

Ideological Tendency

Assessed from the Translation Techniques Applied through the Proper Nouns in Joanne K Rowling's *Harry Potter and the Sorcerer's Stone* and Its Bahasa Indonesia Translation, *Harry Potter dan Batu Bertuah*

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Abstract

Translation technique is defined as the way the translator transfers or modifies certain expression in the source text and realizes it in certain form in the target text. There are many techniques in translation and each of these translation techniques is believed leading to certain ideology. This research is aimed to trace this ideology by identifying and investigating the techniques employed in the scope of the translation of proper nouns in Joanne K. Rowling's *Harry Potter and the Sorcerer's Stone* and its Bahasa Indonesia translation, *Harry Potter dan Batu Bertuah*, translated by Listiana Srisanti. This research employs a mixed method which involves descriptive qualitative as well as quantitative method. The findings of this research show that six categories of proper nouns proposed by Frank (1972) and seven translation techniques proposed by Davies (2003) are all occurred and employed in the text. Names of persons, geographical units, holidays and words used for personifications tend to be translated by employing the preservation technique, while names of nationalities and time units tend to be translated by employing transformation technique. Foreignization ideology is indicated by two techniques consisting of preservation and addition and employed 264 times or 69.11% of the total proper nouns, whereas the rest five techniques under domestication ideology which are localization, omission, globalization, transformation and creation are employed 118 times or 30.89% of the total proper nouns. From the findings, it can be concluded that the translator tends to translate the proper nouns by giving more effects to foreignization ideology.

Keywords: proper nouns, translation technique, translation ideology

Abstrak

Teknik penerjemahan didefinisikan sebagai cara penerjemah dalam mentransfer atau memodifikasi ekspresi yang terdapat dalam teks sumber dan merealisasikannya dalam bentuk tertentu di teks sasaran. Ada bermacam-macam teknik dalam penerjemahan, dan pengaplikasian dari masing-masing teknik tersebut dipercaya condong ke ideologi tertentu. Penelitian ini bertujuan untuk mencari tahu ideologi teks terjemahan dengan cara mengidentifikasi dan menyelidiki teknik-teknik yang diaplikasikan penerjemah dalam lingkup terjemahan "proper nouns" dalam novel "Harry Potter and the Sorcerer's Stone" karangan Joanne K. Rowling dan versi Bahasa Indonesia dari novel ini, "Harry Potter dan Batu Bertuah" terjemahan Listiana Srisanti. Penelitian ini dikerjakan dengan paduan metode deskriptif kualitatif dan juga metode kuantitatif. Hasil penelitian ini menunjukkan bahwa keenam kategori "proper nouns" yang diusulkan Frank (1972) dan ketujuh teknik penerjemahan yang diusulkan oleh Davies (2003), kesemuanya muncul dan diaplikasikan di dalam teks dan proses penerjemahan. Nama orang, satuan geografis, hari libur, dan kata yang dipakai untuk personifikasi, cenderung diterjemahkan dengan teknik "preservation", sedangkan nama kebangsaan dan satuan waktu cenderung diterjemahkan dengan teknik "transformation". Ideologi foreignisasi diindikasikan oleh dua teknik yaitu "preservation" dan "addition" yang mana diaplikasikan sebanyak 264 kali atau 69.11% dari total "proper nouns", sedangkan lima teknik lain yang berada dibawah ideologi domestikasi yaitu "localization", "omission", "globalization", "transformation" dan "creation" diaplikasikan sebanyak 118 kali atau 30.89% dari total proper nouns. Dari temuan ini, dapat disimpulkan bahwa penerjemah cenderung menerjemahkan proper nouns dengan pengaruh ideologi foreignisasi.

Kata kunci: proper nouns, teknik penerjemahan, ideologi penerjemahan

BACKGROUND

Joanne K. Rowling is known for her crazy imagination which drives her series to be one of the most challenging works for the translator to deal with. Her masterpieces center on a magical world and developed by vast number of proper nouns from the real to the imaginary ones which are usually created along with its allusion. These hidden allusions become especially difficult to be rendered into other languages and it is unquestionable that readers with different cultural and linguistic knowledge cannot have the same associations without the help of superior translators.

Former studies have been discussing the best strategy to treat these names, whether they are better maintained so that the target readers introduced to new terms (foreignized) or transformed so that the names can be easily understood (domesticated). The way the translator translates the large number of proper nouns found in the text can be the parameter which then allow the ideological tendency of the text to finally be seen.

This study focused on identifying the ideological tendency of the text by tracing the dominant techniques employed in translating these proper nouns which is found in the texts. This study referring the the theory by Frank (1972) in which she categorizes the proper nouns in six categories namely names of person, geographical unit, nationality, holiday, time unit, and words used for personification. This study also conducted by referring the theory proposed by Davies (2003), in which he serves seven translation techniques namely preservation, addition, localization, omission, globalization,

transformation, and creation together with the tendency of each technique. The subject of this study is Joanne K. Rowling's novel entitled *Harry Potter and the Sorcerer's Stone* and its Bahasa Indonesia translation, *Harry Potter dan Batu Bertuah*, translated by Listiana Srisanti. By one minute view and from the mentioned examples, it is seen that the translator tries to bring and get the readers involved to the source language and culture by maintaining the source cultural terms and details existed in the original text.

The huge existence of imaginary and descriptive names in the novel have the researcher challenged and encouraged to see what happens to the translation product. There is name *Bonfire Night* which is simply copied as it is; *Leaky Cauldron* which is preserved but supplemented with additional details into *Leaky Cauldron-Kuali Bocor*; and the is also the name the *Mirror of Erised* which is transformed into a totally different name, *Cermin Tarsah*. There are numerous interesting cases found in the novels which is considered worth to be analyzed.

RESEARCH METHOD

This research employs a mixed method which involves descriptive qualitative and quantitative method. The data in this research are all words, phrases and sentences in both novels, *Harry Potter and the Sorcerer's Stone* and its Bahasa Indonesia translation, *Harry Potter dan Batu Bertuah* that are considered as oproper nouns.

The researcher takes place as the main instrument in the research for her role as being the collector, describer and explainer of the data. The other instrument of the research is the data sheets

developed to record and classify the data. The researcher collects the data from the chosen novels, describes and explains the collected data into qualitative and quantitative analysis to gain the objectives of the research.

FINDINGS AND DISCUSSIONS

A. Findings

The findings of this research show that six categories of proper nouns proposed by Frank (1972) and seven translation techniques proposed by Davies (2003) are all occurred and employed in the text. Names of persons, geographical units, holidays and words used for personifications tend to be translated by employing the preservation technique, while names of nationalities and time units tend to be translated by employing transformation technique. Foreignization ideology is indicated by two techniques consisting of preservation and addition and employed 264 times or 69.11% of the total proper nouns, whereas the rest five techniques under domestication ideology which are localization, omission, globalization, transformation and creation are employed 118 times or 30.89% of the total proper nouns. From the findings, it can be concluded that the translator tends to translate the proper nouns by giving more effects to foreignization ideology.

Table 1. The Frequency of the Occurrence of Proper Nouns per Category

No.	Proper Nouns Category	Frequency	Percentage
1.	Names of Persons (Pr)	184	47.91%
2.	Names of Geographical Units (Ge)	47	12.24%
3.	Names of Nationalities (Nt)	6	1.56%

4.	Names of Holidays (Ho)	5	1.30%
5.	Names of Time Units (Tm)	19	4.95%
6.	Words used for personification (Pf)	123	32.03%
Total		384	100%

From the data listed in Table 4 above it is seen that from the total 384 proper nouns exist in the book, names of persons occur 184 times (47.91%), names of geographical units occur 47 times (12.24%), names of nationalities occur 6 times (1.56%), names of holidays occur 5 times (1.30%), names of time units occur 19 times (4.95%), and words used for personifications occur 123 times (32.03%).

Table 2. The Frequency and the Percentage of the Ideology and the Employed Translation Techniques

Ideology	Techniques	Freq	Percentage
Fore	Preservation	262	68.23%
	Addition	8	2.08%
	Total	270	70.31%
Dom	Addition	6	1.56%
	Globalization	10	2.60%
	Omission	8	2.08%
	Localization	7	1.82%
	Transformation	81	21.10%
	Creation	2	0.52%
	Total	114	29.69%
Total		384	100%

Out of the total 384 data which are listed in Table 5 above, it shows that preservation is the most frequent technique used and employed 262 times (68.23%), followed by the transformation technique which is employed 81 times (21.10%), the addition which is employed 14 times (3.64%), the globalization technique which is employed 10 times (2.60%), followed by the omission technique which is applied 8 times (2.08%), then the localization technique which is employed 7 times (1.82%), and

the creation technique which is the most infrequent technique used and employed only 2 times (0.52%).

Table 3. The Ideology of the Translation of Each Proper Nouns Category

No.	Proper Nouns Category	Foreignized	Domesticated
1.	Names of Persons		
2.	Names of Geographical Units		
3.	Nationalities & Religion		
4.	Names of Holidays		
5.	Names of Time Units		
6.	Words used for personification		

It can be concluded from Table 8 above that the translation of the data in the first, second, and the last category which are the names of person, names of geographical units, and words used for personification tend to foreignization ideology, while the translation of the data in the third and fifth category which are nationalities and religions and names of time units tend to domestication ideology.

B. Discussion

Davies (2003) proposes seven techniques used to translate proper nouns namely preservation, addition, localization, omission, globalization, transformation, and creation. The first two mentioned techniques is believed giving more effects to foreignization ideology while the rest five techniques is considered giving more effects to domestication ideology.

a. Preservation

Preservation technique occurs when a source name is simply preserved or literally translated to the target text. The employment of this technique

gives more effects to foreignization ideology. A datum that experiences preservation technique can be seen in the following example.

ST: Locomotor Mortis

TT: *Locomotor Mortis*

(354-222/SS-276/BB/CPf/TP/F)

The name *Locomotor Mortis* is transferred without any change into Locomotor Mortis. The name is included into the category of word used for personification. The employment of preservation technique in the above case gives more effects to foreignization ideology.

b. Addition

Addition technique occurs when the source name is transferred without any changes and then supplemented with additional details. The employment of this technique gives more effects to foreignization ideology. Below is the example of the datum which is translated by employing addition technique.

ST: Rememberall

TT: *Rememberall-bola ingat semua*

(286-145/SS-181/BB/CPf/TA/F)

The name *Rememberall* in the above example is transferred as it is in the target text, only, it is added by some explanations which describes the function of the thing being named. The existence of the foreign name together with its explanation gives the impression to the target readers that the translated name is a foreign name, thus additional explanation is considered necessary.

c. Globalization

Globalization technique occurs when the source text name transferred into one which is more neutral or more general. Below is the example of the employment of globalization technique.

ST: Deputy headmistress

TT: Wakil Kepala Sekolah

(108-51/SS-69/BB/CPs/TG/D)

In the above example, the name *Deputy Headmistress* is transferred into *Wakil Kepala Sekolah* which is considered more neutral in the target text. The term *mistress* in the word *Headmistress* is referred to a female character, while there is no such rule in the target text related to this case, in which a name or a position is differentiated by gender-based. The way the translator transfers and adapts the source text name into one which is more neutral and common in the target language is considered brings more effects to domestication ideology.

d. Omission

Omission technique occurs when the source text name is omitted and does not exist partially or thoroughly in the target text. below is the example of the employment of omission technique.

ST: Scotch

TT: ---

(44-20/SS-xx/BB/CGe/TO/D)

The way the translator omits the name *Scotch* is considered as the translator way not to introduce or minimize the foreign term in the target text. Moreover, the inexistence of the omitted name does not cause inadequate translation or decrease the essence of the sentence. Finally, the employment of omission technique in this name gives more effects to domestication ideology.

e. Localization

The localization technique occurs when the translator tries to anchor a referent firmly in the

culture of the target audience. Below is the example of the employment of this technique.

ST: Licorice Wands

TT: Tongkat Likor

(197-101/SS-128/BB/CPf/TL/D)

The employment of localization technique is seen in the way the translator phonetically localize the term *Licorice* into *Likor*. It is considered as the translator's way to make the name sounds local, even though the translated name has no meaning or does not really exist in the target language. Finally, the way the translator localize the name gives more effects to domestication ideology.

f. Transformation

The transformation technique occurs when the source text name is transformed in order to fit it to the target language taste and aptitude. This technique also occurs when there is substitution of the source language name into an equivalent one in the target language. Below is the example of the employment of this technique.

ST: One Thousand Magical Herbs and Fungi

TT: Seribu Satu Tanaman dan Jamur Gaib

(129-66/SS-86/BB/CPf/TT/D)

The term *One Thousand* in the name *One Thousand Magical Herbs and Fungi* in the above example is used to emphasize thing. This name is transformed into *Seribu Satu* (one thousand and one, translated) which is considered more natural in the target language. Finally, this translation has given more effects to domestication ideology.

g. Creation

The creation technique occurs when the source text name is transferred by recreating it into a totally

different one. Below is the example of the employment of creation technique.

ST: Blackpool

TT: *dermaga*

(257-125/SS-156/BB/CGe/TC/D)

The name *Blackpool* is transferred into one which is semantically different, *dermaga* (quay, translated). The way the translator recreates the name is considered as her way to minimize the foreign term by recreating them into one which is semantically different but familiar to the target readers. The translator is seemingly chooses to translate the name into one which is the name that describes the context of the story. Finally, the employment of this technique gives more effects to domestication ideology.

CONCLUSION

From the research finding, it can be concluded that the six categories of proper nouns proposed by Frank (1972) and the seven translation techniques proposed by Davies (2003) are all occurred and employed in the text. Names of persons, geographical units, holidays and words used for personifications tend to be translated by employing the preservation technique, while names of nationalities and time units tend to be translated by employing transformation technique.

Foreignization ideology is indicated by two techniques consisting of preservation and addition and employed 264 times or 69.11% of the total proper nouns, whereas the rest five techniques under domestication ideology which are localization, omission, globalization, transformation and creation are employed 118 times or 30.89% of the total proper nouns. From the findings, it can be concluded that the translator tends to translate the proper nouns by giving more effects to foreignization ideology.

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