A TRANSLATION ANALYSIS OF BATIK TERMS IN BILINGUAL BOOK OF

50 TAHUN DANAR HADI SOLO

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ABSTRACT

The process of converting something written or spoken into another language is known as translation. The objectives of this research are: (1) to identify the techniques implemented to translate batik terms in bilingual book of *50 Tahun Danar Hadi Solo* and (2) to analyze how the translation techniques implemented affect the translation quality in terms of accuracy, acceptability, and readability. The researcher here applied descriptive qualitative method and the type is library research to find out and examine batik terms. The technique of collecting data is content analysis and interview. The result of this research presented that: 1) there were 53 batik terms translated by applying one translation technique, 2) there were 54 batik terms translated by applying two or more translation techniques, 3) there were 107 data are accurate, 66 data are acceptable and 87 data are readable. Next, the researcher discovered 111 data as batik terms which contain cultural and Javanese meaning in the target language. The outcome of this research also presented that Established Equivalent was the most used translation technique by the translator since all data contain equivalence between the source and target languages.

Keywords: Translation, Cultural Term, Qualitative Research

INTRODUCTION

Culture is an important aspect of life. According to Oxford's Learner Dictionaries, culture refers to a country's or group's practices and beliefs, as well as its art, way of life, and social organization. Every society has its own culture. A person's, a group's, a nation's, or a country's culture becomes one of their most identifying features. Culture may also be considered a person's identity. It is critical to understand that each individual has a unique culture.

According to Cambridge Dictionary, language is a communication system made up of sounds, words, and grammar. As a result, language is the most crucial instrument for human communication. It is a component of a culture and it can be used to determine a person's culture. Furthermore, language allows us to learn about other people's cultures. Humans cannot socialize with each other until they communicate. There are around 6.800 languages spoken worldwide. (Grimes, 2000) which necessitate the ability to comprehend a language. English is the most widely spoken language in the world with the majority of people speaking it. However, we should not require to learn a language in order to comprehend its meaning. Only the language translation is available to read or listen to.

A text is written language that may be utilized to comprehend another culture, such as a translation text. In order to avoid making the translation of the text change, a translator must have a broad variety of cultural expertise. Bell describes as a translation "the replacement of a representation of a text in one language by a representation of an equivalent text in a second language" (1991:6). Meanwhile, Baker (2001:5) states that translation is generally seen as an intercultural communication process, with the final outcome being a document that can operate effectively in certain settings and contexts. Translation cannot be divorced from the study of two languages, which in this case are Indonesia and English, in order for the translation to have a similar connotation in the source and target languages. Newmark (1981:7) also states that translation is a skill that involves attempting to replace a written message or statement in one language with the identical message or statement in another. The context, grammatical rules, writing norms, idioms, and other differences between the two languages should all be taken into account while translating. Whether the translation is for readers who

want to employ a translator or contribute to the translation's content, the goal of the translation varies tremendously depending on the translator. The main goal is to make it easy for readers who do not know the source language.

There are various English translation versions available nowadays, one of which is a book. According to Cambridge Dictionary, book is a collection of pages bound together inside a cover to be read or written on. It is a type of description that individuals who are interested in a unique object. Many books are translated from Indonesia to English and the other way around. It is not easy to translate from one language to another. Because there are numerous variations such as vocabulary, grammatical rules, collocation, and culture between the source and target languages, translating a language requires a specific expertise.

To celebrate the journey of *Danar Hadi Solo* in 50 years, *Danar Hadi Solo* launched a book containing text about the origin of batik, the process of making batik, the story of building business by *Danar Hadi Solo* and so on. The book also attaches many beautiful pictures about the unique of batik, the building owned by *Danar Hadi*

Solo and other pictures related to the book's content. Then, the book is dedicated to batik lovers who has supported *Danar Hadi Solo*. The book is published by *Batik Danar Hadi* and the writers are E.A. Natanegara and Ananda Moersid. The book also provides text in English so that the foreign readers can read it well.

This book has the following title, *50 Tahun Danar Hadi Solo* and it is been translated into 50 Years of Danar Hadi Solo by Hera Diani. The translator chose this issue because the translator was interested in translation and the writer wanted to learn the translation techniques and the translation quality which implemented by an expert translator.

METHODS

The writer implemented descriptive qualitative method and the type of this research is library research. Based on Heigham and Croker's statement, the term "qualitative research" refers to "a very useful research methodology because it is *exploratory* – its purpose to discover new ideas and insights, or even generate new theories" (2009:9). The major source of information for this research was a bilingual book of *50 Tahun Danar Hadi Solo*. The

secondary data for this research was gathered from the Internet, e-books, and journals linked to the bilingual book of *50 Tahun Danar Hadi Solo* and the translation topic. The data was collected through non-participant observation in a natural situation by the writer. The writer then utilized the instrument to gather data which included the feedback from a rater. Meanwhile, the method of analyzing data utilized some steps as categorized by Spradley (1979:107-185), there are domain analysis, componential analysis, taxonomic analysis, and cultural theme analysis.

RESEARCH RESULT AND DISCUSSION

a. Research Result

1. **The translation techniques which applied in bilingual book of *50 Tahun Danar Hadi Solo***

In batik terms, there are 6 translation techniques which are shown in the data. The translation techniques are Established Equivalent (28 data), Pure Borrowing (20 data), Generalization (2 data), Variant Borrowing (1 datum), Discursive Creation (1 datum), and Particularization (1 datum). According to the information, the most commonly implemented translation technique by the translator is Established Equivalent (28 data) because each data should possess equivalence between the source and target languages, especially as many data contain batik and cultural terms. Next, the translator uses more than one translation techniques in other data. Many issues arise as a result of the dissimilarity in language order between the source and target languages requiring the translator to employ a variety of solution and translation techniques in order to reach the desired correlation.

2. **The translation quality in terms of accuracy, acceptability, and readability in bilingual book of *50 Tahun Danar Hadi Solo***

From 111 data, 107 data (96.3%) are accurate, 4 data (3.6%) are less-accurate, and none of data is inaccurate. Then, there are 66 data (59.4%) of the translation results are acceptable in the target language, 22 data (19.8%) are less-acceptable, and 23 data (20.8%) are unacceptable. After that, more than half of the book's translation can be read fluently which

are 87 data (78.3%). 11 data (9.9%) are less-readable and 13 data (11.8%) are unreadable.

b. Discussion

This research is concerned on translation techniques and translation quality, especially batik and cultural terms. In bilingual book of *50 Tahun Danar Hadi Solo*, there are equivalent meanings in many portions of the translation, and the translation of the terms used is also valid. Furthermore, the translation at this level is influenced by the choice of the appropriate diction, resulting in high readability and acceptability. Then, there are many batik translations which are unsatisfactory and impossible to understand in the target language. The translation is done in conformity with the target language's rules and conventions. Many batik terms which are quite unfamiliar in the target language impact the translation's acceptability. The target language readers will struggle to grasp the contents of the book if it is not supported by visuals or additional explanations. Next, the translator utilizes straightforward language that is simple to read and comprehend for readers in the target language. Nonetheless, there are few words or sentences are difficult to read or comprehend.

CONCLUSION

This research came to five conclusions. In batik terms, there are 6 translation techniques which are shown in the data. The translation techniques are Established Equivalent (28 data), Pure Borrowing (20 data), Generalization (2 data), Variant Borrowing (1 datum), Discursive Creation (1 datum), and Particularization (1 datum). Then, the translator uses more than one translation techniques in other data. After that, From 111 data, 107 data (96.3%) are accurate, 4 data (3.6%) are less-accurate, and none of data is inaccurate. Then, there are 66 data (59.4%) of the translation results are acceptable in the target language, 22 data (19.8%) are less-acceptable, and 23 data (20.8%) are unacceptable. After that, more than half of the book's translation can be read fluently which are 87 data (78.3%). 11 data (9.9%) are less-readable and 13 data (11.8%) are unreadable.

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