

## ORIENTATION OF THE 2017'S ENGLISH- INDONESIAN VICE VERSA TRANSLATION STUDIES

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**Abstract:** A vivid description of recent translation study is important in term of producing varied studies of the field. This research is important as a supplementary view of the trend which is expected to act as stimulation for researchers to conduct translation study not merely on the most common field of the translation research as there are more to explore. Being a qualitative-descriptive research, survey method and document analysis technique is applied. The surveyed data are researches on translation studies conducted in 2017. Findings of this research show: 1) translation researches are mainly on the area of pure translation study; 2) the research orientation of translation studies tend to be directed to product of translation (product-oriented translation research), with no number showing the orientation toward the process-oriented and function-oriented research of translation; 3) descriptive-qualitative method is the most used of all the data; and 4) further research is necessary to justify the main used object in translation study of whether the fiction or non-fiction text.

**Keywords:** translation orientation, product-oriented translation study.

**Abstrak:** Gambaran yang jelas mengenai kajian penerjemahan mutakhir merupakan hal yang penting untuk menghasilkan kajian yang lebih beragam. Penelitian ini merupakan sebuah gambaran terkait tren penelitian penerjemahan yang kemudian diharapkan dapat menjadi stimulus bagi para peneliti bidang penerjemahan untuk dapat melakukan penelitian tidak hanya pada bidang yang telah umum dilakukan karena kajian penerjemahan memiliki ranah yang luas untuk dapat dieksplorasi. Sebagai sebuah penelitian deskriptif kualitatif, metode survey dan teknik analisis dokumen digunakan dalam pelaksanaan penelitian. Data yang diteliti merupakan penelitian bidang penerjemahan yang dilakukan pada tahun 2017. Temuan penelitian ini menunjukkan: 1) penelitian penerjemahan secara umum dilakukan pada ranah kajian penerjemahan murni; 2) orientasi penelitian penerjemahan diarahkan pada produk terjemahan (penelitian berorientasi produk) dengan tidak ditemukan data yang berorientasi pada proses dan fungsi; 3) metode deskriptif kualitatif merupakan metode yang paling sering digunakan dari keseluruhan data; dan 4) penelitian lebih lanjut perlu dilakukan untuk menentukan justifikasi mengenai objek yang paling sering digunakan dalam penelitian dan kajian penerjemahan, yaitu apakah objek yang berupa teks fiksi atau non-fiksi.

**Kata Kunci:** orientasi penerjemahan, kajian penerjemahan berorientasi produk

## **INTRODUCTION**

Translation has a wide definition that Munday (2012) states it covers the process, product, and science. The notion of translation as a process and product is widely-known and is the general notion for common people, yet in the definition of translation as a science, translation is acknowledged as a nascent academic discipline. Translation as a science was the notion of the first theorists of Holmes (1988), Nida (1964), and Snell-Hornby (1995).

The notion of translation as a science has later been noted by Holmes (1988) in such a limitation in term of research in the field. He draws attention to the limitation by the fact that research of translation was dispersed across older discipline. He stresses the need to forge other communication channels, cutting across the traditional disciplines to reach all scholars working in the field from whatever background (Munday in Karimnia, 2012).

Holmes (1988) brings a general overview in the term of translation studies. The above general overview was subsequently presented by Toury (1995). This translation study is divided into two, pure translation study and applied translation study as shown in figure 1.

Getting the above general overview of Holmes's map of translation, there come orientations of the studies in the field of translation. The two orientations are whether the study going toward the branch of pure or applied translation study. This orientation issue is one of the problems to be revealed in the research

as an attempt to find out such of trend happens in recent translation studies in Indonesia.

Having more specific scope of translation study, the pure – the descriptive one, it is stated by Nababan (2003) that translation studies in Indonesia generally are toward the product-oriented study. This typical study concentrates on the level of translation accuracy and the like instead of the process of translation itself. The following aim of this research is to reveal of whether the recent translation study in Indonesia is line with the statement of Nababan (2003) or there is a moving trend in compared to the 2003s studies. It is also interesting to involve the research method applied by Indonesian translation researchers and the data sources employed to have a wider description of recent translation study in Indonesia.

Hereby the aims of the study are: 1) to find out recent trend classification of translation studies conducted of whether tend to the pure or applied translation study; 2) to reveal of whether the recent translation study in Indonesia is line with the statement of Nababan (2003) of product-oriented study or there is a moving trend in compared to the 2003s studies; 3) to find out the data sources as an effort to get more description related to recent Indonesian translation studies; and 4) to uncover research method in conducting translation study.

Holmes (1988) is the first translation scholar to provide a framework for translation study by dividing it into two principal areas, the pure translation study and the applied translation study.

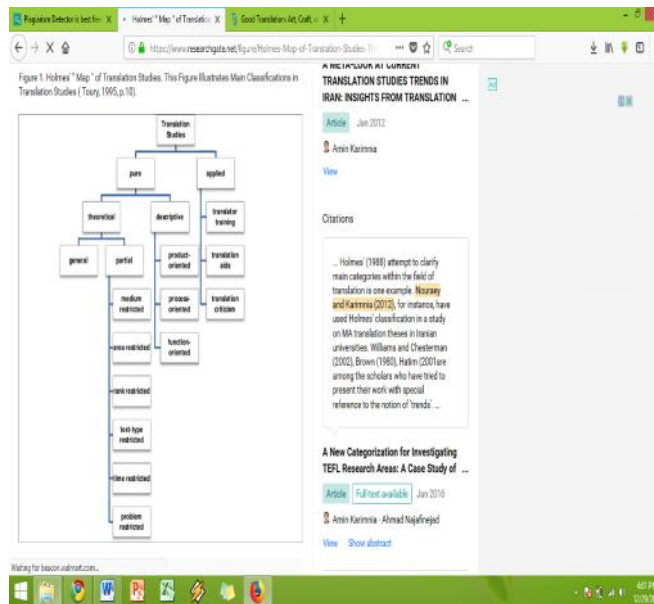


Figure 1. Holmes's Translation Study Map

### Pure translation study

Munday (2008) cites Holmes's objectives of pure translation. Holmes describes pure translation act as a description of translation phenomenon and also plays an important role as the establishment of general principles to explain and predict of such phenomenon in translation. Further he divides the pure area into theoretical and descriptive translation study. Holmes states that of the two field studies of pure translation study, the descriptive translation study needs more emphasizes and portion for studies for this is the area in which constantly and directly related to any empirical phenomenon in translation.

In the descriptive area of pure translation study, there are three focuses on the specification of product-oriented, process-oriented, and function-oriented studies as follow:

1. Product-oriented descriptive translation study examines the existing translation (the product of translation act). Translation research with this

product-oriented notion is an old translation research paradigm (Nababan, 2007). This product-oriented descriptive translation study has advantages. It describes the quality of the translation product. It also provides input toward the appropriate strategy, technique, etc. related to the product. Yet, the subjectively answers to the questions of product's quality, translation strategy, and translation approach become the shortcomings. It happens as the researcher doesn't relate the product of translation with the background of the translator himself and the process of translation.

2. Process-oriented descriptive translation concerns on the process of the translation. It comes to the psychological aspect of the translator in order to find out what happens in translator's mind holistically during the process of translation. A new paradigm of translation research tends to view translation as a process (Hatim and Mason, 1990; Nababan, 2007). The strength of this translation study relies on its ability to uncover the cognitive process that the translator goes through as thus cognitive process is the indicator of the decision making during the production.
3. Function-oriented descriptive translation study examines the context of a translation instead of the text. It often reveals reasons of what book, etc. is translated, why it is translated, and when it happens.

Theoretical study of translation is mapped in two areas namely the general and partial field. General theoretical pure translation study refers to general theoretical study of translation having attempts to describe and build a relevant generalization in translation. Meanwhile partial theoretical pure translation study includes the following fields of certain parameter:

1. Medium-restricted theory in general is the parameter of whether translation act is being done by human or non-human (machine). It also covers the contribution of human (if any – in a machine work) and whether the human translation is written or spoken.
2. Area-restricted theory is specified to certain languages and cultures.
3. Rank-restricted theory is the linguistic theory restricted to some specific level of unit analysis of word, clause, and sentence.
4. Text-type restricted theory is toward the specific discourse type and genre.
5. Time-restricted theory is related to the limitation of specific time frame and period.
6. Problem-restricted theory is referring to the certain and specific problem such as translation equivalent.

#### **Applied translation study**

The other branch of translation studies is applied translation study with the sub-branches as follows:

1. Translator training refers to translation study in the field of training for translators such as training of translation method, training of translation technique, etc.
2. Translator aid refers to tools related to translation act.
3. A translation critic refers to evaluation and review of translation act and product, etc.

#### **The data source in translation research**

Nababan (2007) states object of translation study would vary from scientific and non-fiction text (text of law, economics, politics, chemistry, medical, etc.) to fiction text (text of novel, poem, etc.). Unpublished assignments might also be the

object of research on translation. Unit of analysis in translation study is varied. It may be in the form of word, phrase, clause, and text.

## **METHOD**

This research employs descriptive-qualitative method. Data are gathered and analyzed through the process of survey and content analysis. Translationresearches are needed to find out the orientation of translation studies in the area of translation study. In this regard 11researches in the conducting period of 2017 are taken randomly. Theyare taken online through internet searching in repositories. Data collection procedure is done through online searching and visiting.

After collecting sufficient data, each datais defined and labeled as follow: 1) type of study, as the first determination screening of the research that the data is classified into the pure translation study or the applied translation study; 2) translation study orientation, as the second classification of whether it is as product-oriented, process-oriented, or function-oriented translation research; 3) object of the research (fiction or non-fiction); and 4) research method that then each of the researchis then further investigated toward the method being employed.

## **FINDING AND DISCUSSION**

This research includes 11researches available in journals. Details for each of the data are as follow:

1. The Translation Techniques and Ideology of the JV Labeled Headwords in Echols and Shadily's Indonesian-English Dictionary by IkaInayati. This research is a pure translation study. The research orientation of this study is product-oriented. Having a non-fiction text as the object, this research employs descriptive qualitative approach. The researcher reveals the translation technique and the translator's ideology by giving descriptions.
2. Experiential Meaning Breadth Variations of Interlingual Translation: The English-Bahasa Indonesia Subtitle of Avatar Movie by Robith KhoirilUmam. This research is a pure translation study. The research orientation of this study is product-oriented. Fiction text is the object of the study that the researcher serves in the approach of descriptive-qualitative method. The researcher provides description of the experiential meaning breadth variation which strongly implies its orientation to product of translation.
3. *Analisis Terjemahan Eufemisme Organ dan Aktifitas Seksual dalam Novel Fifty Shades of Grey* by Desi Zauhana Arifin. This research is a pure translation study. The research orientation of this study is product-oriented. Fiction text is the object of the study in which he undertakes it in the approach of descriptive-qualitative method.
4. *Analisis Terjemahan Tindak Tutur Memuji (Compliment) pada Subtitle Film Twilight Series dan Kualitas Terjemahannya* by Wahyudi Wahyudi. This is a pure translation study, a product-oriented research. This study is a descriptive-qualitative research. Sources of the data are fictional text that is the subtitle of Twilight Series in its source text (English) and target text



(Indonesian). The researcher draws a description toward the object and assessing its translation quality. Thus these are the justification of the research as a product-oriented translation study.

5. *Strategi Penerjemahan Teks Bahasa Inggris ke Bahasa Indonesia Calon Mahasiswa Magister dalam Ujian Masuk Program Pascasarjana UIN Ar-Raniry Banda Aceh* by Ika Kana Trisnawati and Syamsul Bahri. This is a pure translation study which has an orientation to the product of translation. The topic of translation strategy is one of the characteristics of a product-oriented translation study. The object of this research is the unpublished assignment of students-to-be.
6. *Pengaruh Kualitas Penerjemahan dengan Teknik Transposisi Nama Menu Asing Terhadap Kemudahan Tamu dalam Memesan Makanan dan Minuman di Restoran Hotel (Jaringan Sahid Group Surakarta)* by Titik Akiriningsih, Budi Purnomo, and Judith Aditya. This is a pure translation study and a product-oriented research. The object of the research is non-fiction text, namely the names of food listed in menu. The researchers try to describe the effect of using transposition technique toward guests' understanding and easiness in ordering the menu. Thus, this is a descriptive qualitative research.
7. *The Impact of Translation Techniques toward the Quality of Translation: A Case Study on a Social Text* by Havid Ardi. This is a pure translation study which has orientation to the product of translation. This research reports (describes) the impact of translation techniques toward the quality of translation in term of accuracy, acceptability, and readability. This descriptive

qualitative research focused on single case. Data are taken from the “*Asalusul Elite Minangkabau Modern: Respons terhadap Kolonial Belanda Abad XIX/XX*” and its source text “The Minangkabau Respons to Dutch Colonial Rule in the Nineteenth Century”.

8. *Loss dan Gain pada Terjemahan Buku Hukum the Concept of Law Karya H. L. A Hart kedalam Versi Bahasa Indonesia “Konsep Hukum” by Hanifa Pascarina.* This is a pure translation study. This research employs a descriptive qualitative research with an embedded case study. It has the orientation to the product of translation. The documents refer to a legal book *The Concept of Law* and its translated book.
9. *Analisis Teknik dan Kualitas Terjemahan Istilah-Istilah Seni dan Budaya dalam Kumpulan Abstrak Hasil Penelitian 1990-1991 Sekolah Tinggi Seni Indonesia (STSI) Surakarta dan Terjemahannya by Dewi Nurnani.* This is a pure translation study with the approach of descriptive-qualitative method. Source of the data is the *Kumpulan Abstrak Hasil Penelitian (KAHP) 1990-1991 Sekolah Tinggi Seni Indonesia (STSI) Surakarta.*
10. *Pemanfaatan Google Translate dalam Penerjemahan Teks Bahasa Inggris ke dalam Bahasa Indonesia (Aplikasi Linguistik Terapan Bidang Penerjemahan) by Tri Pujiati.* This is an applied translation study. It discusses the translation aid namely Google Translate which is widely used for diverse purposes. The researcher proposes the steps to get a good translation in order to minimize mistakes due to any shortcoming of the translation service.

11. *Penerjemahan Idiom Bahasa Inggris ke Bahasa Indonesia dalam Novel The Maze Runner* by DewiNurindah Sari. This research is a pure translation study. The research orientation of this study is product-oriented. Fiction text of The Maze Runner novel is the object of the study that the researcher serves in the approach of descriptive-qualitative method.

**Two principal areas: the pure and applied translation study**

Based on Holmes framework for translation study, the first finding of this research related to the translation study orientation shows the majority of the data are in the form of pure translation study. Statistically 10 out of 11 translation studies are pure translation studies. This research shows there is a very limited number of translation study in the area of applied translation study. This finding is in line with the finding of Karimnia (2012). His research in the current translation studies trend in Iran in 2007-2012 shows the percentage of 80% (96 out of 120) translation studies conducted in Iran are the pure ones.

The same finding between the two findings of the spacious range of time seems to be the indication that there is still not much change in the what-so-called as trend in translation study. Chesterman (2012) notes an interesting prediction of future trend change in translation study mainly are related to technological changing. Yet, the status quo of the translation studies in Indonesia is remaining the same as the only research found conducted in the area of applied translation study in 2017 is data 10. It provides description of the usage of translation aid, Google Translate.

**Translation study orientation: old and new paradigm**

The justification of translation study orientation is gained in some ways. First, justification is based on identification of the aims of each research purposes subjected in the research. Second, it can also be justified based on the technique and method of the research. Third, it is based on the statement of the researcher himself claiming his research orientation.

The aforementioned data up to this day indicates most of translation researchers are in the agreement that the global trend in Indonesia has been the descriptive translation study as 10 out of 11 translation studies are describing the phenomenon of translation product. Researchers are toward the product-oriented research. Thus, old paradigm in conducting translation study is still the one being adopted. Researchers employ this old paradigm are focusing the translation on the product of the act. Easiness to find translation product in terms of text and the like and the varied unit of analysis to be examined are the two main reasons for the existence of this old paradigm. The scholars in the view of old paradigm are on the point of view that conducting a study on the process of translation is an impossible attempt as the process of translating is a cognitive process which is an intangible and nothing to observe.

This old paradigm is seen as a multi-purpose approach in translation as it is claimed to have the most solution and evaluation for the product of translation including the assessing quality of translation, revealing the types of translation, finding the most appropriate strategy in doing translation, proposing solution for

problems related to translation equivalency, etc. (Nababan, 2007). Objects in this study indicate the tendency of researchers to compare the source text with the target text. Data shows that the majority of the researches are on the translation accuracy level and translation legibility. There are 10 out of 11 researches in this study identified as product-oriented translation studies, 91% of the total data.

### **Research method being employed**

There are two findings related to the research method in this study. First, descriptive-qualitative approach is the dominant approach in the object of this research. Irawan's (2016) finding related to the research method being employed in his research strengthens this finding. He mentions that descriptive-qualitative approach is dominant in translation studies in theses and dissertations conducted in 2008-2015. All the objects being investigated employ descriptive-qualitative approach.

Second, related to the techniques of data collection and analysis, in this study found that researchers tend to apply document review techniques. This document review technique brings consequences that the product of the research would be a product-oriented translation study.

### **Source of the data**

In this research, there are 4 translation researches using fictional text and 6 translational researches using non-fictional text. The detail is presented as follow:

Table 1. Fiction Text as Source of the Data

Data	Fiction
2	Experiential Meaning Breadth Variations of Interlingual Translation: The English-Bahasa Indonesia Subtitle of Avatar Movie
3	<i>Analisis Terjemahan Eufemisme Organ dan Aktifitas Seksual dalam Novel Fifty Shades of Grey</i>
4	<i>Analisis Terjemahan Tindak Tutur Memuji (Compliment) pada Subtitle Film Twilight Series dan Kualitas Terjemahannya</i>
11	<i>Penerjemahan Idiom Bahasa Inggris ke Bahasa Indonesia dalam Novel The Maze Runner</i>

Table 2. Non-Fiction Text as Source of the Data

Data	Non-fiction
1	The Translation Techniques and Ideology of the JV Labeled Headwords in Echols and Shadily's Indonesian-English Dictionary
5	<i>Strategi Penerjemahan Teks Bahasa Inggris ke Bahasa Indonesia Calon Mahasiswa Magister dalam Ujian Masuk Program Pascasarjana UIN Ar-Raniry Banda Aceh</i>
6	<i>Pengaruh Kualitas Penerjemahan dengan Teknik Transposisi Nama Menu Asing Terhadap Kemudahan Tamu dalam Memesan Makanan dan Minuman di Restoran Hotel (Jaringan Sahid Group Surakarta)</i>

Data	Non-fiction
7	The Impact of Translation Techniques toward the Quality of Translation: A Case Study on a Social Text <i>“Asal-usul Elite Minangkabau Modern: Respons terhadap Kolonial Belanda Abad XIX/XX”</i> ; <i>“The Minangkabau Respons to Dutch Colonial Rule in the Nineteenth Century”</i>
8	Loss dan Gain pada Terjemahan Buku <i>Hukum</i> the Concept of Law Karya H. L. A Hart ke dalam Versi Bahasa Indonesia <i>“Konsep Hukum”</i>
9	<i>Analisis Teknik dan Kualitas Terjemahan Istilah-Istilah Seni dan Budaya dalam Kumpulan Abstrak Hasil Penelitian 1990-1991 Sekolah Tinggi Seni Indonesia (STSI) Surakarta dan Terjemahannya</i>

The finding of this research shows the product-oriented translation studies may use both the object of fiction and non-fictional text. Most of the product-oriented translation studies are conducted in the attempt to reveal the technique, method, strategy, quality, ideology of translation, etc. The fiction and non-fictional text have the different characteristics, yet the above aims are fulfilled by the object usage of the fiction and non-fictional one.

The above table shows four researches using fictional text as the object and six others using non-fictional text. The two numbers show that more data are on the non-fictional text, yet it cannot be concluded that the non-fictional text is the most-desired to be investigated in conducting translational researches. It needs

more subjects of research to add and to widen the sight of the research to get more valid generalization toward the object of translation study.

## **CONCLUSION**

Based on the data analysis of the eleven data as the representation of the current translation studies conducted in Indonesia in 2017, conclusions are drawn as follows. First, pure translation study is the main area of translation study being conducted. Second, Indonesian translation researchers tend to do their research on the orientation of the product of translation. Among the data there is no research conducted in process and function-oriented. Third, fact on this research shows that translation studies tend to be conducted in the shape of descriptive-qualitative. Researchers prefer to describe the product of the translation than doing it in the approach of quantitative method. Fourth, further research is necessary to draw conclusion related to the most used-text-type in doing translation study as more data are required to get the generalization toward this object.

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