EXPLORING EFFECTIVE TRANSLATION STRATEGY: A LIBRARY RESEARCH

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ABSTRACT

Translation is the transfer of thoughts and ideas from the source language (SL) to the target language (TL). The purpose of this study is to assist translators in determining the effectiveness of using the translation strategies used to translate the source language into the target language. The research method used is qualitative research, namely the type of library research. The sample of this study was to analysis 15 articles related to translation strategies

The results of the research from the analysis of fifteen articles found that there were 11 translation strategies found and used by the translators: borrowing, omitting, paraphrasing, cultural substitution, super ordinate, footnotes, addition, modulation, phonology, expansion, reduction, and generalization. From the results of the analysis it can be assumed that the translation with a loan strategy is effective in translation by the translator.

Keywords: *Translation, Translation Strategy, Library Research*

RINGKASAN

Terjemahan adalah perpindahan pemikiran dan gagasan dari bahasa sumber (Bsu) ke bahasa sasaran (Bsa). Tujuan dari penelitian ini adalah membantu penerjemah dalam menentukan efektivitas penggunaan strategi penerjemahan yang digunakan untuk menerjemahkan bahasa sumber ke dalam bahasa target. Metode penelitian yang digunakan adalah penelitian kualitatif, yaitu jenis penelitian pustaka. Adapun sampel penelitian ini adalah menganalisis 15 artikel yang berkaitan dengan strategi penerjemahan

Hasil penelitian dari analisis lima belas artikel didapatkan ada 11 strategi penerjemahan yang ditemukan dan digunakan oleh penerjemah: meminjam, menghilangkan, parafrase, substitusi budaya, super ordinat, catatan kaki, penambahan, modulasi, fonologis, perluasan, reduksi, dan generalisasi . Dari hasil analisis dapat diasumsikan bahwa terjemahan dengan strategi pinjaman efektif dalam penerjemahan oleh penerjemah.

Kata Kunci: Penerjemahan, Strategi Penerjemahan, Penelitian Perpustakaan.

Introduction

English in Indonesia is one of the subjects at the national curriculum level that must be taught starting from grade 4 level, continuing to junior high schools, high schools, and universities. Students are expected to learn and master four English skills, namely; speaking, reading, writing and listening and supporting other English language skills; pronouns, vocabulary, grammar, translation and others.

In learning English, we must master four language skills, but soft skills are also important to learn, including translating. Translating is an ability that everyone must have to facilitate good communication with others, because there are many languages in the world so that it will interfere with the process and purpose of communication between countries and on the other hand, as quoted from Newmark in Sudartini (2009: 3) states that translation is a higher term for changing the meaning of each speech from the source language to the target language. Where translation is a procedure that directs from a written source language text to an optimally equivalent target language text and requires an understanding of the syntax, stylistics, and pragmatics of the text by the translator of the original text (Willis in Choliludin 2006: 3).

However, the translation process is not as easy as we thought. This is not an easy job because translating must meet the criteria of accuracy, readability and acceptance. So that to produce a good translation it takes several processes. In translating the many problems we have to face, it reminds us that many aspects are involved in it including the communication situation, the cultural context of the source language text, lexicons and grammar. So in translation, the meaning transferred must be constant. Therefore we must know that it is important to translate the fact that a language has its own system, structure and rules. Where language has different ways of arranging words for words into phrases, sentences, paragraphs or essays.

The sophistication of technology in the world of education today also makes it easier for students to access various information related to the world of education. Putra (2014) Increasingly sophisticated technology has emerged various kinds of learning applications both offline and online that make it easier for students to learn, as well as applications that can be used to translate languages in the world including translating English according to the desired target language in the form of words, paragraph sentences and clusters of sentences. Translation applications such as Google translate, all language

translate, free translate and U-Dictionary make it easy for anyone to translate the language from the source language to the target language including current students / students, so many students now want to translate English text using one of these translation applications . Translation applications that can be used by students in translating make it difficult for us to measure the extent of their ability to translate the source language into the target language, because we can see that most students just want to click copy and paste, and it's done.

Based on the various statements above, the author is interested in researching about "exploring an effective translation strategy: literature research". In this study, researchers will use qualitative research methods in the form of Library Research.

Method

In this study, researchers used a qualitative research design namely library research. Library research is another term for literature study, literature review, theoretical study, theoretical foundation, literature review, and theoretical review. What is meant by library research is research conducted based only on written works, including research results both those that have been and that have not been published (Embun, 2012). The data needed in the research can be obtained from library or document sources. According to (Zed, 2014), in library research, literature searches are not only for the first step in preparing a research framework (research design) but at the same time utilizing library sources to obtain research data.

Result

In this section the researcher used present an analysis of fifteen related articles on translation strategies. It can be seen from table below:

Table 1. The borrowing strategy

Author	Source language (source text)	Target language (target text)	Translation strategy
Surya (2014)	…one day before the wedding to accommodate the style that you would like to achieve and expect from our hair and **make-up** artist...	*"… satu hari sebelum pernikahan, semua itu adalah cara untuk mengakomodasi agar tercipta gaya dan model yang diinginkan oleh para pelanggannya sehingga tercipta keserasian antarapelanggan dan ahli make-up dan rambut di perusahaan ini nantinya…*	**Borrowing (loan) strategy** The word Make-up is acceptable in RL, the word make-up itself is common nowadays in RL culture and this word has become the vocabulary of RL. So, there is no need to transfer it to decorate / decorate. So the use of borrowing strategies is effective to use in translating.
Fitri (2013)	First of all, let me get something straight: This is a journal, not a **diary**	*Pertama-tama, biar kuluruskan satu hal: Buku ini sebuah jurnal, bukan diary*	The word *diary* which is translated in Indonesian becomes *diary*. Here the translator is analyzed using translation with loan words or loan words added. The data using translated loanwords or loanwords plus.
Arifin (2019)	*Kerupuk rambak*	*Kerupuk rambak*	The strategy of translating loan words to transfer the term *kerupuk rambak*. The translator does not transfer it to English or keep it as original, but the translator explains it in brackets to become: (cracker skin). This means that the translator understands food ingredients and the process of making them in Indonesian or Javanese culture
Juniarta (2017)	*Perubahan yang kulihat kian nyata lagi, waktu orang-orang menyukai **lurik**, yakni kain*	'Another change I noticed was that more people, even people of the upper class, were wearing clothes made	The word *'lurik'* has no literal meaning because no source can be found especially in an English dictionary. After that, the translator uses the same

	tenunan dusun yang kasar dan lekas luntur itu	out of **lurik**, the coarse homespun cloth that was so common among villagers but rarely used by those who could afford better material	word - 'lurik' which is listed in the source language and provides an explanation of the meaning of the word 'lurik'. The meaning of 'lurik' in the target language can be seen in the phrase 'coarse house-woven cloth which is very common among villagers but rarely used by those who can afford better materials.'
Iskartina (2017)	I sat on a park bench near a **willow** tree. I thought about something Rahim Khan said just before he hung up, almost as an afterthought.	*Aku duduk dibangku taman didekat pohon willow, memikirkan ucapan Rahim Khan sebelum dia memutuskan sambungan telepon, ucapan yang ditambahkan, seolah sebelumnya terlupakan.*	From the datum on the side, the translator uses a translation strategy, namely translation with loan words. Following loanwords with explanations is especially useful when the word "willow" is repeated several times in the text.

Tabel 2. The component analysis strategy

Author	Source language (source text)	Target language (target text)	Possible Translation	Translation strategy
Dwiyanti and suriyanti (2019)	**Nasi Kuning**	**Yellow Rice**	*Indonesia yellow rice*	**Component analysis** The results of the text analysis using the analytical component make it possible to add Indonesian words to the translation results so that it is more accurate and it is understood that **Nasi Kuning** has an Indonesian style.

Table 3. The Footnote strategy

Author	Source language (source text)	Target language (target text)	Translation strategy
Haroon (2019)	"She poured water for him from the **aftawa** to wash his hands with. (p. 68)"	*"Mariam menuangkan air dari **aftawa** untuk Rasheed mencuci tangannya. (p. 118)"*	**Footnote strategy** Analysis of the content of the footnotes revealed that the footnotes were used to complement the text, so that the meaning of the words became clear to the target reader. The translator uses footnotes to explain the meaning of Dari / Pashto words which are used in the English text and are written in italics in the Malay translation.

Table 4. The Addition strategy

Author	Source language (source text)	Target language (target text)	Translation strategy
Puspita (2016)	"To promote the establishment of an Indonesian Studies Centre in the **UK**"	*"Untuk mempromosikan pembentukan Pusat Study Indonesia di **Kerajaan Britania Raya dan Irlandia Utara**"*	**Addition strategy** Because the information source is only UK words, so to avoid misunderstanding the text of the translation of the information text when translating the UK word into *Kerajaan Britania Raya dan Irlandia Utara*"

Table 5. The modulation strategy

Author	Source language (source text)	Target language (target text)	Translation strategy
Bessie (2012)	"It also *assesses* whether the operation is profitable and whether costs are adequately covered (p. 11)"	*"Di sini juga **dinilai** apakah operasi menguntungkan dan apakah biaya cukup tertutup (p. 12)."*	**Modulation strategy** This text is a good modulation translation because the existence of the word assessment in SL and the word assessment in TL has the same meaning. They are in a different structure but the meaning is similar. The SL sentence indicates that in the step of identifying the unique risk profile of an institution, it is important to carry out "assessment" activities.

			Thus the TL sentence is passive to show the importance of making an assessment

Table 6. The Phonological strategy

Author	Source language (source target)	Target language (target text)	Translation strategy
Baiatunnisa (2010)	Prim's face is as fresh as a raindrop, as lovely as the **primrose** for which she was named. (p.3)	*Wajah Prim sesegar tetesan hujan, semanis bunga* **primrose***, seperti namanya. (p.9)*	**Phonological strategy** In the example above, the word 'primrose' in this text is not translated because the word 'primrose' can be said that the word is a tree plant that has small flowers and resembles a tube with various colors. In Indonesia, the word 'primrose' is meaningless, so the translator continues to use the word 'primrose' directly so that the sentence has meaning.

Table 7. The Expansion and Reduction strategy

Author	Source language (source text)	Target language (target text)	Translation strategy
Abbasi (2016)	اندر آدر سایهی□□ امید [ændær][à][dær][sàyeh][ye]*[nækhle]*[omid]	TT1: Come into the shade of the *palm-tree* of hope.	**Expansion and reduction strategy** In this text the translator uses an expansion strategy to translate the word "نخل /" Nakhl / dengen use the word "palm tree" in the target text

Table 8. The Amplification and Transposition Strategy

Author	Source language (source text)	Target language (target text)	Translation strategy
Darmayanti (2019)	"Don't forget to keep your voices down in the *hall*. Ginny, your hands are filthy,	"Jangan lupa memelankan suara kalian di *aula bawah*. Ginny, tanganmu kotor	**Amplification and transposition strategy** Because the amplification strategy is a translation technique that adds information in the target language (TL) but is

	what have you been doing?"	sekali, ngapain aja kau ?"	not included in the source language (SL). The word "hall" (SL) is translated "lower hall" (TL). The translator did not transfer the word "hall" (SL) to "hall" but instead put the word "down" after the word "hall". It showed that he clearly explained the location of the hall itself.

Table 9. Paraphrase Strategy

Author	Source language (source text)	Target language (target text)	Translation strategy
Juniarta (2017)	..tuan yang berdaulat..	.. the unrivaled authority..	**Paraphrase strategy** The phrase 'sovereign master' in the source language has the literal meaning of 'sovereign master', the 'sovereign master' has the implied meaning of 'a man of supreme power', stated in the Oxford Dictionary. It is quite legible by the reader, then the translator translates it into 'unmatched authority' which has the literal meaning of 'unmatched authority' in Indonesian. Meaning implied in English is a 'strength that he is better than others'.
Tanjung (2015)	I give you one thing to do. One thing to do and you *drop the ball*	Aku memberi kau satu hal yang harus dilakukan. Satu hal yang harus dilakukan dan kau *menggagalkannya.*	**Paraphrase strategy** Drop the ball words whose English expressions have nothing to do with the words that make them up. The meaning of this idiom is 'to commit a serious mistake'. The translator may not have been able to find an idiom with an equivalent meaning in Indonesia, so he can only paraphrase the meaning directly by 'menggagalkannya'.
Widiyanto (2014)	How much longer do we have to play this *charade*!	Sampai kapan aku kelihatan *bodoh* seperti ini!	**Paraphrase strategy** The translator translates the play using paraphrased translation

Author	Source language (source text)	Target language (target text)	Translation strategy
			using unrelated words. The translator uses the word stupid to represent a play. This strategy is implemented so that it is readable in the target audience. The plays are then translated into dumb language to fit the context and make the target language text easier for the reader to read and understand.
Iskartina (2017)	Fresh tears squeezed out between her lids.	Matanya kembali basah	**Paraphrase strategy** The translator uses paraphrased translation using a related word strategy. It is used when the concept to be expressed by the source text is lexicalized in the target language but in a different form, and when the frequency of use of a particular form in the source text is significantly higher than would be reasonable in the target language.

Tabel 10. The Reduction and Generalization Strategy

Author	Source language (source text)	Target language (target text)	Translation strategy
Yuliasari (2017)	"Sweetie" and "Toots"	"Sayang" ("Love")	As mentioned above, the reduction and generalization techniques were mostly chosen to reduce sarcasm and insults. It should be noted, however, that there were also other uses of the techniques, i.e. to generalize words, phrases, and expressions which have no Indonesian corresponding equivalence.

Table 11. Cultural Subtitution Strategy

Author	Source language (source text)	Target language (target text)	Translation strategy
Arifin (2019)	Teh jahe panas	hot ginger tea	As a Javanese traditional beverage that is commonly served for the local community at night, the phrase teh jahe panas is replaced with hot ginger tea in English. It seems that the term is transferred lexically.
Iskartina (2017)	…Hazaras was that Pashtuns were Sunni *Muslims*, while Hazaras were Shi'a…	…karena kaum Pashtun menganut *mazhab* Sunni, sedangkan kaum Hazara menganut mazhab Shi"a…	Muslims have no equivalents in other cultures. Indonesian translators replaced them with "mazhab" which did not mean the same thing, however, 'mazhab' was already familiar to Indonesian readers and was therefore a substitute for good culture.
Widiyanto (2014)	*Whiskey*	*Whiskey*	The translator uses a strategy that is using translation with cultural substitution. This strategy provides a good substitute for the reader. The word "whiskey" in SL has no equivalent in Indonesian and is a culture in TL. The word 'whiskey', later translated into the word "whiskey" in TL. Made from how to pronounce and adjust the spelling in Indonesian
Fitri (2013)	It's basically like the *Cooties.*	Pada dasarnya, hal itu mirip *kutu badan.*	The translator analyzed using translation by cultural substitution. The word cooties is translated into kutu badan because it is some kind of idiom to express surprised when translated into target language. In the culture of Indonesian language, most people use the word kutu badan to express how surprised they are.

Table 11. Super Ordinate strategy

Author Name	Source language	Target language	Translation strategy

Fitri (2013)	The other thing I want to *clear up* right away is that this was mom's idea, not mine	Hal lain yang ingin segera kuluruskan: semua ini gagasan mom, bukan mauku	The phrase of "clear up" translated in Indonesia language become "kuluruskan". The translator analyzed using translation by more general word from source language "clear up" translated into target language in Indonesia to become "kuluruskan".
Iskartina (2017)	I'd tease him, expose his ignorance.	Aku mengolok-oloknya, mengejek ketidaktahuannya.	This strategy is one of the most common strategies for dealing with many types of inequality, especially in the area of propositional meaning. It works equally well in most, if not all, languages, because the semantic field hierarchical structure is not language-specific.

Table 12. Omission strategy

Author	Source language	Target language	Translation strategy
Iskartina (2017)	Seasons of rain and snow had turned the iron gate rusty and left the cemetery's low white stone walls in decay	Hujan dan salju telah menjadikan pagar besi kuburan itu berkarat dan tembok batu rendah yang tadinya berwarna putih melapuk	The translator uses a translation strategy by omission. Because the word "season" in the source language which means "season" is omitted in the target language. In this strategy, there is nothing wrong with eliminating the translation of words or phrases in several contexts
Widiyanto (2014)	Can we finally go	Ayo, berangkat	The translator ended up eliminating the word "Can we finally go" to make it easier for the reader to understand the text and to reduce lengthy explanations. By leaving the final word untranslated in TL, the message from the source language is not lost in the target language, so it can be accepted that the translator uses the translation with a strategy of omission.

Tanjung (2015)	We were in the dark on this also. It was director only clearance at Sector 7, until now.	Ini hanya diijinkan oleh direktur di sector 7, sampai sekarang.	The idiom „in the dark" means „to know nothing about something". In the TL"s text, there is no translation of this idiom. The translator may consider that omitting this idiom will not influence the whole meaning or message conveyed by the text.
Puspitasari (2016)	"*in witness whereof*, the undersigned have signed this MoU"	"*sebagai bukti* yang bertandatangan dibawah ini telah menandatangani MSP ini."	Because the word whereof is a liaison word means "about what" when translated into Indonesian. Then the translator removes the word because it is not relevant if it is entered into the text

Based on the analysis of the 15 articles above, it can be said that there are 5 articles that used the borrowing strategy translation in translating, 4 articles using the paraphrase strategy, 4 articles using omission, 3 articles using cultural substitution, 2 articles using super ordinate, 1 applying footnote, 1 using addition, 1 uses modulation, 1 uses phonological, 1 uses expansion and reduction, 1 uses amplification and transposition, 1 uses reduction and generalization.

From the analysis above, it shows that the borrowing strategy is most often used by the translator in translating the text. So it can be said that the borrowing strategy is most commonly used in translating, because the use of the borrowing strategy can help translators have a stylistic effect on translation, besides this strategy makes it easier for translators to translate because they directly translate words by taking words directly from other languages (source language) where the word can be taken purely without any change to the target text or the word is taken from the spelling rules in the target language. From this explanation, it can be assumed that the translation using the borrowing strategy is effective in translating by the translator.

Discussion

As seen in the findings from the analysis of 15 articles, there are 11 translation strategies found and used by the translators: borrowing, omission, paraphrase, cultural substitution, super ordinate, footnote, addition, modulation, phonological, expansion,

reduction, and generalization. Of the 11 articles used by the translator in translating, there is a strategy that is most common or often used by the translator in translating, namely the borrowing strategy. The borrowing strategy is mostly used by translators because it is considered easier to use in translating, besides because the lexical terms in a source text are mostly assimilated with the target text so that the translator used borrowing in translating.

Based on the results of the analysis of the findings, the strategy of adding and omission is used in translating a text Memorandum of Understanding (Puspita, 2016). The findings of strategic use above can be supported by Baker (1992: 40-41), omitting is related to the meaning of the source text. Bessie (2012), the findings of the researchers are based on the theory of the modulation translation procedure proposed by Vinay and Darbelnet to be applied. According to Vinay and Darbelnet in (Hatim and Munday (2001: 150) modulation is a variation in the form of messages obtained by a change in perspective.

The phonological strategy can be used in the translation process if the words in the source text are generally used in everyday life so that the delivery of the meaning of the word itself can be adjusted to what is in the source text to the target language (Baiatunnisa, 2010). The above findings are supported by several theories about phonological strategies, according to Catford (1995: 56), the phonological translation is "a limited translation in which the Source Language (SL) phonology of a text is replaced by its Target Language (TL) equivalent phonology".

To preserve a literary work so that it is maintained even though it has been translated into another text (target language) we can also use a semantic adjustment strategy, namely expansion and reduction in translation (Abbasi, 2016). From the above findings it can be supported by Nida and Taber (2003, p.168) point out, "reductions are not multiple expansions, nor are they frequent. The amplification and transposition strategies can be used in translating text that contains imperative sentences in it, namely command sentences because these sentences involve two different languages (Darmayanti, 2019). The findings on the used of the above strategies can be supported by theory (Molina & Albir, 2002) which states that amplification is introducing details that are not formulated in ST: information, explicit paraphrasing for example, when translating from Arabic (to Spanish) to add Muslim fasting months to nouns.

Therefore the translator uses paraphrasing for the related word used when the concepts are lexicalized in the target language, but in different ways and when the frequency of the forms used in the text is significantly higher that used in the target language (Widiyanto, 2014). From the above findings, it can be supported by a theory that explains paraphrasing strategies, where the contribution of paraphrasing is very significant in helping to understand understanding texts (Erhel & Jamet, 2006) and demonstrating the ability to interpret the meaning of sentences (Russo & Pippa, 2004).

Conclusion and Suggestion

Conclusion

Translation is also used as a communication tool to convey messages or information in the source text into an acceptable target text. The translation results from the translation of a text must meet the criteria for accuracy, readability, and acceptability. Translating is not a very easy thing to do. Translating is not a matter of translating or interpreting a word but how a translator produces a good translation, so that there is no misunderstanding and awkwardness in the translation results. The translation results also help the target reader understand the implied meanings and messages in the source language text into the target language.

However, problems sometimes arise in the translation results make the translator must be able to deal with this in various ways, such as using translation strategies. The translation strategy is a way to overcome problems that arise in translation in order to produce quality translations. There are several translation strategies found by researchers that can be used effectively in translating a source text into the target text in order to produce quality translations, namely; footnote, phonological, omission, paraphrase, cultural substitution, component analysis, translation of more general words (super ordinate), addition, explanation and expansion, amplification, transposition, borrowing, modulation, reduction, translation of translation and generalization.

Therefore, the use of translation strategies can be used in various source language texts which, as in texts in the form of literary works of novels, short stories, poetry and others, we can translate using several translation strategies, among others; text in the form of a novel can be translated using a footnote strategy, amplification

and reduction can be seen from the findings in fifteen articles. We can translate text in the form of memoranda using an omission strategy. So it can also be that the translation process does not only focus on the use of translation in translating the source text to the target text, but also focuses on the results that the translator has translated so that the general idea of translation or transfer from the source language to the same or closest target language.

Suggestion

It can be seen that in translating it is not only a matter of translating words, paragraphs or sentences but text whether it is in the form of novels, short stories, poetry, films and the like. So that researchers suggest several strategies commonly used in translating according to the results of the above analysis, such as borrowing strategies, modulation, footnotes, reduction, amplification, omission, addition, generalization. Where the above strategies can be used according to the needs of the translator and what strategies are more widely used in the text and before translating it is recommended to analyze beforehand what strategies are used more in the text and what strategies are suitable for use. Before translating a text directly or literally if it can't be translated using a strategy.

From the results of this study also for further research, in order to at least look for more articles in the research library research in order to find out more translation strategies that can be used to translate. Because the more articles we find and compare can help find maximum research results. In addition, it takes a longer research time to obtain maximum analysis results. Suggestions that researchers can give besides that further researchers must really read the article as well as possible so that the contents of each article are carried out properly.

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