. The example:

SL : *Keep Off the Fire*

TL : *Dilarang Terkena Api*

IV. CONCLUSION

After analyzing some translation procedures used in iPhone 5 start up guide book, it is found that the translator used six types of translation procedures. The procedures are Transposition, Modulation, Borrowing, Calque, Equivalence, Reduction and four types of translation methods such as Literal, Faithful, Adaption and Communicative translation.

Based on the analysis in the previous chapter, the researchers concludes the translation procedures used by the translator are, transposition (126 items or 21%), modulation (91 items or 15%), borrowing (164 items or 27 items), calque (60 items or 10%), equivalence (87 items or 15%) and reduction (72 items or 12%). And for the translation methods that used by the translator, the writer found 233 items or 39% using literal translation, faithful translation (146 items or 24%), adaption (144 items or 24%), communicative translation (77 items or 13%).

The translator has great responsibility to make the reader understand about the message in iPhone 5 start up guide book but still pay attention about the equivalent meaning of the text without losing the original message of the source language because the content of the text is important information. So, the translator use the translation procedures and methods to make the translation become more clearly and feel natural while the readers read it, can be understood by the reader and also appropriate with the reader's thought in the translator result.

SUGGESTION

Translating a text containing of some information very important YET not easy. It is not only transferring the word from source language into target language, but also moving the message, culture, and atmosphere from the source language

into target language. It is necessary to make the reader understand about what they read. Therefore, the researchers for the other researches and for all of the English student as well, as follows: for the translator, while translating the text should give it is important to get the content, the equivalent meaning and the cultural meaning that understood by the reader. For other researchers, the researchers suggested to have more knowledge about the translator procedures and methods using a deeper analysis of text to find out the cultural meaning and the equivalent meaning. For other students, learn more about translation activity because the more you know about the translation activity the more you understand about the translation itself.

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