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## Translation techniques in the book of “*Banal Aesthetics & Critical Spiritualism*” by Erik Prasetya and Ayu Utami

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### Abstract

The present study was aimed at describing the translation techniques used by the translator in the book of *Banal Aesthetics & Critical Spiritualism* written by Erik Prasetya & Ayu Utami. A descriptive qualitative approach was employed through collecting the data related to the concerned and researched problems. The theory of translation technique suggested by Molina and Albir became the reference to classify the translation techniques used in the translation of the books of *Banal Aesthetics & Critical Spiritualism*. Document analysis and literature review were employed to collect the data. The analysis results indicated that there were 15 types of translation techniques used from 18 as suggested by Molina and Albir. The five most widely used techniques of translation techniques in the books of *Banal Aesthetics & Critical Spiritualism* were: literal translation (33, 46%), modulation (14.96%), reduction (14.56%), established equivalent (11.02%), and borrowing (9.84%). Meanwhile, three translation techniques that were not used are: calque, substitution, and variation.

**Keywords:** translation, techniques, banal aesthetic, critical spiritualism

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## INTRODUCTION

Hatim and Mason (1997, p. 1) said that translation becomes a part of communication attempting to bridge the cultural and language differences as well as a communication act across goals and readers. Besides, translation is not only lexical translation, but also cultural translation of the target language, so that the book content will be easily understood by the society.

On the other hand, translation is not an easy way out since, as mentioned before, it involves cultural consideration to get the message of the source language can be conveyed in the target language. Every field of knowledge has its own special characteristics in translation. For example, translating materials related to literature is different from that related to economy. Translating activity does not only involve linguistic system like the study of lexicons, grammatical structures, but also cultural

relationships between the two languages done through analysis to determine the meaning. Fundamentally, problem-solving skill is needed in the process of translation itself. If a translator understands the linguistic and cultural systems of either the source or the target language well, the translation process will not be difficult and the produced translation will then be satisfying and the other way around. It means that translating requires the translator to have good comprehension on the transparencies of translation including its procedure, ideology, method, and technique.

This paper aimed to discuss one of the translation aspects; that is the technique applied in the book of *Banal Aesthetics & Critical Spiritualism* written by Erik Prasetya and Ayu Utami. Therefore, the objective of this research was to describe the translation techniques used by the translator in the book of *Banal Aesthetics & Critical Spiritualism* written by Erik Prasetya and

Ayu Utami. This book consists of two series; that are Banal Aesthetics by Erik Prasetya and Critical Spiritualism by Ayu Utami. This book uses two language media, which are Indonesian and English. Banal Aesthetics offers the ways of looking at aesthetics more widely through photographic recordings upon the dynamics of human action and other elements in daily life. Meanwhile, Critical Spiritualism explores the choice to behave more open through arts works. The point is Banal Aesthetics & Critical Spiritualism offers the ways to behave more open through arts.

According to Baker (2001, p.23) translation is a redirection of discourse content from the source language to the target language in which it does not always about associating the content with the form. It means that in doing translation, a translator must be able to redirect the core message from the source language to the target language by maintaining the utterance forms of the source language. Another definition of translation is asserted by Newmark (1988, p. 5) that translation is expressing meaning of a discourse in other language similar to that of a discourse intended by the author. Meanwhile, Catford (1974, pp. 20-21) defines translation as, "The replacement of textual material in one language (Source Language) by equivalent textual material in another language (Target Language) and the term equivalent is a clearly a key term. In this extent, Catford reinforces the importance of equivalence between the source language and the target language. Equivalence becomes crucial in the process of translation, so that the message contained in the source language is similar to that in the target language. Thus, if the translation result in the target language is not equivalent to the source language, the result can be said not optimal in other words, the result can not be understood well by target language readers.

In line with Catford, Nida, and Taber (1976, p. 10), they also point the importance of equivalence in translation. It is believed that translation consists of efforts to produce naturally close equivalence to the source language regarding the message from its meaning first to its style afterwards. In this extent, Nida and Taber (1976) assessed that meaning equivalence becomes the most important thing since there is core message that should be delivered, while style is number two. Related to the definition of translation, Munday (2001, p. 5) said that translation is, as changing of an original written

text in the original verbal language into a written text in a different verbal language.

The views above, denotes that translation, either spoken or written, reinforces more on the meaning or message delivered. It means that in translation, there is a change in form and meaning of texts from the source language into those of texts in the target language equivalently. Although rarely is there an exact equivalence of meaning of a word in the source language to that of a word in the target language, both can function equivalently in terms of meaning in which they are interchangeable.

Duff (1981, p. 26) suggested some principles of translation which comprise: meaning, form, register, the influence of source language, language style and clarity, and idiom, as follows. (1) Meaning; translation should reflect the meaning of the original texts accurately. No additional meaning should be provided or removed arbitrarily even though a part of the meaning can be transfused sometimes; (2) Form; The order of words and ideas in translation should be as close as possible to the original. But differences in language structure often require changes in the form and order of the words; (3) Register; Languages are often very different at their formalities in a given context; (4) Source language influenc; One of the most vocal criticisms about translation is that "this does not sound natural". This is because the thoughts and choices of the words of the translator are too strongly influenced by the original texts. One good way to get rid of the influence of the source language is to override those texts and translate some sentences from memory. This will remind the natural patterns of thought in the first language that may not come to mind when the translator concerns on texts of the source language.

Style and clarity: The translator should not change the original style. But if written by applying boring repetition, the translator may correct those deficiencies.

Idiom: Famous idioms cannot be translated. It includes: similes, metaphors, proverbs and sayings (as good as gold), jargon, slang, and everyday expressions (user-friendly, the Big Apple, yuppie, etc.). And (in English) verb phrases.

The result of a translation is certainly expected to be good in which the messages contained in the source language can be received effectively by the target language readers. With regard to a good translation, Larson (1991, p.

532) describes the following three criteria of a good translation.

### **Accuracy**

Related to the accuracy, Larson (1991) said that a translator transfers information from the source texts completely without adding or deleting information that is not in the source texts. In this case, the translated result delivers the message contained in the source texts the same as the message contained in the target texts.

### **Clarity**

Clarity is related to how the target readers can understand the translation well. The form of language used in translating requires the message from the source texts to be easily understood. Larson (1991) advises that it is better to know whether a translation is clear or not by asking someone to test and then offering some questions to the person.

### **Naturalness**

How messages are communicated in a common form, so that the readers of the target-language texts feel that the manuscript they are reading is the original one written in their own language becomes the principle of naturalness. In other words, when the target-language readers read the translation, as if, they are reading texts that are not the results of translation. Therefore, the translator should choose commonly used vocabularies and grammatical structures in accordance with the target language.

With regard to translation techniques, a translator may use the translation techniques that are in line with the source and target texts circumstances. The linguistic ability of a person is not enough to solve the problems that arise in translation. Therefore, translation techniques are needed to describe the exact steps taken by the translator during the translation process. Translation techniques are the realization of a strategy for addressing the problems at a micro level that can be seen by comparing translation results with the original texts (Molina & Albir, 2002, p. 498). Furthermore, Molina and Albir say that the technique describes the results obtained and can be used to classify various types of translation solutions. Associated with translation techniques, Vunay and Darbelnet (1995, p. 45) suggest seven translation techniques namely: borrowing, calque, transposition, modulation, equivalence adaptation, and literal translations. While, Nida and Taber (1982, p. 17) suggest three

techniques of translation namely: addition, substraction, and alteration. Further Nida and Taber (1982) say that the purpose of using translation techniques is to: arrange the structure and characteristic of the message in the target language; yield semantic equivalent structure; produce the equivalence of the appropriate style; and produce a communicative effect on such equivalence

Molina and Albir (2002, pp. 498-512) suggest some translation techniques that can be used to analyze and classify how the equivalence of translation takes place in a number of lingual units. Such techniques have gone through a complex research with reference to and comparison with the existing translation techniques from the previous translation experts. The table 1 describes some translation techniques proposed by Molina and Albir

The study was aimed at describing the translation techniques used by the translator in the book of *Banal Aesthetics & Critical Spiritualism* written by Erik Prasetya & Ayu Utami.

### **METHOD**

To answer the problems posed in the formulation of the problem, a qualitative descriptive approach was employed; that is by collecting data related to the problem under study. To classify and describe the techniques used in the translation of book, the present study specifically refers to the translation techniques suggested by Molina & Albir (2002, pp. 498-512). This is because the classification is more comprehensive and clearer, so there will be no overlap on the terms one another.

The primary data of this study was the book of *Banal Aesthetics & Critical Spiritualism* written by Erik Prasetya & Ayu Utami. This book is interesting because it combines two different issues namely photography and literature, as stated on page 10 of this book "Photography uses camera. Literature uses language. With these tools, both try to know"

To identify the translation techniques which are in the forms of words, phrases, clauses or sentences as units of analysis. While, secondary data were the literature books providing the theories relevant to this research. Document analysis was employed in the present study concerning the book and related literature. While, the procedure of data analysis involved three steps: data reduction, data presentation, description of data analysis and conclusion.

Tabel 1. The Translation Techniques Proposed by Molina and Albir

Technique	Explanation	Example
<i>Adaptation</i>	This technique is the same as the cultural equivalent technique	as white as snow → <i>seputih kapas</i>
<i>Amplification</i>	This technique is the opposite of the reduction technique	<i>Tayamum</i> (washed with dust) → <i>bersuci dengan debu.</i>
<i>Borrowing</i>	This technique is done by borrowing a word or phrase from the source language.	Lobby → <i>lobby</i>
<i>Calque</i>	This technique is done by translating a phrase or a word in the source language to the target language literally both lexically and structurally.	Hire contract → <i>kontrak kerja.</i> Secretary General → <i>Sekretaris Jenderal</i>
<i>Compensation</i>	This technique is done by conveying the message to another part of the translated texts	You can let your <i>imagination go wild</i> → <i>Anda dapat membiarkan khayalan mengembara sejauh mungkin.</i>
<i>Description</i>	This technique is used to change the descriptive term or phrase on its form and function.	You're bringing more of <u>that</u> into your life. → <i>Anda sedang mendatangkan lebih banyak kekhawatiran dan ketakutan ke dalam hidup.</i>
<i>Discursive Creations</i>	This technique is done to attract the attention of the target readers.	<u>The</u> Godfather → <i>Sang Godfather.</i>
<i>Established Equivalent</i>	This technique is similar to literal translation.	Husband for a year → <i>Suami Sementara.</i> Ambiguity → <i>Ambigu</i> Efficient And effective → <i>efisien dan efektif</i>
<i>Generalization</i>	This technique is applied by using more general or more neutral terms in the target language.	Mansion → <i>Rumah</i> Wagon → <i>Gerobak</i>
<i>Linguistic Amplification</i>	This technique is done by adding linguistic elements in the target language texts, so that the translation becomes longer.	<i>The David you are sculpting is you.</i> → Patung David yang Anda ukir adalah <u>diri anda sendiri.</u>
<i>Linguistic Compression</i>	This technique is done by synthesizing linguistic elements in the target language to get them simpler.	<i>The mind is actually shaping the very thing that is being perceived.</i> → Akal membentuk segala sesuatu yang ada.
<i>Literal Translation</i>	This technique is done by translating verbatim, and the translator does not relate to the context	Killing two birds with one stone → <i>Membunuh dua burung dengan satu batu.</i>
<i>Modulation</i>	This technique applies a change of point of view, focus or cognitive category in relation to the source texts.	Nobody doesn't like it → <i>Semua orang menyukainya.</i>
<i>Particularization</i>	This technique is the reverse of the generalization technique by using more concrete or specific terms as the equivalent of the source-language words that have common meaning.	She hit her head → <i>kepalanya terbentur</i> My daughters are the precious <u>jewels</u> of my life. → <i>Putri-putri saya adalah mutiara berharga dalam hidup saya.</i>
<i>Reduction</i>	This technique compacts the source-language texts in the target language	The month of fasting → <i>Ramadhan</i>
<i>Substitution: Linguistic, Paralinguistic</i>	This technique is done by replacing linguistic elements with paralinguistic ones (intonation, gesture, or cue) or vice versa.	He puts his hand on heart → <i>Dia mengucapkan terima kasih.</i>
<i>Transposition</i>	This technique makes changes on the units such as: words into phrases.	<i>We had a very a long talk</i> → Kita berbicara lama sekali.
<i>Variation</i>	This technique replaces paralinguistic or linguistic elements	<i>Hi chick?</i> → Hai cewek.

**RESULT AND DISCUSSION**

The process of reduction was completed, so that there were 254 samples of data in which they were the pairs of source-and-target-language. Those pairs employed translation techniques at the level of words, phrases, clauses, or sentences. Sentence units were employed in the data retrieval process, so that the use of translation techniques can be seen clearly. The analysis of translation techniques used indicated that there were 15 techniques used in 157 translation data. So, there were three translation techniques that are not used from the 18 referred techniques namely calque, substitution, and variation. The percentage of each technique is shown in the Table 2.

Tabel 2. Translation Techniques Percentage

No.	Translation Techniques	Frequency	Percentage
1.	Literal	85	33,46%
2.	Modulation	38	14,96%
3.	Reduction	37	14,56%
4.	Established Equivalent	28	11.02%
5.	Borrowing	25	9.84%
6..	Adaptation Technique	9	3.54%
7.	Linguistic Amplification	7	2.75%
8.	Amplification	5	1.96%
9.	Discursive Creations	5	1.96%
10.	Generalization	4	1.57%
11.	Particularization	3	1.18%.
12..	Compensation	2	0.78%
13.	Description	2	0.78%
14.	Linguistic Compression	2	0.78%
15.	Transposition	2	0.78%

The findings of the research showed that literal translation technique most widely used in the book. It is in line with what Vinay and Darbelnet (1995) stated in Heshmatifar and Biria (2015, p.125) that literal translation is the most common translation procedure between languages. This translation technique is conducted by translating verbatim, and the translator does not relate to the context by adjusting the structure of the source language in the target language. Example:

SL: I have made several notes.  
 TL: *Saya telah membuat beberapa catatan.*

In the example above the translator translated the entire words of the entire content of

the source sentence without modification. This technique is most frequently used by the translator can be caused by the translator’s mastery in this technique. As what Hoed (2006, p. 70) said that translation is a creative result which is obtained from practice and experience. In other words, the more someone translates the more he or she becomes skillful. Also, the translation skill will ultimately affect the sensitivity in choosing a language barrel. In this point Cross (2007, p. 19) added that in most field, the best translators are distinguished by their ability to make suitable word choice and to craft graceful sentences in the target language. In addition, it can be caused that many excerpts in the book have structural similarity between the English and Indonesian Languages. It means that what the translator did to use most literal technique is a logical choice that the technique is in accordance with his expertise

The second technique that is often used is modulation. Modulation technique is a technique that applies a change of point of view, focus or cognitive category in relation to the source texts. The change can be lexical or structural. In other words, as Vinay and Darbelnet (1995) said in Guera (2012, p.11), modulation consists of using a phrase that is different in the SL and TL to convey the same idea.

Example:  
 SL: I have chosen the following steps:  
 TL: *Langkah-langkah yang saya pilih:*

The example above shows that the translator changed a viewpoint on its structure in particular in the above excerpt. The translator translated the sentence: I have chosen the following steps: into “Langkah-langkah yang saya pilih:” in order to get it more easily understood.

Reduction technique is also used many times by the translator. Fawcet in Satriadi (2014, p.45) stated that reduction is used to make simplicity in creating meaning. However the reduction does not cause any distortion of meaning.

Example:  
 SL: There are latent problem lurking behind it  
 TL: *Ada problem laten di sana*

Such a reduction done by the translator on the above excerpt did not lead to meaning distortion because the phrase *lurking behind it* translated into “di sana” implicated the explicit information.

The fourth technique that most frequently used is established equivalent. This is a translation technique characterized by the use of a term or phrase that has been recognized or prevalent in the dictionary.

Example:

SL: This sort of ambiguity can assume a higher form than words.

TL: *Ambiguitas* semacam itu bisa mengambil bentuk yang lebih tinggi dari kata.

The consideration of the translator to use the word “ambiguitas” in the excerpt is because the word “ambiguitas” is the equivalent pair of the word *ambiguity*, and has been commonly used in daily communication in which it is also included in the Dictionary of Indonesian Language (KBBI).

The next technique is borrowing. Molina & Albir (2002:520) stated borrowing is “a technique of translation in which a word or expression is taken straight from another language.” It can be explained that translator makes a conscious choice to be used as the same word in the target language as it is found in the source language.

Examples:

SL: It seems that for every assignment or professional photography project...

TL: *Setiap assignment atau proyek profesional fotografi...*

The excerpts above showed that the translator used borrowing technique by borrowing directly the word “assignment” without any changes. The translator chose this technique because the word has been in common and used in Indonesian language.

Adaptation is another technique used in the translation. This technique is used by translators to replace the cultural element of the source language with cultural elements that have the same properties in the target language, and the cultural elements are familiar, accepted, and known to the target audience.

Example:

SL: To be honest, I feel uneasy with this sort of human relationship.

TL: *Terus terang*, saya merasa ganjil berhubungan dengan manusia dengan cara seperti itu.

The translator adopted the word *to be honest* with the phrase “terus terang” to get

accepted and known because the word *to be honest* is actually can also be defined as “jujur”.

Linguistic Amplification as the next technique used, is done by adding linguistic elements in the target language texts, so that the translation becomes longer.

Example:

SL: Meanwhile, my book are not.

TL: *Sedangkan buku-buku saya tidak menangkap demikian.*

The words “are not” was translated by adding linguistic elements in the sentence, so that the result became “tidak menangkap demikian”. This technique was used by the translator in order to get it more easily understood in the target language without other alternative interpretations

Amplification, is also used as the technique of the translation. This technique adds detail information that is not contained in the source language texts by paraphrasing implicit information in the source language. The additional information is intended to clarify a concept.

Example:

SL: They are allowed to hire models to act out scenes, if so, salon photography is truly an attempt to emulate painting.

TL: *Mereka diizinkan menyewa model untuk beracting, jika ini dilakukan, foto salon sungguh-sungguh hanya mengulang usaha seni lukis.*

In this excerpt, the translator translated the phrase *if so* into “jika ini dilakukan” in order to be clearly understood by adding detail information.

Discursive Creation, this technique is done for the sake of showing or defining the temporal while unpredictable or out-of-context equivalence. This technique is done to attract the attention of the target readers.

Example:

SL: Best we postpone our question about beauty.

TL: *Baiklah kita tunda dulu pertanyaan tentang keindahan.*

The word best translated into “baiklah” is not an equivalent pair lexically because the word best commonly represents the expression “terbaik” or “paling baik”. Therefore, such technique was used by the translator to get the translation result becomes more alive. Generalization technique is applied by using

more general or more neutral terms in the target language.

Example:

SL: ... this part of Adam and Eve's story that haunts me...

TL: ... *di bagian ini pula kisah Adam-Hawa menghantui saya ....*

On the above excerpt the translator used this technique on the word "haunts" with the equivalent pair "menghantui". It is because there is no specific equivalence of the word haunts in Indonesian language in the above context.

Particularization technique is also used as the technique. This technique is the reverse of the generalization technique by using more concrete or specific terms as the equivalent of the source-language words that have common meaning.

Example:

SL: I spent almost every day photographing Jabotabek trains

TL: *Selama sebulan nyaris tiap hari saya memotret KRL Jabotabek.*

In the above excerpt, a more concrete and specific term was used by the translator for the case of translating the word trains with the word "KRL" in which this term has become common among Indonesian people.

Compensation technique is done by conveying the message to another part of the translated texts. This is applied because the stylistic effect on the source language cannot be applied to the target language.

Example:

SL: There is narcissistic photography using a monopod that makes the object as background.

TL: *Akan ada fotografi narsis dengan alat bantunya yang fenomenal tongkat narsis atau "tongsis yang menjadikan obyek sebagai latar.*

*Monopod* is a general term used in photography representing a tool functioned to support any kind of photography activities. The translator used the word "Tongsis" since it is considered as a supporting tool to take a picture in which that term becomes commonsensical among today's society.

The description technique is used to change the descriptive term or phrase on its form and function.

Example:

SL: ...not all problems can be fully resolved.

TL: ... *tak semua masalah terjawab atau terselesaikan secara tuntas.*

For the sake of providing an explanation that the problem is not only "resolved", but also will be resolved "completely", the clause "can be fully resolved" was translated by the translator into "dengan terjawab atau terselesaikan secara tuntas". The translator used this technique because there is no equivalent of those words in Indonesian language.

The technique of linguistic compression is done by synthesizing linguistic elements in the target language to get them simpler. According to Nigel Armstrong in Kerevičienė, (2011, p.72) compression involves leaving out the target text (TT) elements present in the source text (ST). It generally occurs when the segment contains an unnecessary detail that might weary the reader, or information that is difficult to translate concisely because of culture-specific obstacles, or both.

Example:

SL: It was nevertheless a natural beginning...

TL: *Ini tentu niscaya*

The translator made a synthesis on the sentence "It was nevertheless a natural beginning" with the phrase "Ini tentu niscaya" to get it simpler so that it can be easily understood.

Transposition is done by making changes on the units such as: words into phrases. To mention a few, regarding the grammatical categories, the verbs in the source language are converted into nouns in the target language, or active verbs in the source language are converted into passive verbs in the target language.

Example:

SL: As described by critics, photography serves as an extension of our desire to gaze at ...

TL: *Seperti telah diungkapkan banyak kritikus, fotografi menjadi perpanjangan hasrat mengintip ....*

In the above excerpt, the phrase as described was transposed into the clause "Seperti yang telah diungkapkan" to get the equivalent effect on the meaning or message.

## CONCLUSION

Based on the data analysis, it can be concluded that there were fifteen types of translation techniques used from eighteen ones suggested by Molina and Albir as the reference in this study. Literal translation, modulation, reduction, established equivalent and borrowing

are the five most widely used techniques of translation techniques in the book of *Banal Aesthetics & Critical Spiritualism*. Meanwhile, three translation techniques that were not used are: calque, substitution, and variation. The translation of the book of *Banal Aesthetics & Critical Spiritualism* may contribute to the development of science in the field of arts in general and in the field of photography and literature in particular. In addition, translation studies in the book is expected to add knowledge to the development of the science of translation itself.

Translation is an activity to divert messages from a language (*source language*) into another language (*target language*). An interpreter is required to have some skills related to the translation so that the results of his translation are delivered properly. In addition, the translator must also understand the content and intent of the author of the source language. This is very necessary to avoid the shift of meaning contained in the source language. To expand the results of this study, there are still some areas that can be further studied from the results of this study. It can be elaborated for example, from the point of translation ideology, culture and language, and so on.

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