The Analysis of Translation Strategies Used in English-Indonesian Signages at Bali Zoo

Atma Novia Lestari[1], Ni Made Verayanti Utami[2], I Dewa Ayu Devi Maharani Santika[3]
English Study Program Faculty of Foreign Languages, Mahasaraswati Denpasar University,
Br. Maspait, Ds. Keramas, Kab. Gianyar 80581
Correspondence Email : atmakomang@gmail.com,

Abstract
When it comes to translation there are several things that need to be considered by translator such as the equivalence of messages, grammatical structures and culture value between two languages. This is the reason to raise this topic as a study because English is not a native language of Indonesian. This study was focused on to find out the translation strategies which used in English-Indonesian signages at Bali Zoo which located at Gianyar Regency, Bali Province. The translation strategies proposed by Newmark (1988) was used in order to answer the problem of this study. The qualitative method was used in this study. The result showed that there are 5 types of translation strategies can be found based on 22 data which are 7 literal translation (31.81%), 2 faithful translation (9.09%), 2 semantics translation (9.09%), 7 free translation (31.81%) and 4 communicative translation (18.18%). It can be indicated that literal and free translation are the most dominantt translation strategies that had been found with each of 7 data. Then followed by communicative translation by 4 data, faithful and semantics translation with each of 2 data.

Keywords: translation strategy, signage, bali zoo.

Abstrak
Dalam penerjemahan ada beberapa hal yang perlu diperhatikan oleh penerjemah contohnya seperti kesepadanan makna pada pesan di dalam teks, struktur gramatikal, dan nilai budaya yang terkandung diantara kedua bahasa. Oleh karena itu, hal inilah yang dijadikan sebagai alasan dalam mengangkat topik ini sebagai kajian penelitian dikarenakan Bahasa Inggris bukanlah bahasa ibu dari orang Indonesia. Penelitian ini difokuskan untuk mengetahui strategi penerjemahan yang digunakan dalam rambu petunjuk Bahasa Inggris-Bahasa Indonesia di Bali Zoo yang terletak di Kabupaten Gianyar, Provinsi Bali. Teori strategi penerjemahan yang digunakan dalam menjawab permasalahan penelitian ini dikemukakan oleh Newmark (1988). Metode kualitatif digunakan pada penelitian ini. Hasil penelitian menunjukkan bahwa terdapat 5 jenis strategi penerjemahan yang dapat ditemukan berdasarkan 22 data yaitu 7 terjemahan literal (31.81%), 2 terjemahan setia (9.09%), 2 terjemahan semantik (9/09%), 7 terjemahan bebas (31.81%), dan 4 terjemahan komunikatif (18.18%). Berdasarkan hasil penelitian, dapat disimpulkan bahwa terjemahan literal dan bebas merupakan strategi penerjemahan paling dominan yang ditemukan sebanyak 7 data. Lalu disusul oleh terjemahan komunikatif sebanyak 4 data, terjemahan setia dan semantik sebanyak 2 data.

Kata kunci: strategi penerjemahan, rambu petunjuk, bali zoo

Introduction

Language is an essential part of communication which always used in daily basis because humans are social being that needs to communicate everytime. Other than communicate language also can be used as a media to express their idea or thought. The media which used to express their idea or thought can be presented by verbal or non verbal which can be done by 1 or 2 languages. Hence why the role of translator in translation is actually important to transfer the meaning from source language to the target language in order to be understood by a lot of people.

According to Larson (1984:3) translation refers to the process where the source language is transferred to the target language without changing the original message. According to explanation above, it can be concluded that translation is not easy thing where the translator could transfer the message from the source language to target language as they please.

Catford (1965:20) stated that during the process of translation, a translator should consider the equivalence meaning between the source language and target language. That is why a translator should master and have a broad range of vocabulary in order to decide which word from the source language is suitable to the target language. As stated by Newmark (1988:5) that translation is a process where the text from the source language is rendered to the target language which intended by the author.

In order to produce a translation product there are several types of translation product that should be known by a translator. According to Larson (1984:15) translation devided into two types which are form-based translation and meaning based translation. Form-based translation aims to transfer the message from the source language to the target language by preserving the grammatical pattern of original source while meaning-based translations aims to transfer the message and restructuring the grammatical pattern of source language into target language as natural as possible. In addition, Newmark (1988:45-47) proposed that there are eight types of translation which also called as translation strategy which are word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation and communicative translation.

There were several previous study about translation strategy which had been conducted. The first article was written by Hanhan (2018) which entitled Translation Strategies Used by Lingliana in Translating Taboo Words in Sylvia Day's Bared to You. The study aims to analyze the implementation and equivalence of translation. The study was analyzed by descriptive qualitative method. The classification of taboo which proposed by Batistella was used in this study. Furthermore, Hanhan used the theory of translation stretegy which proposed by Davodi, Robinson and Brownlie. Also, the concept of equivalnce which proposed by Nida and Taber was used in this study.

The second article was written by Destaria (2019) which entitled Analysis of Translation Strategy in Transferring meaning of English Idiom into Bahasa Indonesia in the subtitle of Pitch Perfect 3 Movie. The aims of the study was focused on analyzing the translation strategies which used by the translator in translating the English Idiom into Indonesian that can be found in the subtitle of Pitch Perfect 3 movie. Descriptive qualitative method was used in this study. The theory of translation strategy which

proposed by Baker was used in this study in order to classify the translatíon strategies that can be found in the subtitle.

The third article was written by Hendra (2019) which entitled Translation Strategy on "Let It Go" Songs That Was Sung by Idina Menzel with Indonesian Version. The aims of this study was to analyze the translation strategy which used in the song of animated movie "Let It Go" from English into Indonesian. Qualitative method was used in this study. The theory of translation strategy which proposed by Baker was used in order to find which translation strategy was used by the translator in translating the English Indonesian song lyrics.

The fourth study was written by Esti (2020) which entitled Translation Strategies for Translating A News Article. The study aims to find out the translation strategies in translating news article which used by the English Education students of Brawijaya University. The news article was retrieved from time.com. The theory of translation strategies which proposed by Baker was used in this study.

The last article was written by Farkhan (2020) which entitled Translation Strategies of Food-Related Culture Specific Items in Indonesian Subtitle of Netflix Series The Final Table. The study aims to find out the translation stretegies in the translated food-related culture-specific items in Netflix cooking show, episodes of The Final Table of UK and USA, and the reason of why respective translation strategies was used. The study was analyzed by qualitative method. The theory of translation strategy which proposed by Pedersen was used in this study.

This study was focused on to find out the translation strategies which used in English-Indonesian signages at Bali Zoo which located at Sukawati District, Gianyar Regency, Bali. The translation strategies theory which proposed by Newmark (1988) was used in order to answer the problem of this study. The signages in Bali Zoo was chosen as the data source in this study because as mentioned in the end of first paragraph that a translator cannot transfer the message from the source language to the target language as they please. It can be concluded that there are several things that need to be considered by translator such as the equivelance of messages, grammatical structures and culture value between two languages. Hence why, this is the reason to raise this topic as a study because English is not a native language of Indonesian.

Method

The data were taken from the signages in Bali Zoo which located in Sukawati, Gianyar. Qualitative method was used to describe and analyze the translation strategies Indonesia-English signages of Bali Zoo. The problem was analyzed using theory of translation strategy which proposed by Newmark (1988). The qualitative method was used in this study. The data were analyzed by five steps: (1) marked the part in the signages which included in the respective translation strategy (2) classified the data based on the respective translation strategy (3) grouped the data according to the translation strategy (4) analyzed the data according to respective translation strategy (5) described the translation strategy of each data.

This section consist of the finding and discussion of the study. The finding was presented with formal method by using table and statistic in order to show how much

data can be found in this study. The discussion was presented with informal method by using words and sentences in order to describe the translation strategy of each data.

Result and Discussion

According to Newmark (1988:45-47) there are 8 types of translation strategies which are word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation and communicative translation.

Table 1. Types of Translation Strategy

No.	Types of Translation Strategies	Quantity	Percentages
1	Literal Translation	7	31.81%
2	Faithful Translation	2	9.09%
3	Semantic Translation	2	9.09%
4	Free Translation	7	31.81%
5	Communicative Translation	4	18.18%
	Total	**22**	**100%**

Table 1 showed that there are 5 types of translation strategies can be found based on 22 data which are 7 literal translation (31.81%), 2 faithful translation (9.09%), 2 semantics translation (9.09%), 7 free translation (31.81%) and 4 communicative translation (18.18%). In this discussion there are only 12 out of 222 data presented in the discussion based on each of translation strategy.

Discussion

Literal Translation

Literal translation refers to the translation strategy where the grammatical structure from the source language is translated into the most equivalent structure of the target language.

Data 1:
SL: You can see directly from the color of my feather.
TL: Kamu bisa lihat langsung dari warna sayapku.

The data above showed that the sentence "You can see directly from the color of my feather." in the source language was translated into "Kamu bisa lihat langsung

dari warna sayapku." in the target language. This data refers to the description of Electus Parrot's feather. This data was categorized into literal translation because the result of translation in the target language has the same structure with the source language but slightly restructured into the most equivalent structure of target language. It can be seen that "the" and "of" as an article and preposition were not translted in the target language. Moreover, the phrase "my feather" was translated into "sayapku" but not "sayap aku" in the target language. The term "sayapku" actually the standard way to show a possession in Indonesian rather than using "sayap aku" which will make the translation sounds awkward.

Data 2:
SL: Siamang can be a very romantic couple.
TL: Siamang bisa menjadi pasangan yang sangat romantis.

      The data above showed that the sentence "Siamang can be a very romantic couple." in the source language was translated into "Siamang bisa menjadi pasangan yang sangat romantis." in the target language. The data above refers to the description of siamang gibbons, a monkey that have long arms. This data was categorized into literal translation because the translation result has the same structure with the source language but it was slightly restructured into the most equivalent grammatical pattern of target language. It can be indicated from the phrase "a very romantic couple" from the source language was restructured into "pasangan yang sangat romantis" in the target language. If the translator attempted to translated it word by word, then the translation result would not make sense for the visitor.

Data 3:
SL: Please do not smoke, eat and drink.
TL: Mohon untuk tidak merokok, makan dan minum.

      The data above showed that the sentence "Please do not smoke, eat and drink." in the source language was translated into "Mohon untuk tidak merokok, makan dan minum." in the target language. This data refers to the prohibition for the visitor during the elephant ride. The data above was categorized into literal translation because the result of translation in the target language has the same structure with the source language but slightly restructured into the most equivalent structure of target language. It can be indicated from the auxiliary verb of "do not" in the source language was translated into "untuk tidak" in the target language. Actually, the auxiliary verb of "do not" is meaning "jangan" in the target language. However, it would make the translation result sounds less formal for the visitor. Hence why the addition of "untuk" in the translation result is more acceptable.

Data 4:
SL: We also known as the Asian Bearcat.
TL: Kami juga dikenal dengan Beruang kucing Asia.

      The data above showed that the sentence "We also known as the Asian Bearcat." in the source language was translated into "Kami juga dikenal dengan Beruang kucing Asia." in the target language. This data refers to the description of binturong. The data above was categorized into literal translation because the result of

translation in the target language has the same structure with the source language but slightly restructured into the most equivalent structure of target language. It can be identified from the phrase "asian bearcat" in the source language was translated into "beruang kucing asia" in the target language. If the phrase "asian bearcat" in the source language literally translated into "asia beruang kucing" in the target language, then the translation result would not make sense for the visitor. Hence why the translation result above was categorized into literal translation.

Faithful Translation

Faithful translation refers to the translation strategy where the translator attempts to make a contextual meaning in the target language but still maintained the same structure of the source language. The translator tries to make the translation result as faithful as possible to the source language but this might caused the translation product awkward, especially to the text that has culture value.

Data 5:
SL: Large, dark and noisy!
TL: Besar, hitam, dan ribut!

The data above showed that the sentence "Large, dark and noisy!" from the source language was translated into "Besar, hitam, dan ribut!" in the target language. The data refers to the physical description of Siamang Gibbon. Based on the translation result, this data was categorized into faithful translation because the translator attempted to transfer the contextual meaning of the source language into the target language even maintaining the grammatical structure and punctuation of the source language. It can be seen from each words from the source language have the same equivalent meaning with the target language.

Semantic Translation

Semantic translation refers to the translation strategy where the translation result is still attached to the source language but more flexible than faithful translation. The terms that have cultural value are translated in order to be understood by the reader. The aesthetic value of the source language is prioritized but still in reasonable limit.

Data 6:
SL: I'm a baby girl and I was born on March 8, 2018.
TL: Aku adalah burung nuri bayan betina dan lahir pada 8 Maret 2018.

The data above showed that the sentence "I'm a baby girl and I was born on March 8, 2018." in the source language was translated into "Aku adalah burung nuri bayan betina dan lahir pada 8 Maret 2018." in the target language. The data above refers to the a baby electus parrot description. This Data can be categorized into semantic translation because the translation result was more flexible. It can be seen from the phrase "baby girl" which was translated into "burung nuri bayan betina" in order to make the translation result flexible by considering the context which refers to the baby parrot. Moreover, if the phrase "baby girl" was translated literally, then the translation result would be awkward.

Data 7:

SL: My mom needs to lay the eggs for about 26 days until its hatch.

TL: Ibuku perlu mengerami telur selama 26 hari sampai telurnya menetas.

       The data above showed that the sentence "My mom needs to lay the eggs for about 26 days until its hatch." in the source language was translated into "Ibuku perlu mengerami telur selama 26 hari sampai telurnya menetas." in the target language. It can be seen that the phrase "it's" was translated into "telurnya" in the target language which attempted to make the translation result more flexible and can be understood by the visitor or else it would make the translation result awkward if literally translated. Hence this data was categorized into semantic translation.

Free Translation

       Free translation refers to the translation strategy where the translation result is more focused to the content more than to the original structure. It means that the translation result can be in form of paraphrase and the translator doesn't have any limit to express the message in the source language.

Data 8:

SL: On my age, my keeper usually feed me with yummy and healthy food such as: papaya juice, banana juice and red rice porridge.

TL: Pada usiaku saat ini, biasanya aku diberi makanan yang sangat enak dan sehat seperti: jus pepaya, jus pisang dan bubur beras merah.

       The data above showed that the sentence "On my age, my keeper usually feed me with yummy and healthy food such as: papaya juice, banana juice and red rice porridge." in the source language was translated into "Pada usiaku saat ini, biasanya aku diberi makanan yang sangat enak dan sehat seperti: jus pepaya, jus pisang dan bubur beras merah." in the target language. This data was categorized into free translation because the data was translated in form of paraphrase and didn't much follow the original message in the source language. It can be seen that the phrase the phrase "On my age, my keeper usually feed me with yummy and healthy food" in the source language was translated into "Pada usiaku saat ini, biasanya aku diberi makanan yang sanagat enak dan sehat" in the target language which slightly paraphrased and there were also several addition or reduction such as the phrase "saat ini" and "sangat" in the target language were added and the phrase "my keeper" was not translated or reduced in order to make the translation more natural.

Data 9:

SL: Songs usually last 10 to 30 minutes and both males and females perform them.

TL: Suara yang nyaring dan berirama ini biasanya berlangsung selama 10 sampai 30 menit, jantan dan betina akan sama-sama mengeluarkan suara.

       The data above showed that the sentence "Songs usually last 10 to 30 minutes and both males and females perform them." from the source language was translated into "Suara yang nyaring dan berirama ini biasanya berlangsung selama 10 sampai 30 menit, jantan dan betina akan sama-sama mengeluarkan suara." in the target language. The data refers to the description of kloss gibbon or called siamang kerdil. This

translation was categorized into free translation because the translation result was in form of paraphrase and didn't much follow the grammatical structure of the source language. It can be indicated from the phrase "Songs usually last 10 to 30 minutes" which translated into "Suara yang nyaring dan berirama ini biasanya berlangsung selama 10 sampai 30 menit," indicated that there was additional information in the target language. The same also goes for the phrase "and both males and females perform them." which was translated into "jantan dan betina akan sama-sama mengeluarkan suara." in the target language. The translator attempted to use this strategy in order to produce a message that can be understood easily for the visitor.

Communicative Translation

Communicative translation refers to the translation strategy where the translator aims to produce the contextual meaning of translation result as much as possible.

Data 10:
SL: How to differentiate between male and female?
TL: Bagaimana membedakan jantan dan betina?

The data above showed that the sentence "How to differentiate between male and female?" in the source language was translated into "Bagaimana membedakan jantan dan betina?" in the target language. The data above refers to the description of eleonora cockatoo or known as kakatua jambul kuning in indonesian. This data was categorized into communicative translation because the translation result was simplified in order to not produce an awkward translation but rather more acceptable for the visitor. According to Nababan (2003:41) communicative translation was more focused into the effectiveness translation result in order not to make the reader face any difficulties during reading the translation result. It can be seen from the word "between" in the the source language was not translated in the target language. However, if it was translated into "Bagaimana membedakan antara janten dan betina?" then the translation result would be awkward for the visitor. Hence why it was categorized into communicative translation.

Data 11:
SL: Eleonora cockatoo, also known as medium sulphur-crested cockatoo, which is the smallest of the Greatest Crested Cockatoo.
TL: Kakatua Eleonora juga dikenal sebagai kakatua kecil jambul kuning, dimana merupakan yang terkecil di antara kakatua lainnya.

The data above showed that the sentence "Eleonora cockatoo, also known as medium sulphur-crested cockatoo, which is the smallest of the Greatest Crested Cockatoo." in the source language was translated into "Kakatua Eleonora juga dikenal sebagai kakatua kecil jambul kuning, dimana merupakan yang terkecil di antara kakatua lainnya." in the target language. This data was categorized into communicative because it can be seen that the word "sulphur" was translated into "kuning" in the target language rather than literally translated into "sulfur" which related to yellow chemical element that didn't have any equivalence at all. The translator attempted to transfer the meaning by changing the source language cultural

element in the word "sulphur" in order to be understood by the visitor. If the translator choose to translate it literally, then the translation result would be awkward. Hence why the translator should consider the most equivalent meaning in the target language culture.

Data 12:

SL: Their crest is used as a form of communication and is often raised to express distress, fear or as a warning to stay away, but this is not always the case.

TL: Jambul mereka digunakan sebagai bentuk komunikasi dan sering diangkat untuk mengungkapkan kesusahan, ketakutan atau sebagai peringatan untuk menjauh, tapi ini tidak selalu terjadi.

The data above showed that the sentence "Their crest is used as a form of communication and is often raised to express distress, fear or as a warning to stay away, but this is not always the case." in the source language was translated into "Jambul mereka digunakan sebagai bentuk komunikasi dan sering diangkat untuk mengungkapkan kesusahan, ketakutan atau sebagai peringatan untuk menjauh, tapi ini tidak selalu terjadi." in the target language. The data above refers to the description of eleonora cockatoo or kakatua kecil jambul kuning. This data was categorized into communicative translation because the translator attempted to produce the contextual meaning of the source language in the target language as clear as possible in order to be acceptable for the visitor. It can be indicated from the phrase "but this is not always the case." which translated into "tapi ini tidak selalu terjadi." in the target language where the translator attempted to render the meaning of "case" into "terjadi" in order to make the translator suitable to be read for the visitor.

Conclusion

This study was focused on to find out the translation strategies which used in English-Indonesian signages at Bali Zoo. The theory of translation strategies which proposed by Newmark (1988) was used in order to answer the problem of this study. The qualitative method was used in this study. Based on the result, there are 5 types of translation strategies can be found based on 22 data which are 7 literal translation (31.81%), 2 faithful translation (9.09%), 2 semantics translation (9.09%), 7 free translation (31.81%) and 4 communicative translation (18.18%). It can be indicated that literal and free translation are the most dominant translation strategies that had been found with each of 7 data. Then followed by communicative translation by 4 data, faithful and semantics translation with each of 2 data. It can be implicated that most of these signages have literal messages which can be translated by preserving the original grammatical structure and at the same time some of them were translated by paraphrase without pay any attention to the original grammatical structure. The management of Bali Zoo also needs to pay more attention in choosing a particular strategy in translating the message which contained in a signage in order not to mislead the visitor.

Reference

Catford, J. C. 1965. *A linguistic theory of translation.* London: Oxford University Press.

Destaria, M. 2019. Analysis of Translation Strategy in Transferring meaning of English Idiom into Bahasa Indonesia in the subtitle of Pitch Perfect 3 Movie. *English Education: Jurnal Tadris Bahasa Inggris,* 12(1), 34-48.

Esti, J. 2020. Translation Strategies for Translating A News Article. *LINGUA: Jurnal Ilmu Bahasa dan Sastra*, 15(1), 79-90.

Farkhan, M. 2020. Translation Strategies of Food-Related Culture Specific Items in Indonesian Subtitle of Netflix Series The Final Table. *Insaniyat: Journal of Islam and Humanities*, 4(2), 140-153.

Hanhan, L. 2019. Translation Strategies Used by Lingliana in Translating Taboo Words in Sylvia Day's Bared to You. *English Education Journal*, 8(2), 208-220.

Hendra, H. 2019. Translation Strategy on "Let It Go" Songs That Was Sung by Idina Menzel with Indonesian Version. *Journal of English Language Teaching and Literature (JELTL),* 2(2), 101-109.

Larson, M. L. *Meaning Based Translation: A guide to cross-language equivalence.* America: University Press of America.

Newmark, P. 1988. *A Textbook of Translation.* Hertfordshire: Prentice Hall.