

The analysis of translation technique on Indonesian-English captions in Sonobudoyo Museum

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ABSTRACT

This research is entitled The Analysis Translation Technique on Indonesian-English of Captions in Sonobudoyo Museum. The objectives of the study are to find out the technique used to translate the captions in the Sonobudoyo Museum and to find out the readability of the translation of captions by the translator while using these techniques. This research is qualitative, and the data were gained through the digital camera on a smartphone. The research instrument is Content Analysis. The result of this research is 73 literal translations, 32 Pure Borrowing, 25 Amplification, 11 Reduction, 6 Established Equivalent, 5 Modulation, 2 Compensation, and 1 Particularization in 155 captions that the researchers analyzed in Sonobudoyo Museum. The research highlights the diverse range of translation strategies employed in various contexts. While the literal translation was the common approach, other techniques were also utilized to ensure effective communication, cultural adaptation, and adherence to space constraints.

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1. Introduction

Translation technique refers to the challenges and complexities involved in the process of translating text from one language to another. Translation is a complex task that requires linguistic knowledge, cultural understanding, and the ability to convey the intended meaning accurately and effectively.

The translation technique involves identifying and understanding the specific challenges faced by translators during the translation process. These challenges include language differences, cultural nuances, ambiguity, tone and style, technical terminology, and time constraints. By clearly defining these problems, translators can develop effective techniques and strategies to overcome them, such as research, consultation, contextual analysis, and ongoing professional development.

Newmark (1998) defined translation as rendering the meaning of a text into another language. Munday (2001) asserted that the term translation itself has several meanings: it can refer to the general subject field, the product (the text that has been translated), or the process (the act of producing the translation, otherwise known as translating). Besides transferring messages, translation also plays a role in changing form. It is supported by Larson (1984) and Munday (2001). The substitution of text in one language (SL) with equivalent text in another language (TL) is translation, as noted by Catford cited in Hartono (2009). On the other hand, Bell (1991) defines translation as the articulation in a different language (or target language) of what has been stated in a different source language while

maintaining semantic and stylistic equivalences in his book *Translation and Translating: Theory and Practice*.

Based on Nurpermedi et al. (2020) who conducted research on “Translation Techniques and Quality of Indonesian-English Translation of Captions in Pekalongan Batik Museum”. In order to obtain excellent translation quality and accuracy for the captions in the Pekalongan Batik Museum, the study aims to categorize and identify the techniques utilized. Four categories—technique, accuracy, acceptability, and readability—as well as the translation quality that is based on the translation method—are used to categorize the goal. While researcher’s purpose in this paper is more focused on the translation technique that they use to translate Indonesian words into English. The researcher’s study’s data were captions in the Sonobudoyo Museum written in Indonesian and English, while this study’s data were captions at the Pekalongan Batik Museum written in Indonesian and English. This study shows that the translator chooses thirteen out of the eighteen translation techniques given by Molina and Albir (2002). They are literal translation, reduction, borrowing, addition, generalization, modulation, established equivalent, transposition, adaptation, particularization, linguistic amplification, linguistic compression, and calque.

The Researcher chose the Sonobudoyo Museum as an object of research because Analyzing translation techniques in museum captions is important to ensure accuracy, clarity, cultural sensitivity, consistency, and an enhanced visitor experience. It helps identify potential inaccuracies, improve readability, maintain cultural context, promote consistency, and preserve the original message. By analyzing translation techniques, museums can provide visitors with accurate and engaging translations that facilitate understanding and appreciation of exhibits and artworks.

The study and analysis of translation techniques in museum captions provide motivation for enhancing cultural exchange, improving visitor experiences, preserving cultural heritage, advancing translation studies, promoting linguistic and intercultural competence, and fostering academic and professional development. By delving into this area, researchers can contribute to effective communication between cultures, improve the quality of translations in museums, and deepen their knowledge in the field of translation studies.

This research discusses the importance of analyzing translation techniques in museum captions. It highlights the challenges faced in translation, such as language differences, cultural nuances, and ambiguity. Theories in the translation are mentioned, including the works of Nida and Taber, Brislin, Molina and Albir, Newmark, Bell, and Pym. The focus is on a research study conducted on the translation techniques used in Indonesian-English captions in the Pekalongan Batik Museum. The study categorizes techniques and emphasizes their role in achieving accuracy. The chosen Sonobudoyo Museum serves as the research object. The analysis of translation techniques in museum captions is seen as vital for ensuring accuracy, clarity, cultural sensitivity, and an enhanced visitor experience. It also contributes to preserving cultural heritage, advancing translation studies, and promoting linguistic and intercultural competence. Overall, studying translation techniques in museum captions holds significance for cultural exchange, visitor experiences, and academic and professional development.

What is the translation technique used by the translator to translate the captions in the Sonobudoyo Museum?

2. Method

This study focuses on the most common methods used by Sonobudoyo Museum translators to translate texts and the factors that motivate translators to choose these translation methods. This research can be classified as descriptive qualitative research, as the researcher collects, analyzes, and draws conclusions from the data.

The subjects of this research are texts written in Indonesian and English by translators housed at Sonobudoyo Museum, Yogyakarta. The researcher used tools to collect research data. The tools used by researchers are taxonomy tables. The classification table was created by the researchers themselves. This instrument gets inspiration from the rating scale from Nababan et al. (2012). The researcher came to the Sonobudoyo Museum and collected data using a digital camera on a smartphone. The collected research data was written in Indonesian English by the Sonobudoyo Museum. The researchers'

instrument which the researcher used is content analysis. Content analysis is a research method used to systemically analyze and interpret the content of various forms of communication, such as texts, captions, documents, images, videos, or audio recordings. In this research, the researcher examines the translation techniques used in existing captions, such as literal translation, adaptation, borrowing, modulation, etc. This analysis can help identify patterns, strengths, and weaknesses in the translations and provide a basis for evaluating their effectiveness.

Table 1. Example of Translation Technique of Indonesian-English Captions in the Sonobudoyo Museum

Datum	Room	Object Name	Source Language	Target Language	Translation Technique
1	Bali	Kori	Pintu, dengan bentuk bagian atas yang memiliki bentuk yang khas.	A door, with a typical form at the top.	Literal Translation
2	Bali	Lukisan Ngaben / A Ngaben Painting	Lukisan dengan gaya Desa Batuan yang terletak di Bali selatan. Para seniman menggambar kehidupan sehari-hari dan mitos-mitos setempat, dengan figur yang digambarkan seperti wayang dan warna yang cenderung gelap. Lukisan ini menggambarkan prosesi ngaben dalam rangkaian upacara kematian.	A painting with typical Batuan Village style, a village in South Bali. The artists paint the depictions of people's daily life and local myths, with figures like wayang and dark colors. This painting depicts the procession of ngaben, a cremation ceremony in Bali.	Literal Translation
3	Bali	Patung Brahma / Brahma Statue	Brahma adalah Dewa Pencipta. Ia digambarkan bersenjata gada dan berwajana angsa. Dewa Brahma sering dihubungkan dengan api atau agni, dan menjadi penguasa arah selatan dan juga dapur.	Dewa Brahma is the God of Creation. He is described with a bludgeon and riding a goose. The God Brahma is often related to fire or agni, he is the ruler of the south and the kitchen	Literal Translation

3. Findings and Discussion

Here is the percentage table of translation techniques that the Translator used to translate Indonesian–English captions in the Sonobudoyo Museum. There are three translators in the Sonobudoyo Museum who translated the Indonesian-English captions in the Sonobudoyo Museum. they are Sophia Warshall (USA) who translated the captions in the Gamelan room, James Bennet (Australia) who translated the captions in the Introduction room, and Tantri Swastika (Indonesia) who translated the captions in the rest of the room in Sonobudoyo Museum.

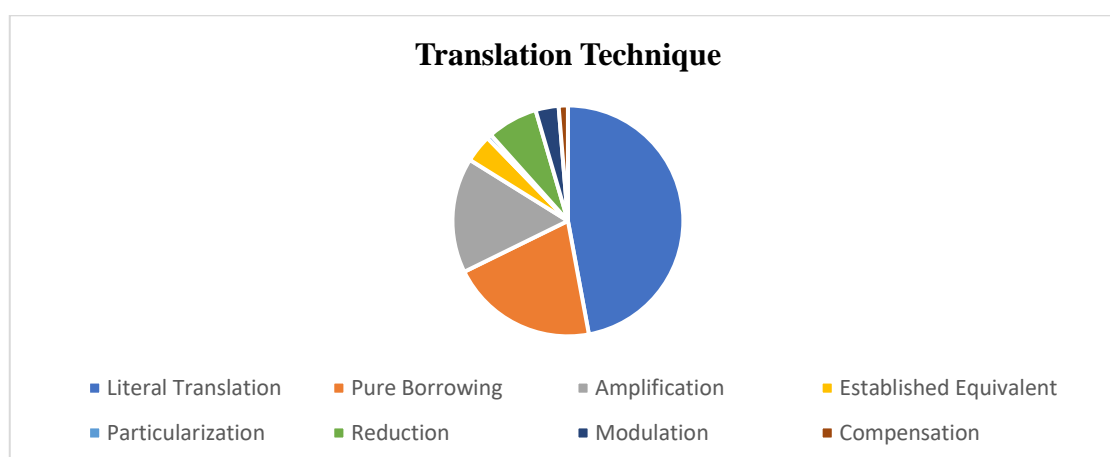


Fig. 1. Translation technique

Based on Fig. 1, it is just eight translation techniques from eighteen that were used by the Translators to translate the Indonesian–English Caption in the Sonobudoyo Museum according to Molina and Albir (2002, p. 509-511). They are Pure Borrowing, Amplification, Modulation,

Compensation, Established Equivalent, Literal Translation, Reduction, and Particularization. Here is the number of translation techniques that the Translators used:

- Literal Translation: 73 instances
- Pure Borrowing: 32 instances
- Amplification: 25 instances
- Reduction: 11 instances
- Established Equivalent: 6 instances
- Modulation: 5 instances
- Compensation: 2 instances
- Particularization: 1 instance

Several instances of different approaches were identified in a study analyzing various translation strategies. The most commonly observed strategy was the literal translation, which occurred 73 times. Another prevalent approach was pure borrowing, which was employed in 32 instances. Amplification, a technique involving the expansion of the original text, was utilized 25 times, while reduction, which involves condensing the content, was observed in 11 instances. Established equivalent, a method that relies on well-known equivalents, was found in 6 instances. Modulation, involving a shift in tone or perspective, occurred 5 times. Compensation, a strategy compensating for a loss in meaning during translation, was used twice, and particularization, a technique adapting the translation to specific contexts, was observed once. These findings highlight the diverse range of translation strategies employed in different contexts.

As you can see in the table, there are 73 literal translations used by the translator here to translate the captions in the Sonobudoyo Museum. The literal translation starts from word-for-word translation and then makes changes to the conformity or source language grammar with target language grammar (Molina & Albir, 2002, p. 510). According to Pym (1998), it means translators want to maintain the closest possible meaning to the original text. It ensured that the translated caption accurately represents the information and intent conveyed in the original language which is important in museum contexts where precise details and historical accuracy detail are crucial. The other reason is it can maintain the authenticity of the original message and allow the cultural context of the original language to be preserved. Maintaining the authenticity of the original message helps preserve the artistic or historical integrity of the caption, ensuring that the translated version accurately reflects the original intention of the curators or artists. Also, using literal translation helps convey cultural nuances, idioms, or wordplay that may be important in understanding the artwork or artifact. Literal translation can provide insights into the cultural background and enhance the visitor's understanding and appreciation of the piece.

But outside of the 73 literal translations that the translator used, the translator chose to use another translation technique to translate the captions in the Sonobudoyo Museum because it is better to use the other translation technique to transfer the message of the source language into the target language. The other captions that are not translated by using literal translation have different structures, syntax, and word choices which may result in awkward or unnatural phrasing in the target language if it used literal translation. The translator chose to use the amplification technique and the pure borrowing technique in this case. The other reason is the space limitation. Many captions in the Sonobudoyo Museum are often constrained by limited space on display panels or screens. Literal translations may be too lengthy or verbose to fit within the available space if applied to some captions in Sonobudoyo Museum, the translator rather chose the reduction technique than the literal translation technique in this case.

The rest of the translation techniques used by the translator are Pure Borrowing, Amplification, Reduction, Established Equivalent, Modulation, Compensation, and Particularization. According to Molina and Albir (2002), borrowing is a translation technique that takes a word or expression straight from another language. Amplification is often used in consecutive interpreting and dubbing. It is in opposition to linguistic compression. Reduction, in this technique the translator reduces the SL text in the TL but the message is implied in another part of the TL. An established Equivalent is to use a term or expression recognized (by dictionaries or language in use) as an equivalent in the TL. Modulation

changes the point of view in relation to the source text. It can be lexical or structural. According to Hartono (2011), Particularization is the use of a more precise or concrete term, e.g., to translate window in English as guichet (jendelatoko) in French.

4. Conclusion

The study found that literal translation was the most frequently used strategy in translating captions, emphasizing the importance of maintaining accurate meaning and representation. This is particularly crucial in museum contexts where precise details and historical accuracy are essential. Literal translation helps preserve the original message's authenticity and effectively conveys the cultural context of the source language. The study also identified the utilization of amplification and pure borrowing techniques. Amplification involves expanding the original text, while pure borrowing directly incorporates words or phrases from the source language. These techniques were employed in 25 and 32 instances, respectively, indicating their effectiveness in conveying nuances, cultural references, and specific elements present in the original captions. Furthermore, the study noted the reduction technique in 11 instances, where the content of the original text was condensed. This was done to accommodate space limitations on display panels or screens, prioritizing space constraints over a literal word-for-word translation. In addition to literal translation, the study identified several other translation techniques such as established equivalent, modulation, compensation, and particularization, albeit in fewer instances. The specific use of these techniques depended on the original text's characteristics, the intended audience, and the translation goals. Overall, the study highlights the diverse range of translation strategies employed in various contexts. While the literal translation was the most common approach, other techniques were also utilized to ensure effective communication, cultural adaptation, and adherence to space constraints. The choice of translation technique depends on factors specific to the museum and its exhibits' requirements and goals.

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