

## Address Terms, Translation Strategies, And Meaning Equivalence in Doyle's *The Adventures of Sherlock Holmes* and Dianasari's *Petualangan Sherlock Holmes*

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### Abstract

Address terms is defined as the terms that shows our relation and referring to the people we mean, to translate a text that contains address terms a translator needs to learn the address terms and also using good strategy before translate it into another language. This research is aimed to find address terms, translation strategy, and the result of meaning equivalent in Arthur Conan Doyle's *The Adventures of Sherlock Holmes* and Daisy Dianasari's *Petualangan Sherlock Holmes* to show the degree of its equivalent meaning. This research employs a mixed method which involves descriptive qualitative as well as quantitative method. The findings of this research show that there are two types of address terms found in *The Adventures of Sherlock Holmes*, i.e. titles and endearment and expression; endearment and expression appears more often. The translator employed thirteen strategies in translating the address terms, i.e. transference, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation, shifts or transpositions, modulation, recognized translation, compensation, paraphrase, couplets, and notes. The translator employed four meaning equivalent degrees, i.e. fully equivalent and partly equivalent which is categorized in equivalent, and different meaning, and no meaning which is categorized in non-equivalent. From 129 data, 83 data or 64,34% of this data research is defined as equivalent and 46 data or 36,66% of this data research is defined as non-equivalent. From the findings, it indicates that the result of the translation from the translator is good to understand for Indonesian readers.

Keywords: address terms, translation strategy, meaning equivalent

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### Abstrak

"Address terms" didefinisikan sebagai istilah yang menunjukkan hubungan kita dan merujuk kepada orang kita maksudkan, untuk menerjemahkan sebuah text yang mengandung "address terms" seorang penerjemah perlu belajar tentang "address terms" dan juga menggunakan strategi yang bagus sebelum menerjemahkannya kedalam Bahasa yang lain. Penelitian ini bertujuan untuk mencari "address terms" strategi penerjemahan, dan hasil kesetaraan makna di dalam novel "The Adventures of Sherlock Holmes" karangan Arthur Conan Doyle dan versi Bahasa Indonesia dari novel ini "Petualangan Sherlock Holmes" terjemahan Daisy Dianasari untuk menunjukkan tingkat kesetaraan makna terjemahannya. Penelitian ini dilakukan dengan menggunakan paduan metode deskriptif kualitatif dan juga metode kuantitatif. Hasil penelitian ini menunjukkan bahwa ada dua tipe dari "address terms" yang ditemukan di "the Adventures of Sherlock Holmes, yaitu: "title" dan "endearment and expression"; "endearment and expression muncul lebih banyak. Penerjemah menggunakan tiga belas strategi penerjemahan dalam menerjemahkan "address terms" yaitu: "transference", "cultural equivalent", "functional equivalent", "descriptive equivalent", "synonymy", "through-translation", "shifts or transpositions", "modulation", "recognized translation", "compensation", "paraphrase", "couplets", dan "notes". Penerjemah menggunakan empat tingkat kesetaraan makna yaitu: "fully equivalent" dan "partly equivalent" yang mana dikategorikan sebagai setara dan "different meaning" dan "no meaning" yang mana dikategorikan sebagai tidak-setara. Dari 129 data yang diperoleh, 83 data atau 64,34% diantaranya didefinisikan sebagai setara dan 46 data atau 36,66% sisanya didefinisikan sebagai tidak-setara. Dari temuan ini, dapat disimpulkan bahwa hasil penerjemahan dari penerjemah dapat dengan mudah dipahami oleh pembaca Indonesia.

Kata kunci: address terms, strategi penerjemahan, kesetaraan makna

## BACKGROUND

The Adventures of Sherlock Holmes is a collection of 12 short stories by Sir Arthur Conan Doyle tells lunge a British detective named Sherlock Holmes. The setting is set time in the late 19<sup>th</sup> century and set place in London. This Novel creates such a successful mystery plot. It also circulates through the illustration of London. The problem is when the foreign readers cannot easily understand the address term part that appears more often than the other term in this novel.

Former research has been discussing an analysis of address terms in different content (film), and in different language transfer (*English-Indonesia*). The result the former research aims to find the most frequently address terms and the most frequently strategies used by the translator. The result shows the most frequently found address term and the most frequently strategy found. This means that Indonesian address terms is often translated into a more common and general English address term and the translation tends to accommodate the target readers instead of maintaining the culture of Indonesian address terms.

This research focused on identifying and finding address term, translation strategies, and degree of meaning equivalence of the text by tracing the dominant techniques employed in translating these proper nouns which is found in the texts and analyze the capability of the translator and the result for target readers. This study referring the the theory by Trudgill (1993) in which he categorizes the address terms in four categories which are pronouns, names, titles, and

endearment and expression. This research also conducted by referring the theory proposed by Newmark (1988), in which he proposed fifteen translation strategies which are : Transference, Naturalization, Cultural equivalent, Functional Equivalent, Descriptive Equivalent, Componential Analysis, Synonymy, Through-translation, Shift or transpositions, Modulation, Recognized Translation, Compensation, Paraphrase, Couplets, and Notes. As the main analysis this research also conducted by referring the theory proposed by Bell (1991), in which he proposed two degrees of meaning equivalent which are: equivalent and non-equivalent The subject of this study is *The Adventures of Sherlock Holmes* from Sir Arthur Conan Doyle from Project Guttenberg and its translation *Petualangan Sherlock Holmes* translated by Daisi Dianasari from Gramedia. There are many address terms resources on this book, which take the researcher consideration to pick this book as the source of data research.

There are so many things that make this research worth to be established. The researcher found the terms such as *Duke of Ballmoral* which is simply translated to *Duke of Balmoral* because the absence of term in the target text and sometimes the terms *My dear* can be transferred to *sobat* and sometimes also can be translated into *saying*. There are many unique cases found in the novels which makes this novel is interesting to be analyzed.

## RESEARCH METHOD

The researcher uses mixed methods to proofing the data research; there are descriptive qualitative method and quantitative method. The

data research is the address terms which include in the analyzed novel. The data sources were taken from group of words form (phrase) which exists in the form of expression or sentences.

The researcher picks two instruments for conducting this research. The main instrument of this research is the researcher itself. His main role of the signification is the collector of the data, the describer of data result and explainer of the result. The data was collected from the novel mentioned before, described and collected the data using qualitative and quantitative analysis.

## FINDINGS AND DISCUSSIONS

### A. Findings

The findings of this research show that that the four categories of Address Terms proposed by Trudgill (1993), Names (N), Titles (Tt), Pronoun (Pr), and Endearment and Expression (End), occur in the source text The table below proves that the data has been discovered by the researcher. It presents the frequencies of data findings based on the types of address terms. Furthermore, the researcher will prove other data research based on translation strategies and meaning equivalence.

**Table 1** The Frequencies of types of Address Terms

No	Types of Address Terms	Frequency	Percentage
1	Pronouns	0	0%
2	Names	0	0%
3	Titles	33	25,58%

4	Endearment And Expressions	96	74,42%
<b>Total</b>		<b>129</b>	<b>100%</b>

The table 1 proves that only 2 from 4 types of address terms occur in the novel and Endearment and Expression becomes the most frequent type that occurs. The elaboration of the data is as follows, from the total of 129 address terms existing in the novel, Titles occur 33 times (25, 58%) and Endearment and Expressions occur 96 times (74, 42%).

**Table 2.** The Translation Strategies of Address Terms

No	Translation Strategies	Frequency	Percentage
1	Transference	4	3,10%
2	Naturalization	0	0%
3	Cultural Equivalent	29	22,48%
4	Functional Equivalent	24	18,60%
5	Descriptive Equivalent	8	6,20%
6	Componential Analysis	0	0%
7	Synonymy	3	2,33%
8	Through-translation	8	6,2%
9	Shifts or Transpositions	28	21,71%
10	Modulation	1	0,78%
11	Recognized Translation	4	3,10%
12	Compensation	1	0,78%
13	Paraphrase	2	1,55%
14	Couplets	16	12,40%
15	Notes	1	0,78%
<b>Total</b>		<b>129</b>	<b>100%</b>

Table 2 shows that the fifteen strategies proposed by Newmark (1988) are not fully employed by the translator in translating the address terms in this Novel. The elaboration of this research is the Cultural Equivalent becomes the most frequent technique used

and employed 32 times (24,81%), followed by Shift or Transpositions at 28 times (21,71%) Functional Equivalent at 23 times (17,83) couplets at 17 times (13,18) Descriptive equivalent is applied at 8 times (6,20%) Transference and recognized translation both having 4 times (3,10%) appearances Modulation, compensation, and notes are in the lowest frequent at 1 time (0,78%) for each strategy.

**Table 3.** The Frequencies of Degree of meaning equivalence

No	Degree of Meaning Equivalence	Frequency	Percentage
1	<b>Equivalent</b>		
	a. Fully Equivalent	40	31,01%
	b. Partly Equivalent	43	33,33%
2	<b>Non-Equivalent</b>		
	a. Different meaning	30	23,26%
	b. No meaning	16	12,40%
<b>Total</b>		<b>129</b>	<b>100%</b>

From the 129 data findings, it is found that there are 83 data (64,34%) equivalent and 46 (35,66%) non-equivalent. The data elaboration is as follows, in equivalent rank Partly equivalent is the most frequently used with the emergence of 40 times appearance (33,3%) followed by Fully equivalent at 40 times (31,01%). While, in the Non-equivalent rank Different meaning is the most frequently used with 30 times of appearance (23,26%) and followed by No meaning with 16 appearances (12,40%). Relatively, partly equivalent occupies the first position percentage in terms of Degree of meaning equivalence followed by fully equivalent in the second, different meaning in the third and occupied the lowest percentage is no meaning. The translator is more

concern to the variation of meaning than transfer meaning. The researcher notices that thing what has been done by the translator can make the difficulties for the readers to understanding address terms.

## B. Discussion

This research applies the theory from Newmark (1988) which divides translation strategies into fifteen strategies: Transference, Naturalization, Cultural equivalent, Functional Equivalent, Descriptive Equivalent, Componential Analysis, Synonymy, Through-translation, Shift or transpositions, Modulation, Recognized Translation, Compensation, Paraphrase, Couplets, and Notes.

In order to support this analysis, the researcher is applied the theory from Bell (1991) which is the result of transfer meaning from ST to TT can be differs as the level of degree of meaning equivalence. This research has given the fact which the analyzed novels are developed by two types of address terms. The analysis is elaborated below

### a. Equivalent

In detail, if in the translation is delivered the message as well in the target text, in can be divided as equivalent category. In this part the equivalent category is divided into two parts which is elaborated below

#### 1) Fuly Equivalent

The first part of Equivalent category is fully equivalent which means the meaning in the source text is completely transferred to the target text. In detail, the address terms which are classified into this part translated as well as the transfer meaning.

#### a) Fully equivalent of titles

**ST: Duke of Balmoral**

**TT: *Duke of Balmoral***

**(10- 132/Tt/Tr/Fe)**

The term *Duke of Balmoral* is translated to *Duke of Balmoral* in the target text. The translator has used loan word to transfer the meaning in the target text, however the loan words term is the fully equivalent term in the target text since there is no other equivalent term to translate the royal family title.

- b) Fully equivalent of Endearment and Expressions

**ST: MY DEAR**

**TT: *yang terhormat***

**(109- 17/End/FE/Fe)**

The term *MY DEAR* is translated to *yang terhormat* into the target text. The researcher is considered the term *yang terhormat* is fully equivalent since it is used as the term to show affection into each other

- 2) Partly Equivalent

It is occurred when the result of the translation in the target text has the same meaning but in different context. In other hand, partly equivalent is only transferred half of the meaning from the source text to the target text.

- a) Partly equivalent of Titles

**ST: noble benefactor**

**TT: *bangsawan dermawan***

**(7- 23/Tt/Co/Pe)**

In the term above, *noble benefactor* is translated to *bangsawan dermawan* into the target text. The term *noble benefactor* is considered as address terms since Mr. Wilson is used it to point at somebody. Meanwhile, the term *bangsawan*

*dermawan* in the target language is seemed to be a noun phrase but in the same meaning.

- b) Partly equivalent of Endearment and Expressions

**ST: Good God!**

**TT: "*Ya, Tuhan!*"**

**(31- 69/End/CE/Pe)**

The endearment and expressions *good God* is translated to *Ya Tuhan* into the target text. The translation result is considered to be the translator way to give more understanding for the target readers. Though, the translation result is in accordance with the context but the transfer meaning is not fully equivalent with the source text.

- b. Non-equivalent

Non-Equivalent is the condition of the target text when the transfer meaning of the source text is not transferred well into the target text or even not transferred at all. In this part the equivalent category is divided into two parts which is elaborated below.

- 1) Different Meaning

Different meaning is the condition when address terms are translated into another context and the meaning is different from the source text.

- a) Different meaning of titles

Different meaning is considered as the condition when the titles in the source text are transferred into another term in the target text and the meaning is not transferred differently. In this case, the researcher is not found any data findings of this analysis since titles are difficult to transfer in different meaning.

- b) Different meaning of Endearment and Expressions

**ST: my dear sir**

**TT: *sir***

**(19- 18/End/Co/Dm)**

The terms *my dear sir* is translated to *sir* into the target text. In this case, the target text is changed in the terms of context and meaning which is the target text *sir* is considered as a title and the meaning of the source text is not transferred in correct way.

- 2) No meaning

The second part of Non-Equivalent category is named as no meaning which means that the source text is not translated in the target text or disappeared.

- a) No meaning of titles

**ST: your Majesty**

**TT: -**

**(57- 18/Tt/CE/Fe)**

The title *your majesty* is not translated at all to the target text into nothing. In this case, the translator simply let the source text not translated in the target text. Considering that the translator has not translated the text, the researcher categorizes this analysis to this part.

- b) No Meaning of Endearment and Expressions

**ST: my dear**

**TT: *Watson***

**(121- 117/End/Sh/Nm)**

The endearment and expression *my dear* is changed into totally no meaning. The translator is not translated the source text, rather than using the former words to adapt in the target text. the researcher is

considered this way as the result of the translation which has no meaning.

## CONCLUSION

From the research finding, it can be concluded that the sfour types of address terms proposed by Trudgill (1993) and the fifteen translation strategies proposed by Newmark (1988) are not all occured and employed in the text. the result of the translation shows that the target text of address terms tends to in equivalent meaning than non-equivalent meaning. It indicates that the translator ability is able to translate the address terms and the target text is acceptable for the target readers

Equivalent degree is divided into two ranks namely fully equivalent which employed 40 times or 31,01% and partly equivalent which employed 43 times or 33,33% of the total address terms. While, non-equivalent is divided into two ranks there are different meaning which employed 30 times or 23,26% and no meaning which employed 16 times or 12,40% of total address terms that the use of translation strategies showing the real impact to the degree of meaning equivalence. Though, the equivalent result is more frequent than non-equivalence result, the translator needs to pay more attention in some particular strategies that create non-equivalent meaning since the result of non-equivalent meaning almost reach 40%. It can be concluded that relatively the translator is showing some good translation to the target readers.

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