

# **TYPES OF BORROWING STRATEGY IN THE ENGLISH-BAHASA INDONESIA *SONY ERICSSON K530i USER GUIDE* BOOKS**

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## **ABSTRACT**

The objectives of this study are: 1) to describe the types of borrowing strategy found in the *Sony Ericsson K530i User Guide books*, and 2) to describe the dominant type of borrowing strategy found in the books. This research employed a qualitative method since it provides descriptions of translation phenomena in the books. The data of this research were words that found in the books. The researcher was the main instrument in this research. To gain trustworthiness, triangulation method was applied. The results of this research show two important findings. First, the types of borrowing found in the books are naturalized borrowing and pure borrowing. Second, the dominant types found in the books are naturalized borrowing

Keywords: borrowing, naturalized, pure, Bahasa Indonesia, source language, target language

## **BACKGROUND**

a cell phone is one of the technologies that will help us to receive information from abroad. There are so many advantages that we can get from using a cell phone, such as; making a call, sending a message, browsing into the internet world, etc. Some has known how to use the advantage of cell phone and some others have not yet. To solve this problem, all cell phone manufacturers released a guide book for their customers. The guide book contains a lot of things to do to the cell phone so the customers can use their cell phones properly. For

Indonesian market, the manufacturers released the English version as well as Bahasa Indonesia version. One of the manufacturers is Sony Ericsson. Here the researcher tried to analyze the *SONY ERICSSON K530i* guide books which are available in two languages, English and Bahasa Indonesia. The researcher tried to use the borrowing strategy in translation to analyze it.

There are many researchers who have studied about borrowing. Hocket in Prasasty (2002:16), for examples, classified borrowing into three; they are loans, pronunciation

borrowing, and grammatical borrowing. According to Molina and Albir (2002: 520), borrowing is divided into two kinds; pure borrowing and naturalized borrowing. While, Vinay and Darbelnet also stated that borrowing are divided into two and defined as a type of direct translation. The source text (ST) is taken straight to the target text (TT) and they also stated that borrowing is the simplest type of translation strategies.

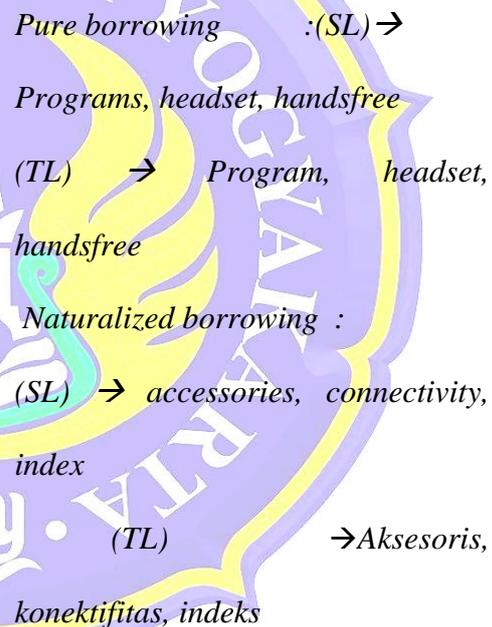
Borrowing is a strategy of translation to take word or expression straight from another language. Borrowing has two characteristics: (1) *pure borrowing*, and (2) *naturalized borrowing*. When an expression or a word is taken over purely into TT (without any change), it is called pure borrowing. While in naturalized borrowing, the TT expression can be naturalized to fit the spelling rules in the

TT

The objectives of this research are to describe the types of borrowing strategy found in the books, and 2) to describe the dominant type of borrowing strategy found in the books.

In the respect of the objectives above, Vinay and Darbelnet (in Venuti 2000:84) Borrowing is the idea of taking the word where the source language (SL) maintaining the word and make less changing

and just change spoken rules it in the target language (TL). It is considered as the simplest of the translation strategies and tends to be employed in two situations: either when discussing a new technical process for which no term exists within the TL, or when maintaining a word from the SL for stylistic effect, in which the translator uses the foreign term to add flavour to the target text (TL).



While Molina & Albir (2002:520)

stated borrowing is a strategy

of translation in which a word or expression is taken straight from

another language. Further, Molina &

Albir also have classified borrowing

into three types, they are; (1) Pure

Borrowing, and (2) Naturalized

Borrowing, (3) Cultural Borrowing

Cultural borrowing is the borrowing when the words of source language are translated using the words in target language indicating things or event, which is not exactly the same but occurs in the target language because of lexical equivalent in the target language (Molina & Albir, 2002:521)

1.	Naturalized	93	48%
2.	Pure	98	52%
TOTAL		191	100%

The data were discovered from both English version and Bahasa Indonesia version of Sony Ericsson K530i User Guide Book. The researcher employed the third edition of *Oxford Advanced Learner's Dictionary and Kamus Inggris – Indonesia* by Hasan Shadily and John M. Echols to check out the meaning of every single word that appears in the book.

This table above is provided to present the frequency and the percentage of the data found based on the parameter of accuracy rating instrument.

## RESEARCH METHOD

The research employed a qualitative method since it provides textual descriptions of translation strategy in *Sony Ericsson K530i User Guide books*. The data of this research were words that found in the books. The researcher was the main instrument in this research. Besides, as the supporting instrument data sheet was employed to record and classify the data.

To gain trustworthiness, triangulation was applied in this research, more specifically peer debriefing. The peer debriefing was conducted by asking two students of English Language and Literature to critically examine and evaluate the data.

## RESULTS AND DISCUSSION

### A. Results

Table.1 Types of borrowing found in the books

no.	category	frequency	percentage
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## B. Discussions

### 1. Naturalized Borrowing

ST: Connectivity

TT: Konektivitas

The datum above shows that the Double consonant change into single consonant and those are the only changing thing from that word. "Connectivity" is the ability of a computer, program, device or system to connect with one or more others according to *Oxford Advanced*

*Learner's Dictionary 7<sup>th</sup> Edition*. There is no available meaning for "konektivitas" in *Kamus Besar Bahasa Indonesia* (KBBI)

(Datum number 4)

ST : Important information

TT: Informasi penting

The word information according to *Oxford Advanced Learner's Dictionary 7<sup>th</sup> Edition* means "facts about a situation, person, event, etc Do you have any information" while according to *Kamus Besar Bahasa Indonesia* (KBBI), *informasi* means "penerangan, pemberitahuan kabar atau berita". There is no changing in the meaning except the suffix *-(t)ion* became suffix *-asi*

(Datum number 5)

ST: Index

TT: Indeks

From the datum number 5 above, the transformation happen in the last letter, consonant *-ex* in source text became consonant *-ksin* target text. In *Oxford Advanced Learner's Dictionary*

*7<sup>th</sup> Edition* the word "index" means "an alphabetical list, such as one printed at the back of a book showing which page a subject, name, etc. is found on" and according to *Kamus Besar Bahasa Indonesia* (KBBI) "indeks" "daftar kata

atau istilah penting yang terdapat dalam buku cetakan "

(Datum number 21)

ST: is subject to U.S. export control laws

TT: tunduk pada undang - undang kontrol ekspor di Amerika

The word "control" according to *Advanced Learner's Dictionary 7<sup>th</sup>* means "to order, limit or rule something, or someone's actions or behavior" and according to

*Kamus Besar Bahasa Indonesia* (KBBI) means "pengawasan, pemeriksaan, pengendalian"

(Datum number 31)

ST: the connector facing each other

TT: dan konektor nya saling berhadapan

n

The word “connector” according to Oxford *Advanced Learner’s Dictionary* 7<sup>th</sup> means “a device at the end of a wire in a piece of electrical equipment, which holds the wire in position” and according to *Kamus Besar Bahasa Indonesia* (KBBI) “konektor” means “alat untuk menyambungkan hantaran listrik”

. From the datum above shows the double consonant of connector in the ST change into one consonant of the “konektor” in the TT

(Datum number 68)

ST: Press and hold to mute the microphone

TT:

Tekan terus untuk menonaktifkan suarami krofon

The datum above shows that the consonant combining *-ph* in ST “microphone” became consonant *f* in the TT *mikrofon*. According to Oxford *Advanced Learner’s Dictionary* 7<sup>th</sup> microphone means “a piece of equipment that you speak into to make

your voice louder or to record your voice or other sounds” and according to

*Kamus Besar Bahasa Indonesia* (KBBI)

means

“alat untuk mengubah gelombang bunyi ke

dalam isyarat listrik untuk penyiaran atau p

erekaman bunyi”

## 2. Pure Borrowing

(Datum number 1)

ST: Setting for internet and messaging

TT: Setting untuk internet dan pemesanan

From the datum number 1 above we can see the word “setting” did not change at all nor the source text and target text. According to Oxford *Advanced Learner’s Dictionary 7th Edition* setting means “a set of surroundings; the place at which something happens” and in Bahasa Indonesia there is no word “setting” because that word is naturally came from English. The translator might be able to translate the word “setting” into Bahasa Indonesia *pengaturan*. According to *Kamus Besar Bahasa Indonesia* (KBBI) *pengaturan* means “disusun baik – baik (*rapi, tertib*). The reason why the translator maintained the word “setting” is because the readers already familiar with that word.

(Datum number 2)

ST: Setting for internet and messaging

TT: Setting untuk internet dan perpesanan

The datum above shows us that the word “internet” could not be translated into Bahasa Indonesia. It is because “internet” in Bahasa Indonesia means “*jaringan computer yang terkoneksi secara global*” and it is too long to write. In this case the translator already did a correct thing because the readers already know the meaning of “internet” According to *Oxford Advanced Learner’s Dictionary 7th Edition* internet means “the large system of connected computers around the world which allows people to share information and communicate with each other” (Datum number 7)

ST: The liquid identity logo

TT: Logo identitas cairan

The word “logo” according to *Oxford Advanced Learner’s Dictionary 7th Edition* means “a design or symbol used by a company to advertise its products” and according to *Kamus Besar Bahasa Indonesia* (KBBI) “logo” means “*huruf atau lambang yang mengandung makna, terdiri atas satu kata atau lebih sebagai lambang atau nama perusahaan dan sebagainya*”. The datum above shows that both source text and target text has the same meaning and spelling.

(Datum number 14)

ST: 4. At first start – up, select the language for your phone menu

TT: 5. Pada pengaktifan pertama kali, pilih bahasa untuk menu ponsel anda

Even the datum “menu” above has different spell or pronounce rules between source and target text; /' **men.ju:** / in English and /**menu/** in Bahasa Indonesia, but the meaning and the writing are still the same. According to *Oxford Advanced Learner’s Dictionary 7th Edition* menu means “list of the food that you can eat in a restaurant the waiter brought the menu and the wine list” while according to *Kamus Besar Bahasa Indonesia* (KBBI) “menu” means “*daftar atau rangkaian jenis makanan dan minuman yang tersedia dan dapat dihidangkan*”. The meaning of the word menu on the datum is not about the food but it is more about something that the cell phone offers to the users.

(Datum number 92)

ST: email

TT: email

According to *Oxford Advanced Learner’s Dictionary 7th Edition* “email” means “the system for using computers to send messages over the Internet” according to *Kamus Besar Bahasa Indonesia* (KBBI) “email” means “*massa berupa cat tidak bening yang dipakai untuk melapis bendarilogam, gelas, atau tembikar*” . It is very different in meaning between the source and target text, thus the target text should be translated as *surel* or *surat elektronik*.

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