

METHODS & TECHNIQUES IN THE ENGLISH TRANSLATION OF BALINESE CULTURE IN THE NOVEL *SUKRENI GADIS BALI*

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ABSTRACT

Translating cultures and other specific, context-based terminologies are never easy to perform as language structures, circumstances, readerships, and translators' perspectives come to play. The text is set in the context of a specific society that is closely related to its origin culture. In the text, culture can take the form of norms, values, habits, materials, or natural conditions. Although stated differently, source and target text are conceptually and logically comparable. The concepts or meanings of the source and target text are not always the same. The process requires the translators' adaptability skills to select necessary translation methods and techniques considered appropriate to the target readership. Therefore, the present study would like to examine translation methods and techniques employed in the treatment of cultural terms in the novel. The English translation of 'Sukreni' and the original Indonesian novel are the foci of this current study. This is a qualitative study that makes use of the content analysis approach. The data analysis technique categorizes the translation results based on cultural concepts, techniques, and methods. The fourteen translation techniques of Molina & Albir and the six translation methods of Hervey & Higgins are the frameworks of analysis in this study. Espindola & Vasconcellos's concept of cultural elements distinguishes the types of cultural concepts portrayed in the original novel. The results show that the translation methods adopted to accommodate the cultural terms are adaptation and communicative methods. At the same time, the commonly used translation techniques are modulation, transposition, and adaptation. It can be concluded that the translator's ideology also came to play alongside the choice of the translation methods and techniques when it comes to the readership of the target language. Methods and techniques of translations that are more inclined to the target language positively impact the translation results. Anthroponymy is the dominant cultural term in the original novel in the cultural category.

Keywords: translation, culture terminology, techniques, literary translation

ABSTRAK

Menerjemahkan budaya dan terminologi spesifik berbasis konteks lainnya tidak pernah mudah dilakukan karena struktur bahasa, keadaan, jumlah pembaca, dan perspektif penerjemah ikut bermain. Teks diatur dalam konteks masyarakat tertentu yang terkait erat dengan budaya asalnya. Dalam teks, budaya dapat berupa norma, nilai, kebiasaan, materi, atau kondisi alam. Meskipun dinyatakan secara berbeda, teks sumber dan teks target secara konseptual dan logis dapat dibandingkan. Konsep atau makna teks sumber dan teks sasaran tidak selalu sama. Proses tersebut membutuhkan keterampilan Adaptation penerjemah untuk memilih metode dan teknik penerjemahan yang diperlukan yang dianggap sesuai dengan target pembaca. Oleh karena itu, penelitian ini ingin mengkaji metode dan teknik penerjemahan yang digunakan dalam penanganan istilah budaya dalam novel tersebut. Terjemahan bahasa Inggris 'Sukreni' dan novel asli Indonesia menjadi fokus kajian kali ini. Penelitian ini merupakan penelitian kualitatif yang menggunakan pendekatan analisis isi. Teknik analisis data mengkategorikan hasil terjemahan berdasarkan konsep, teknik, dan metode budaya. Empat belas teknik penerjemahan Molina & Albir dan enam metode penerjemahan Hervey & Higgins menjadi kerangka analisis dalam penelitian ini. Konsep elemen budaya Espindola & Vasconcellos membedakan jenis konsep budaya yang digambarkan dalam novel aslinya. Hasil penelitian menunjukkan bahwa metode penerjemahan yang diadopsi untuk mengakomodasi istilah budaya adalah metode Adaptation dan komunikatif. Sementara itu, teknik penerjemahan yang umum digunakan adalah Modulation, Transposition, dan Adaptation. Dapat disimpulkan bahwa ideologi penerjemah juga ikut bermain di samping pilihan metode dan teknik penerjemahan dalam kaitannya dengan pembaca bahasa target. Metode dan teknik penerjemahan yang lebih condong ke bahasa sasaran berdampak positif terhadap hasil terjemahan. Antroponimi adalah istilah budaya yang dominan dalam novel asli dalam kategori budaya.

Kata kunci: penerjemahan, istilah budaya, teknik penerjemahan, penerjemahan sastra

INTRODUCTION

Translators have a central role in the translation process, so they will choose between using an ideology that emphasizes the source language with all its implications or another ideology that emphasizes the target language with all its implications (Hoed, 2006; Ordudary, 2008). When it comes to the cultural factor, the obstacle in translation is that there are no two cultures that are alike. Every culture has its own unique characteristics. This cultural complication greatly influences translation because not all terms have their equivalent in other cultures. One form of a translation solution is the use of methods and translation.

The translator's attention to detail is another crucial aspect that determines the quality of the translation. Meanings and quality must also be packaged or delivered in a language that follows the local norms and culture. A translation that is not under the prevailing rules, norms, and culture in the target language is unnatural and may be rejected by the reader. It can be said that translation methods and techniques are a solution to overcome the problems in cultural translation.

A study on the translation of English political culture terms in forms of institutions, terms, and abbreviations into Arabic found that the student participants of the study lacked declarative knowledge, i.e., knowledge of the TL political culture and procedural knowledge, i.e., training in translating TL political culture (Qassem, 2014). Deficiencies in strategic and cultural competencies when rendering cultural terminologies in SL and TL significantly affect the translation. Failures in knowing cultural boundaries in both languages and understanding the original writer's intention are major findings to set practical translation strategies and procedures (Qassem, 2021). The relevant research findings do not satisfactorily highlight the most critical aspects of translation quality, such as method and technique selection for high-quality translation, as well as the translator's factors. This vacancy or gap is what researchers consider necessary for in-depth research.

Cultural aspects in translation as described above are also found in the novel *Sukreni Gadis Bali* (abbreviated as SGB) by Anak Agung Pandji Tisna (2010), reflecting the sociocultural background of the Balinese people. The novel reveals the cultural customs of the Balinese people, such as the belief in the existence of the law of *karmapala*, the law of inheritance, the *Ngaben* ('the cremation ceremony'), and belief in destiny, tolerance for fellow religions, social classification, and true love. The elements of local Balinese culture in the SGB novel are one of the main attractions for research. This novel has been translated into English by George Quinn under the title *The Rape of Sukreni* (abbreviated as TRS) (Tisna, 2012). The translator of this novel, Dr. George Quinn, is an expert on Javanese literature and culture based in Australia.

Translators who do not have a background or knowledge of Balinese culture must serve as much as possible to translate Balinese cultural terms as naturally as possible so that readers do not feel they are reading something foreign that they do not understand or that translators are looking for an equivalent culture in the target language that can represent Balinese cultural terms (Made, 2016). Translation of cultural items such as rituals and Balinese calendar terms should be handled with care. Carefully thought and selected translation strategies are crucial in producing the results. Susini (2018) suggests that superordinate forms, loan words, paraphrasing, and direct translation strategies are beneficial in translating Balinese Hindu ritual terms related to time. All translation strategies must be accompanied by additional information or special notes. While Balinese Hindu ritual terms have several translation strategies, Bali's arts and literature need similar care to their language use and cultural ideology. Literature translation and adaptation need to consider the theme, characters, plot, settings, moral message/values, and viewpoints of the story (Dwiyani, 2013). The translation may result in confusion if it is done sloppily, yet an excellently written text if the translation is done correctly. Based on the background of the problem, the research questions are as follows:

1. What translation method is used to translate Balinese cultural terms in the novel *Sukreni Gadis Bali* into English?
2. What translation techniques are used to translate Balinese cultural terms in the novel *Sukreni Gadis Bali* into English?

Literature Review

In the translation literature, the language to be transferred is generally called the source language (SL). The language to which the language is transferred is called the target language (TL). Newmark (1983) distinguishes written and spoken translation indirectly. He said that translation is a skill that consists of trying to replace a written message or statement in one language with the same message or statement in another language. Newmark's shift in boundaries seems to reflect his development of views on translation theory (Newmark, 1981). While in his other work, Newmark argues that what is meant by translation is translating the meaning of a text into another language according to what the author intended. Newmark also provides translation restrictions. He states that translation is the transfer of the meaning of a text (which can be just a word or a book) from one language to another for a new audience of readers. These three limitations seem to be complementary: if the first limitation only emphasizes that translation involves the transfer of messages, the second limitation emphasizes the content of the author's message, while the third limitation reminds us that the audience of readers needs to be considered, namely the new audience of readers in the target language.

Another view states that translation emphasizes the equivalent meaning or text material, as in the classical definition of Catford (1978). He defines translation as replacing text material in one language (source language) with equivalent material in another language (target language). This definition emphasizes that the translation process must involve efforts to find the equivalent of the source language in the target language but does not explicitly indicate to what type and to what degree the equivalent can be applied.

Wills (1982) confines that “translation is a series of reformulation processes transposing a source-language text into target language text which is as close as possible to the former as possible; these processes suppose a syntactic, semantic and pragmatic comprehension of the content of the text.” This limitation states that the equivalent intended in translation is the most equivalent translation from a semantic, syntactic, and pragmatic point of view, depending on the text's type and importance. Therefore, Wills also uses the term transposition, which means the process of replacing the structure of the source language text with a grammatical structure. Difference in the target language produces a similar effect in the source language because it is the meaning that matters, not the form.

From the description above, we can conclude that translation involves the SL as a medium to convey the author's message and the TL as the medium used by the translator to retransmit the author's message in a different recipient's language. In addition, translation can be understood as a series of processes to transfer the meaning of the message in the source language text into the meaning of the equivalent message in the target language text according to what the author wants by considering the new audience of readers (in the target language). Although different expressions refer to language transfer activities, these words contain similar meanings, such as rendering, transferring, replacing, and turning. All of them rely on meanings as keywords. The meaning of the source language text must be transferred and searched for the closest possible equivalent in the target language text, both in terms of semantics, syntax, stylistics, and pragmatics, according to the purpose of translation and the orientation of the translator.

Cultural Concepts and Categories in Translation

Translators need to understand cultural categories, which are broadly classified by experts and researchers based on the form of cultural terms that are abstract, concrete, unique, unique, and can be universal. Therefore, experts and researchers have different opinions in categorizing the term culture. Newmark (1981) divides culturally charged words into five categories, namely (1) ecology, (2) material culture, (3) social culture, (4) organization, customs, activities, procedures, concepts, and (5) body language and habits. In contrast to the previously stated cultural categories, Espindola & Vasconcellos (2006) grouped cultural words into twelve categories:

1. *Toponyms* is a place name, a geographical name, a proper name for a locality, area, or other feature of the earth's surface
2. *Anthroponyms* are names and nicknames of ordinary and renowned persons and names alluding to a regional origin that acquire identification status.
3. *Form of entertainment* is described as amusement or diversion, which includes public acts or shows; it also includes offered hospitality, such as dinners, parties, and business lunches.
4. *Means of transportation* refer to how people and products are moved from one location to another.
5. *Fictional character* is a character in a novel, play, or film associated with fiction, imaginative works.
6. *Legal system* represents the standards of behavior inherent in human nature and are necessary for or binding on human society.
7. *Local institution* is an organization that assists or serves individuals in a particular area - health, education, employment, politics, administration, religion, or the arts.
8. *Measuring system* refers to units that are used to describe the size, weight, speed, and length of an object in various cultures.
9. *Food and drinks* refer to any solid or liquid material consumed by humans as nourishment.
10. *Scholastic reference* is related to school or studying.
11. *Religious celebration* has to do something special to mark a religious occasion.
12. *Dialect* is a user-related variation that determines the speaker's status regarding social class, age, sex, and education.

One of the factors that influence translation is culture. Based on the description of the cultural categories, culture is a dynamic, interactive, and developing social system. Culture constructs every situation that reflects the values of life that the community believes. Therefore, translation relates to the meaning and culture that underlies a language. Language and cultural differences are fundamental obstacles

in translation. In this case, TS and TSA readers come from different cultural backgrounds, so translators must understand both cultures so that the resulting translation is appropriate, understandable, and accepted by TSA readers. Table 1 shows the summary of cultural categories.

Table 1. Culture Categories of Espindola & Vasconcellos (2006) and Newmark (1981)

| Cultural Categories | |
|----------------------------|--|
| Espindola & Vasconcellos | Newmark |
| 1. Toponym | 1. Ecology |
| 2. Anthroponyms | 2. Material Culture |
| 3. Forms of Entertainment | 3. Social Culture |
| 4. Means of transportation | 4. Organization, Customs, Activities, Procedures, Concepts |
| 5. Fictional character | 5. Body Language and Habits |
| 6. Legal system | |
| 7. Local institution | |
| 8. Measuring system | |
| 9. Food and drink | |
| 10. Scholastic reference | |
| 11. Religious celebration | |
| 12. Dialects | |

The cultural categories of Espindola & Vasconcellos and Newmark are used as the basis by researchers to determine the cultural categories contained in *the Sukreni Gadis Bali* novel. If we look closely, the two theories have something in common. Therefore, the researcher adjusted based on these two categories to determine the category of Balinese culture in the novel *Sukreni Gadis Bali*.

Translation Methods

According to Molina & Albir (2004), the translation method refers to how a translation process is carried out, used to express the translator's purpose, such as the translator's general choice, which affects the entire text. The plan for implementing the translation is realized through three stages: 1) analysis of the source language text, 2) message transfer, and 3) restructuring. These three stages are commonly known as the translation process. In practice, the three stages are carried out in a certain way. This method is known as the translation method. It can be said that the implementation of activities in each stage of the translation process is within the framework of a specific method or method.

The problem of understanding the text in the context in which the text is produced and interpreted can be overcome by making target designs and needs analysis to determine which translation method to take. In this case, translators need to study the eight methods Newmark (2015) introduced based on the purpose and considerations for whom the translation is carried out. Four of the eight methods are oriented to SL, while the other four are oriented to TL. By Newmark, the eight methods are described in a diagram called diagram V. The eight translation methods are:

Table 2. Newmark's Translation Methods

| SL emphasis | TL emphasis |
|-------------------------------|-------------------------------|
| Word-for-word translation (1) | (5) Adaptation |
| Literal translation (2) | (6) Free translation |
| Faithful translation (3) | (7) idiomatic translation |
| Semantic translation (4) | (8) Communicative translation |

What is essential from the description of the method above is that the way of translating is not only one type; it depends on whom and for what purpose we translate. This is the result of design objectives and needs analysis. Hervey & Higgins (2002) simplified Newmark's V diagram with six methods ranging from M1 to M6 between SL and TL cultures. M1 is an exotic method, M2 is a cultural borrowing method, M3 is a calque method, M4 is a communicative translation method, M5 is an idiomatic translation method, and M6 is an adaptation method. The method described by Hervey & Higgins in Figure 1 is more straightforward than Newmark's V diagram. Moreover, all these methods can be used in translating Balinese culture in the novel *Sukreni Gadis Bali* which is the source of the data for this research.

[Culture] SL -----M1-----M2-----M3-----M4-----M5-----M6-----TL [Culture]

Figure 1. Hervey & Higgins’(2002) Six-method Translation Diagram

Note: M1: Exotic method; M2: Cultural borrowing; M3: Calque method; M4: Communicative; ethod; M5: Idiomatic method; M6: Adaptation method

Translation Techniques

Molina & Albir (2004) define translation techniques as procedures for parsing, interpreting, detailing, and classifying translation problems to produce translations properly. The translation technique diverts text messages from SL to TL text used for micro levels such as word level, phrase (word group), clause (sub-clause), or sentence. The use of translation techniques is carried out to get translation results that are acceptable and understood by the reader. Bosco (2000) divides translation techniques into two major groups, namely direct and indirect translation techniques. Because, in the two languages, there are differences in structure, grammatical, lexical, and culture. So, the translation technique is the bridge between the two. From the opinion regarding the translation technique, it can be concluded that it is a way to overcome translation problems at the level of words, sentences, or paragraphs.

Table 3. Molina & Albir Translation Technique

| Translation Technique | |
|------------------------------|-------------------------|
| Molina & Albir | |
| 1. Transposition | 12. Borrowing |
| 2. Modulation | 13. Literal Translation |
| 3. Adaptation | 14. Calque |
| 4. Generalization | |
| 5. Particularization | |
| 6. Description | |
| 7. Established Equivalence | |
| 8. Compensation | |
| 9. Discursive Creation | |
| 10. Variation | |
| 11. Reduction | |

RESEARCH METHOD

The sources of data in writing are 1) the novel *The Rape of Sukreni* (TRS) translated by George Quinn from the original novel written by A. A. Pandji Tisna with the title *Sukreni Gadis Bali* (SGB) and 2) translator. The data used in this paper only includes primary data, which consists of two categories. The first category is words, phrases, clauses, and sentences containing cultural terms obtained from the novel TRS, translated by George Quinn from the original novel SGB. The researchers use these words, phrases, and sentences to examine techniques and methods, and secondly, expert readers' responses to the level of equivalence, translation error, and accuracy.

The technique of data analysis used in this research is comparative analysis. The comparative model of Williams & Chesterman (2002) compares two texts at once, SL and TL. The comparative model focuses on the equivalence relationship between SL and TL to find coherence between SL and TL. The relationship between SL and TL found is also called a formal parallel relationship and an equivalence relationship between SL and TL of different languages. This equivalence relationship occurs between Indonesian-speaking students and English-speaking students. The advantage of using the comparative model is that it can see the differences by applying specific translation methods and techniques.

RESULTS AND DISCUSSION

The first discussion will be directed to research findings related to translation equivalence in translating this research data. The second discussion focuses on research findings on selecting translation methods and techniques.

Of the 12 translation techniques applied, 66.67% of them are oriented to the TL language. Of the 93-source data analyzed, 37 were identified as being translated using a single technique, and 41 were translated by applying the duplet translation technique. Meanwhile, there are 13 data translated by applying the triplet translation technique and 2 data translated by the quadruplet technique.

Table 4. Translation Technique Variant in *The Rape of Sukreni*

| Translation Technique Variant | Translation Technique | Frequency |
|-------------------------------|--|-----------|
| Single Technique | 1. Adaptation | 7 |
| | 2. Generalization | 3 |
| | 3. Modulation | 10 |
| | 4. Transposition | 2 |
| | 5. Literal Translation | 13 |
| | 6. Pure Borrowing | 2 |
| Duplet Technique | 1. Modulation + Adaptation | 5 |
| | 2. Modulation + Transposition | 12 |
| | 3. Modulation + Established Equivalence | 4 |
| | 4. Modulation + Particularization | 2 |
| | 5. Modulation + Generalization | 2 |
| | 6. Modulation + Pure Borrowing | 2 |
| | 7. Transposition + Adaptation | 7 |
| | 8. Literal Translation + Adaptation | 5 |
| | 9. Literal Translation + Description | 1 |
| | 10. Pure Borrowing + Description | 1 |
| Triplet Technique | 1. Literal Translation + Adaptation + Established Equivalence | 3 |
| | 2. Literal Translation + Description + Transposition | 1 |
| | 3. Literal Translation + Pure Borrowing + Description | 1 |
| | 4. Literal Translation + Transposition + Modulation | 1 |
| | 5. Literal Translation + Pure Borrowing + Adaptation | 2 |
| | 6. Literal Translation + Transposition + Adaptation | 1 |
| | 7. Modulation + Pure Borrowing + Transposition | 1 |
| | 8. Modulation + Transposition + Generalization | 1 |
| | 9. Modulation + Adaptation + Description | 1 |
| Quadruplet Technique | 1. Modulation + Transposition + Particularization + Generalization | 1 |
| | 2. Literal Translation + Pure Borrowing + Transposition + Adaptation | 1 |

Based on these findings on Table 4, it can be concluded that the dominant language-oriented technique shows the sizable cultural distance between the source text and the target text. There are two SL-oriented translation techniques (33.33%) which are the embodiment of the application of the semantic translation method based on the ideology of foreignization. On the other hand, there are seven translation techniques in favor of TL based on communicative translation methods.

Categories of Balinese Cultural Terms in the Novel *The Rape of Sukreni*

In the cultural translator in *The Rape of Sukreni*, Balinese cultural terms are categorized into anthroponymy, religious, political, and administrative, social class, religious holidays, clothing, livelihood, food and drink, household appliances, local institutions, toponyms, measurement systems, and legal system. The following is the classification of Balinese culture categories in the novel *Sukreni Gadis Bali*.

Table 5. Classification of Balinese Culture Categories in the novel *Sukreni Gadis Bali*

| Balinese Culture Categories | |
|-----------------------------|--------------------------------|
| 1. Toponymy | 1. Clothing |
| 2. Anthroponymy | 2. Household appliances |
| 3. Legal system | 3. Politics and administration |
| 4. Local institutions | 4. Religion |
| 5. Measuring system | a. religious leader |
| 6. Food and Drink | b. God |
| 7. Religious holidays | c. Belief |
| | d. Hindu's God Name |
| | 5. Social class |
| | 6. Livelihood system |

In this cultural category, anthroponymy becomes the dominant cultural term in *The Rape of Sukreni*. Anthroponymy is a cultural term that refers to things related to people's names, nicknames, and surnames. The tradition of names in Balinese society has rules that must be fulfilled and make a distinctive cultural identity of the Balinese people. For the Balinese people, giving a name to someone should not be arbitrary because it follows cultural rules that have existed for a long time. In translating names, the translator uses pure borrowing techniques so that the uniqueness of the Balinese name tradition is not lost, and the reader can feel the exoticism of the tradition. At the beginning of the book *The Rape of Sukreni*, the translator gives special notes about the meaning of the names of each character in the novel and how to read them. According to the author, this method effectively introduces this unique tradition to target readers unfamiliar with birth order and caste culture.

Translation Methods in the TRS

In the interview with the translator, the researcher can conclude that in translating Balinese cultural terms in the novel SGB, the translator chooses a method oriented to the target language but does not forget the source language. This is proven by using exotic methods that the translator applies by allowing the SL cultural elements to be in the TL. This method aims to present elements of culture and foreign atmosphere in the TL.

The translator uses a method oriented towards the target language to re-create the contextual meaning of the source language text, even though there are many syntactic and semantic barriers in the target language text, namely obstacles in form and meaning. In the TL-oriented translation method, the translator tries to make an impact that is relatively the same as what the original author expected on the TL version of the reader. This can be seen in the translation of the word *balai* (p.51), translated into a sleeping platform (p.45) because TL readers are more familiar with the concept of a sleeping platform than *hall*. In Balinese culture, the *hall* is a bed made of wood or bamboo, while in the context of Western culture, the sleeping platform is a place to put a mattress made of wood. Sleeping platforms and halls refer to objects that have the same meaning. The purpose of the translation is to convey information and influence the reader, so the translation results should not seem like the translation results. However, if the translated text is a type of expressions such as poetry, speech, or lyrics, the translator must reflect on the original version.

One of the appropriate methods used in translating Balinese culture is the exotic method not included in Newmark's V diagram. In the novel *Sukreni Gadis Bali*, some names are characteristic of Balinese people, such as **Ida Gede** or **I Gusti**. This name cannot be translated using the adaptation method because it will change the meaning, so the appropriate method for translating the name is an exotic method that aims to present a foreign atmosphere in the ST.

Translation Techniques in the TRS

Based on interviews with translators, the translation techniques used by translators are more directed to the target language. This technique is used to make it easier for the target reader to understand the content or message of the source text. For example, the word *Ratu* (p.12) is translated using the more general term **Boss** (p.11). In the target culture calling someone *Ratu* is uncommon, but in Balinese culture, the call *Ratu* is used for people with high caste. It can be seen carefully that the translator chose to translate the word **Ratu** into **Boss**, which is easier for the target readers to understand. So, it can be said that in translating Balinese culture into the target language, the translator chooses one of the translation techniques based on

audience design. Although the translator applies translation techniques that are more directed to the target language, it is undeniable that the translator also applies translation techniques that maintain the culture of the source language. This is done so that readers also feel Balinese culture when reading the translated novel.

An example of the use of translation techniques that maintain the culture of the source language is the word *Brahmana* (p.70). Why is the word *Brahmana* preserved? From the interviews with translators, the authors conclude that the reasoned translation of the word *Brahmana* is quite familiar in the target language culture. This word also has no equivalent in the target language. Balinese Hindu culture is influenced by Indian Hindu culture; although there are several different aspects, the influence is still there, one of which is the word *Brahmana*. By maintaining the culture of the source language, the translator indirectly introduces Balinese culture to the target readers and presents elements of foreign culture and atmosphere in the target text.

In translating, the translator has absolute power over translation techniques, which can be optional or mandatory. Translation techniques are used when the translator has difficulty translating at the level of words, sentences, or paragraphs. Ideally, translators are fluent in both languages they mediate. Of course, they will not impose the rules of the source language into the target language so that the target readers can understand the translation. Meanwhile, techniques related to the text are the options chosen by the translators because, for example, the distance between the text and the target reader, so they must choose specific translation techniques so that the readers can comprehend the essence of meaning, messages denoted from the original language to the readers' language.

CONCLUSIONS

The differences between the source language system and the target language system can cause language difficulties in translation. In translation activities, the primary task of the translator is to find the equivalence of meaning between the translated text and the translation. Language and culture are elements that will be very influential in translation. Adequate cultural understanding is needed in translation, even though the translation is a linguistic activity. Relationship between language and culture one of the parts that become an essential concern in translation is the issue of language and culture. To overcome the difficulties in translating the culture of the source language into the target language, the translator makes a target design and needs analysis to determine which translation method to take. In contrast, translation techniques overcome word, sentence, or paragraph problems. The study results indicate that the translation methods and techniques used by the translator are methods and techniques oriented towards the target language but do not forget the source language.

From the study results, it can be concluded that the translator is tasked with understanding the message to be conveyed by the author and conveying the message back to the reader in the target language. Translators are required to have an extensive vocabulary and know the culture of the language to be translated. In carrying out their work, translators need to consider the socio-cultural concepts in the source-language text. The socio-cultural concepts in the source language text cannot be confused with the culture of a translator. A translator must be able to distinguish between the two. To distinguish them, a translator must know the culture in the source language text compared to his own culture. A translator will consider whether it can translate the cultural concept by knowing it. If the cultural concept is still translatable, a translator will try to find a close equivalent; professional translators will not force their will if they cannot translate it.

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