

**THE TRANSLATION IDEOLOGY BASED ON THE TRANSLATION STRATEGIES
APPLIED IN THE TRANSLATION OF THE PROPER NOUNS IN CHRIS
COLOMBUS AND NED VIZZINI'S *HOUSE OF SECRETS* NOVEL**

Written by : Ester Susetya Ningsih
First Supervisor : Drs. Suhaini Muhammad Saleh, M.A.
Second Supervisor : Andy Bayu Nugroho, S.S., M.Hum.

English Literature Study Program
English Language Education Department
Faculty of Languages and Arts
Yogyakarta State University

estersusetya.ningsih@gmail.com

ABSTRACT

This research aims to describe: 1) the categories of proper nouns found in Chris Columbus and Ned Vizzini's *House of Secrets* novel, 2) the strategies used by the translator in translating the proper nouns, and 3) the translation ideology based on the dominant strategy which is applied in translating the proper nouns. This research employed mixed methods, descriptive qualitative method and quantitative method. The data are the original or English version of proper nouns and their Bahasa Indonesia translations found in *House of Secrets* novel, which are in the form of words and phrases. The results of the research showed three findings. In terms of proper nouns, there are nine categories. They are names of person, names of animals, names of geographical units, names of buildings, names of historical events, names of time units, names of groups and languages, names of religions, and names of awards and brands. Among the categories, names of person became the most frequent category which is appeared 143 times (39.18%) in the novel. In terms of translation strategies, there are seven translation strategies: preservation, addition which are included under foreignization ideology, and then followed by localization, globalization, omission, transformation, and creation which are considered under domestication ideology. The result shows that preservation strategy was the most dominant strategy since it occurred 275 times (75.34%) in the novel. Thus, the findings clearly showed that the ideological tendency of the translation of the proper nouns was foreignization since the dominant strategy which is applied was under foreignization ideology

Keywords: proper nouns, translation strategies, translation ideology, *House of Secrets*

I. INTRODUCTION

Children's literature has a lot of genres, most of them also have subgenres. For example, there is a fiction novel for children which subgenre is fantasy. Both fiction and non-fiction have some stories in which usually have some characters inside, and each character has its own name given by the author. Then, the names of the characters grammatically can be called as the proper noun. Newmark (1998b) divides proper nouns into five categories, they are: proper names, historical institutional terms, international institutional terms, national institutional terms and cultural terms. They can be found in some artworks of children's literature which subgenres are fantasy or fiction, and fairy tales. Those proper nouns are treated differently, sometimes they do not need to be translated, sometimes they are directly transformed and sometimes they are added with definitions or explanations. Thus, fairy tale and the fiction are the ones in which proper nouns are frequently

translated because they usually contain certain meaning.

According to the statement above, the researcher tried to find the fittest artworks for this research. The choice went to the novel entitled *House of Secrets*. It is a *New York Times* bestseller written by Chris Columbus and Ned Vizzini. This novel focuses on imaginary world that contains with various numbers of proper nouns from the real to the imaginary ones. The proper nouns in this novel are translated based on the messages or meanings inside them.

Thus, the translator has to make a precise decision in choosing the fittest strategies in translating the proper nouns found in this novel to ensure that the messages are accurately digested by the readers. The dominant strategies that are used to translate the proper nouns can be a parameter to identify the ideological tendency of the translator toward the text. When the translator chooses to maintain the names of the proper nouns, it means that the translator wants to introduce

new terms to the target readers, or it can be called as foreignization. In the contrary, when the translator decides to transform the names, it means the names are wanted to be understood easily by the target readers, so it is commonly called as domestication.

This research focuses on categorizing the proper nouns found in the text and analyzing the strategies applied to each of them. Then, the collected strategies will show the ideological tendency of the translated text. The subject of this research is a novel entitled *House of Secrets*. This novel has been translated into various languages and it is addressed for children and teenagers, so the proper nouns need special treatments.

Based on the background and the research focus, the objectives of the research are to identify the categories of proper nouns found in Chris Columbus and Ned Vizzini's *House of Secrets* novel, to reveal the strategies used by the translator in translating the proper nouns, and to find out the ideological tendency of the

translation of the proper nouns based on the dominant strategies which are applied.

II. THEORETICAL REVIEW

In this research, the definition of translation proposed by Kelly (2005) is chosen since he defines translation as the skills of translator. One of the skills which become significant to support this research is decision making skill. It will affect the translation in choosing the strategies that will be used to translate proper nouns. Then, from the most frequent strategies used to translate the proper nouns, the researcher can identify the ideological tendency of the translator.

'The word(s) by which an individual referent is identified, that is to say, the word(s) whose main function is/are to identify, for instance, an individual person, animal, place, or thing' is stated by Nord (2003:184). This definition then chosen by the researcher for this research. The researcher sees its close relation with

translation of translation since he said that proper nouns may be non descriptive, but they are informative. It means that if the information is explicit, as in a descriptive name, the name can be translated, but if the information is implicit, the translator can ignore it unless he/she intends to add some information.

The choice of translation strategy can reflect the 'translation ideology' which covers the tendency, consideration and interest of the translation. Venuty (1995) is concluding two translation tendencies. Those tendencies, however, showing a serious contrast; on one hand it is believed that a good translation is a translation which holds the source language and culture, or commonly called as foreignization, while in another hand it is believed that a good translation has to close to the target language and culture, or recognized as domestication.

To answer the first research questions, the researcher uses the nine categories of proper nouns proposed

by Howard (2009). His categorization covers; 1) part of person's names, 2) given or pet names of animals, 3) geographical and celestial names, 4) monuments, buildings, meeting rooms, 5) historical events, documents, laws, and periods, 6) months, days of the week, holidays, 7) groups and languages, 8) religions, deities, scriptures, 9) awards, vehicles, vehicles models, brand names. These nine categories of proper nouns are commonly found in literature texts, especially in the novel *House of Secrets*. Thus, the categorization of proper nouns is needed to classify all of the proper nouns which are found in the novel, so they can be analyzed for this research.

The second and third questions are about the strategies used in translating proper nouns and ideological tendency of the translated proper nouns based on the dominant strategies which are applied. Then, it is the researcher task to find the appropriate theory to solve these two questions. It has been decided that the

researcher chose translation strategies proposed by Davies (2003). Her translation strategies are preservation, addition, localization, transformation, globalization, omission, and creation. These seven strategies are related to ideology of translation which is foreignization and domestication. Foreignization ideology covers preservation and addition, while localization, transformation, globalization, omission and creation are under domestication ideology. In the end, the researcher can see the ideological tendency of the translation of the proper nouns by tracing the most-used strategy in translating the proper nouns.

III. RESEARCH METHOD

This research employed mixed methods, both descriptive qualitative method and quantitative method. Mixed methods research is a research design (or methodology) in which the researcher collects, analyzes, and mixes (integrates or connects) both quantitative and qualitative data in a

single study or a multiphase program of inquiry (Creswell, 2003). The purpose of this method of research is that the combination of both qualitative research and quantitative research provide a better understanding of a research problem or issue than either research approach alone. This research focused on categorizing proper nouns found in *House of Secrets* novel. The analysis allowed this research to set up categories and count occurrences belong to each category. Then, the collected data was recommended to be counted using a simple statistic.

The data are the original or English version of proper nouns and their Bahasa Indonesia translations found in *House of Secrets* novel, which are in the form of words and phrases. The key instrument of the research was the researcher, and then supported by data sheets. The trustworthiness of the research was gained by performing credibility, dependability and conformability. The

trustworthiness also gained by applying triangulations.

IV. FINDINGS AND DISCUSSION

The results of the research showed three findings. In terms of proper nouns, there are nine categories. They are names of person, names of animals, names of geographical units, names of buildings, names of historical events, names of time units, names of groups and languages, names of religions, and names of awards and brands. Among the categories, names of person became the most frequent category which is appeared 143 times (39.18%) in the novel. In terms of translation strategies, there are seven translation strategies: preservation, addition which are included under foreignization ideology, and then followed by localization, globalization, omission, transformation, and creation which are considered under domestication ideology. The result shows that preservation strategy was the most frequent strategy since it occurred 275

times (75.34%) in the novel. Thus, the findings clearly showed that the ideological tendency of the translation of the proper nouns was foreignization since the dominant strategy which is applied was under foreignization ideology.

1. Proper Nouns Categories Found in *House of Secrets* Novel

a. Part of a Person's Names

From 365 proper nouns found in this research, there are 143 proper nouns belong to part of a person's names category.

024/3/4/Ppn/ST/D	the Walkers	keluarga Walker
------------------	-------------	-----------------

The name *the Walkers* is also included to the part of person's name category. As stated before, names under this category can be represented in the form of a single person name and also name of a group of people, including family name. In English as the source language, names which are begun with determiner "*the*" and followed by letter *-s* commonly refer to family names, which are considered equivalent to the term *keluarga* in the

target language, Bahasa Indonesia. According to the existing of the equivalent term that can replace the source text term, the researcher considers that the translator transfers the name *the Walkers* by applying transformation strategy into *keluarga Walker*. This strategy occurs when the names of the source language are altered or distorted, or when an equivalent names in the target language occur replacing the foreign name from the source language. As the result, the transformation strategy brings the name closer to the target reader's culture and tends to domestication ideology.

b. Given or Pet Names of Animals

The researcher found that there are eight names which are considered under this category. All names under this category are translated only by using preservation strategy.

034/5/8/Apn/SP/F	Misty	Misty
------------------	-------	-------

The name *Misty* is considered as pet names of animals since it is a name of a horse. The name is transferred to the target text by

applying preservation strategy. It is calico horse, and it is female. The translator chooses to preserve the form of the name since it just the name of an animal and has no any significant meaning. The application of this strategy made the name to be known as a foreign name by the target readers. Thus, this translating strategy leads into foreignization ideology.

c. Geographical and Celestial Names

In this research, there are 49 proper nouns belong to the geographical and celestial names category.

202/77/151 /Gec/SA/F	Goat Island	Pulau Goat – Pulau Kambing
----------------------	-------------	----------------------------

The name *Goat Island* in example number 4 is translated to the target text by applying addition strategy into *Pulau Goat – Pulau Kambing*. *Goat Island* has its literal meaning as *Pulau Kambing*. Then, the translator decides to put the literal meaning as additional information to the translated name *Pulau Goat*. This additional information is also become additional description because the translator considers that not all target

readers master in English. The translated name is the preservation of the original source text name and then added by details which give the impression to the target readers that the name is a foreign name. Though the details made the name more understandable, the translation of the name tends to foreignization ideology.

d. Monuments, Buildings, Meeting Rooms

There are 16 proper nouns belong to this category. In this research, the researcher found that the names under this category are almost all translated by using preservation strategy.

049/10/18/Mbr/SP/F	Steinway	Steinway
--------------------	----------	----------

The name *Steinway* is rendered into *Steinway* by using preservation strategy. *Steinway*, according to its website, is the company that has been granted more than 125 additional patents, positioning the Steinway as the piano by which all others are judged. It is considered as buildings names because it is name of a firm or company. There are no further explanations given by the author about

this name. Thus, the translator maintains the foreign term in order to introduce this term to the target readers. This preservation strategy leads to foreignization ideology.

e. Historical Events, Documents, Laws, and Periods

There are 38 proper nouns in the novel which belong to this category.

038/5/9/Hdp/SA/F	Great San Fransisco Earthquake	Gempa Besar yang mengguncang San Fransisco
------------------	--------------------------------	--

The phrase *Great San Fransisco Earthquake* is considered as part of this category because it is an event happened in the past. It is in line with the meaning of time, which means an occasion or period, or the experience connected with it, according to *CALD*. This name rendered into *Gempa Besar yang mengguncang San Fransisco* by applying addition strategy. It actually can be literally translated into *Gempa Besar San Fransisco*, but the translator chooses to add some details or information. The details --yang mengguncang-- (-that shake-,

translated) are inserted to prevent ambiguity in target readers' perception. Though the details made the name more understandable, but the readers are still consider that it is a foreign term, so the translation of the name tends to foreignization ideology.

f. Months, Days of the Week, Holidays

The names under this category are found seven times.

112/39/75/ Mdh/SP/F	Halloween	Halloween
------------------------	-----------	-----------

The name *Halloween* is under the names of holidays since it is refer to a day marked by a general suspension of work in commemoration of an event. *Halloween*, according to *CALD*, is defined as the night of 31 October when children dressed up in special clothes and people try to frighten each other. Halloween is translated by employing preservation strategy in which the name is preserved to the target text without any changes. The translator maintains the name in the target in order to introduce new terms to the target readers and bring the reader to the source language

culture. However, Halloween is popular in the target language and there is no equivalent name in the target language that can replace it. By maintaining the name, the translator wants the name leads to foreignization ideology.

g. Groups and Languages

There are 29 proper nouns under this category found in this research.

206/77/152/ Grl/SP/F	Tuchayune	Tuchayune
-------------------------	-----------	-----------

The name *Tuchayune* is preserved to the target text into exactly the same name without any changes. *Tuchayune* is a tribe who lives in Goat Island. *Tuchayune* people originally come from America who buried their leader sitting up. Tribe name is under groups' names category. The name is preserved because there is no equivalent name in the target text. It is because the tribe or the people are not very popular in the target language like *Indian*. The way the translator simply preserves it has led the translated name to foreignization ideology.

h. Religions, Deities, Scriptures

In this research, there are eight proper nouns which belong to this category.

086/25/46/Rds/SL/D	Christian	Baptis
--------------------	-----------	--------

The word *Christian* is included into religion name, and it is under the religions, deities, scriptures category. The name *Christian* appears in expressions inside original text and translated text as below.

SE: “They like to talk. But they didn’t tell me your Christian names—“

TE: “Mereka senang bergunjing. Tapi, mereka tidak menyebutkan nama baptis kalian—“

From the given context, the researcher understand why the translator using localization strategy instead of transformation strategy. Localization does not contain any strangeness of the foreign text and thus, does not cause any misunderstanding for the TT readers (Davies 2003: 84). In this case, *nama baptis* is more common in target language culture than *nama Kristen*.

This translated name is understandable for the target reader because people in Indonesia know that *nama baptis* is automatically used by Christian, so the explanation that it is *nama Kristen* is not needed. This application of localization strategy leads the name to domestication ideology.

i. Awards, Vehicles, Vehicle Models, Brand Names

There are 67 proper nouns under this category.

027/4/7/Avb/SP/F	Toyota	Toyota
------------------	--------	--------

The name *Toyota* is commonly known as ‘Toyota Motor Corporation is a Japanese company that engages in the design, manufacture, assembly, and sale of passenger cars, minivans, commercial vehicles, and related parts and accessories primarily in Japan, North America, Europe, and Asia’ (Mkono,2013). The names are maintained by the translator because the names are very popular among the audiences in all around the world. It is

also uncommon for brand names to be translated into certain names in target languages. The intention of the translator is to lead the names into foreignization strategy since they are known by the target readers as brand names which belong to foreign country.

2. Translation Strategies used in Translating Proper Nouns in *House of Secrets* Novel

a. Preservation

Preservation is a strategy occurs when the translation of the source text term are transferred directly without any further explanations; they can be simply preserved or copied. In total of 365 proper nouns, this strategy is applied 275 times.

077/21/39/ Mbr/SP/F	John Muir Medical Center	John Muir Medical Center
------------------------	--------------------------------	--------------------------------

John Muir Medical Center is considered as part of buildings names. This name is preserved to target language by maintaining the form of

the name into *John Muir Medical Center*. The translator fully understands that it is name of a hospital which is located in foreign country. Thus, he decides to maintain the original name in order to introduce the name to the target readers. The way the translator chooses preservation strategy to translate this term leads the name into foreignization ideology.

b. Addition

Addition is a strategy occurs when translator chooses to keep the original item but supplement the text with whatever information is judged necessary (Davies, 2003). It occurs 11 times in this research.

125/47/92/ Ppn/SA/F	Red Baron	Red Baron—si penerbang pesawat tempur legendaris asal Jerman--
------------------------	--------------	---

The name *Red Baron* is conveyed to the target text by employing addition strategy into *Red Baron—si penerbang pesawat tempur legendaris asal Jerman*. *Red Baron* is a pilot. This addition strategy is applied in order to give additional

detail to explain the foreign word in the source text which is still maintained and introduced in the target text. As stated before that the application of addition strategy will lead to foreignization ideology, but it does not fully apply in this data. The additional addressing term *si* is considered to give more effects to domestication ideology since the addressing term *si* is very specific and belongs to the target language culture. The additional details also gives the clear impression to the target reader that something uncommon has just being introduced to them.

c. Localization

This translation strategy is used when culture-specific references are replaced by ones that are more familiar to the target audience. This strategy is applied nine times.

212/80/158/Hdp /SL/D	<i>The Great Snake</i>	<i>Si Ular Hebat</i>
-------------------------	------------------------	----------------------

The name *The Great Snake* is rendered in the target text by using localization strategy into *si Ular Hebat*. *The Great Snake*, according to the story inside the text, is a title of

book written by Kristoff which is read by Cordelia. The translator preserves the name *Great Snake* into *Ular Hebat*, but he translated the determiner *the-* into *si* which is common in target language as an addressing term. As the name is literary translated and is added by the addressing term *si*, the name sounds familiar in target language. The strategy of localization used in translating this name has made the translated name tends to domestication ideology.

d. Globalization

This strategy occurs when items of the source language are replaced by the ones that have less cultural associations. This strategy is the most infrequent strategy used by the translator to translate the proper nouns since it is only applied six times.

134/50/98/Gec/SG/D	Gallic	Galia
--------------------	--------	-------

The name Gallic is translated into *Galia*. According to *Wikipedia*, *Gallic* is also called as Gaul (Latin: Gallia), an ancient region of Europe roughly corresponding to modern France and parts of surrounding

countries but also to the Gauls, the Celtic people of this region, and by extension to the French people. The translator uses globalization strategy since it can be applied while translating an ethnic nickname into a neutral term. It is in line with the statement which explains that ‘globalization of CSIs makes the TT accessible to a much wider audience’ (Davies 2003). Moreover, globalization conveys the essential characteristics of the translated concept and at the same time helps to avoid details that could be misunderstood by the TT readers (Davies 2003). The way the translator translates the name *Gallic* into *Galia* (Latin translated) because Latin is considered more general. Finally, the using of globalization strategy has brought the translated name to domestication ideology.

e. Omission

This strategy is used when a problematic culture-specific item is omitted and there are no any substitutes for it in the target text.

The name *spartan* represents a person or group of people who live in an ancient city called Sparta. The expressions can be seen below.

SE: But when she saw the truck, she realized it wasn’t *spartan* like self-denying; it was *Spartan* like a citizen of ancient Sparta, with a plumed helmet for a logo.

TE: Tapi, ketika melihat truknya, dia baru sadar arti *spartan* disini bukan hidup susah, melainkan warga Sparta Kuno, dengan helm berjambul sebagai logonya.

From the expression above, *Spartan* is omitted and does not occur in the target text. The way the translator omits the source text name *Spartan* is considered to be a precise trick to minimize the foreignness or the foreign name in the target text. The word *Spartan* appears two times in source expression, and just appear one time in target expression. The translator considers that the word *Spartan* which is omitted has a

075/21/38/Grl/SO/D	<i>Spartan</i>	-
--------------------	----------------	---

meaning as citizen of ancient Sparta, so the translator omits it because he wants to give implicit information that the citizen of ancient Sparta is Spartan. The translator omits it in target expression and decides to directly use ‘warga Sparta Kuno’ (Ancient Sparta citizen, translated). Moreover, this omission does not create any harm for both the meaning and the context since the existence of the expression *Spartan* already has its meaning explanation by the author. Finally, the employment of omission strategy is considered as an effort to give effect to domestication ideology.

f. Transformation

This strategy occurs when there is substitution of the source language names into one equivalent name which exist in the target language. This strategy is the second most frequent strategy applied by the translator to translate the proper nouns since it is applied 34 times.

276/118/236/Mdh/ STD	Christmas	Natal
-------------------------	-----------	-------

The name *Christmas*, according to *Wikipedia*, is defined as

an annual festival commemorating the birth of Jesus Christ, observed most commonly on December 25th as a religious and cultural celebration among billions of people around the world. This name is part of names of holidays because it is a special period or ceremony to celebrate particular event which usually held routine every period of time. The name *Christmas* is transferred into *Natal* in the target text by employing transformation strategy. *Natal*, based on *KBBI* is defined as 1.) *kelahiran seseorang*; 2.) *kelahiran Isa Almasih (Yesus Kristus): hari raya untuk memperingati kelahiran Isa Almasih, tanggal 25 Desember* (1. the birth of someone; 2. the birth of Isa Almasih (Jesus Christ); a celebration day to commemorate the birth of Isa Almasih in 25th of December, translated). The translator simply adopts and takes the existing name, *Natal*, to replace and translate the name *Christmas* is because the source name is semantically equivalent to the name *Natal* which exists in the target language. The translation is considered

lead to domestication ideology since the name *Natal* has already familiar to the target readers and makes the readers stay home.

g. Creation

This strategy is used when there is a recreation of name from the source language to be one which is firmly or totally different from the source language or with one which is not present there.

312/156/31 0/Gec/SC/ D	South Sea island	salah satu pulau di Laut Pasifik
------------------------------	------------------------	-------------------------------------

The name *South Sea island* is translated into *salah satu pulau di Laut Pasifik*. The way the translator translate the name is using creation strategy. It means that the translator translates the source language term into one which is totally different and has no associative meaning. *South Sea island* can be literary translated as *pulau Laut Selatan* or *pulau di Laut Selatan*. While the target language term, *Laut Pasifik*, can be a translation of *Pacific Ocean* or *Pacific Sea*. The translator chooses to replace the source language name into one which is common, though the source term is a

name of a real place which is normally maintained or transformed in the target text. The aim of the translator in translating the name such way is because the source language name, though that is the name of a real place, is not quite popular through the target readers in Indonesia. If the name is translated into *Laut Selatan*, the target readers may thought that the sea is located in south of Java island which is not the same with the place which is mentioned in the text. The name is not as popular as other real-places names which are existed in the text. Since the translator decides to recreate the name instead of picking a unique name which exists in the target language which might cause a misleading direction, he decides to choose a common place *Laut Pacific* (Pacific Sea, translated). In the end, the decision of the translator to recreate the source text name into one which is more understood in the target text is considered leads the name into domestication ideology.

3. The Translation Ideology Based on the Dominant Strategy Used in Translating the Proper Nouns

Foreignization ideology covers two strategies namely preservation and addition. Domestication ideology shares five strategies namely localization, globalization, omission, transformation, and creation. From the 365 data findings, there are 286 data (78.35%) lead to foreignization ideology and 79 data (21.65%) tend to domestication ideology. Thus, it clearly showed that the ideological tendency of the translator in translating the proper nouns is considered as foreignization ideology.

a. Foreignization Ideology

This research shows that from the 365 data findings, there are 286 data (78.35%) lead to foreignization ideology. The foreignization ideology covers two strategies namely preservation and addition. Strategy of preservation is employed 275 times (75.34%), while strategy of addition is used 11 times (3.01%).

b. Domestication Ideology

This research shows that from the 365 data findings, there are 62 data (16.99%) lead to domestication ideology. Domestication ideology shares five strategies namely localization which is applied nine times (2.47%), globalization strategy which is applied six times (1.64%), omission strategy which is used six times (1.64%), transformation which is employed 51 times (13.98%), and creation strategy which is applied seven times (1.92%).

V. CONCLUSIONS

Based on the findings and the discussions, the conclusions can be shown below.

1. The Proper Nouns Categories Found in *House of Secrets* Novel

From 365 proper nouns found in the texts, part of a person's name (Ppn) has the highest frequency with 143 occurrences out of 365 proper nouns, so it becomes the most frequent category of proper nouns found in the texts. The next category is awards, vehicles, vehicle models, brand names

(Avb) which occur 67 times. The third most frequent category is geographical and celestial names (Gec) which occur 49 times. Then, the next category is historical events, documents, laws, and periods (Hdp) which occur 38 times. It is followed by groups and languages (Grl) which are appeared 29 times. Then, it is followed by monuments, buildings, meeting rooms (Mbr) which are appeared 16 times. The next category is given or pet names of animals (Apn) which occur eight times. Then, it is followed by religions, deities, scriptures (Rds) which occur eight times. In the end, the most infrequent category is months, days of the week, holidays (Mdh) which only appear seven times.

2. The Translation Strategies Used in Translating the Proper Nouns

From 365 proper nouns found in the texts, preservation strategy is the most frequent strategy since it is used 275 times. The second most frequent strategy is transformation which is used 51 times. Then, addition strategy takes the third place since it is used 11

times. Localization strategy becomes the fourth most frequent strategy since it is used nine times. It is followed by creation strategy which is used seven times. Then, the next is strategy of omission which is used six times. The last strategy is globalization, and it is also used six times.

3. The Translation Ideology Based on the Dominant Strategy Used in Translating the Proper Nouns

From the 365 data findings, there are 286 data (78.35%) lead to foreignization ideology and 79 data (21.65%) tend to domestication ideology. Thus, it can be concluded that the way the translator translates the proper nouns tends to foreignization ideology. It means that the translator has tendency to introduce foreign terms and cultures to the target readers.

REFERENCES

- About Steinway*. (2016). Retrieved 8 11, 2016, from Steinway & Sons: www.steinway.com
- Columbus, C. (2014). *House of Secrets*. London: Harper Collins Publishers Ltd.

- _____. (2015). *House of Secrets*.
Translated into Bahasa Indonesia
by Lulu Fitri Rahman. Jakarta:
Mizan Publika.
- Creswell, J. W. (2003). *RESEARCH
DESIGN Qualitative,
Quantitative and Mixed Methods
Approaches SECOND EDITION*.
Thousand Oaks, CA: Sage
Publications.
- Davies, E. E. (2003). "A Goblin or a
Dirty Nose ? Treatment of
Culture-Specific References in
Translations of the Harry Potter
Books". *The Translator: Studies
in Intercultural Communication*.
London: St. Jerome.
- Howard, B. *Capitalizing Proper
Nouns*. (2009). Accessed July,
10th 2016.
[http://englishplus.com/grammar/
00000045.htm](http://englishplus.com/grammar/00000045.htm)
- Kelly, D. (2005). *A handbook for
translator trainers: A guide to
reflective practice*. Manchester,
UK: St. Jerome
- Newmark, P. (1998b). *Approaches to
Translation*. Hertfordshire:
Prentice Hall International Ltd.
- Nord, C. (2003). *Proper Names in
Translation for Children: Alice
in Wonderland as a Case in
Point*. *Meta*, 48 (1-2), pp.182-
194.
- Nkomo, T. (2013). *Analysis of Toyota
Motor Corporation*.
- Venuty, L. (1995). *The Translator's
Invisibility: A History of
Translation*. London: Routledge.