TRANSLATION PROCEDURE OF CULTURE SPECIFIC TERMS
FOUND ON BOOK *BAHASA INGGRIS UNTUK PEMANDU WISATA*

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ABSTRACT

This study aims to analyzes the translation procedures and culture in specific terms in translating a book Bahasa Inggris Untuk Pemandu Wisata. The strategy of translation divided into procedure and method this study only discuss Procedure and Culture in specific terms (Newmark, 1988). This study approach a qualitative methods and the data was taken from the book Bahasa Inggris Untuk Pemandu Wisata (Dewi et al., 2019), The data collected by Observation, note taking and non participation interview, from english as a source language (SL) into bahasa indonesia as a target language (TL), the results source there were, transference 17.39%, naturalization 21.73%, cultural equivalence 4.35%, functional 2.17%, descriptive equivalence 6.53%, synonymy 6.53%, through translation 4.35%, transposition 28.26%, recognize translation 4.35%, couplets 4.35% of total 46 data and result of culture categories in data analyzed include ecologi 25%, material culture 35%, socio-cultural 15%, organizations, traditions, activities, and concepts 15% Finally, the category of movements and habits 10%, In conclusion, the result show that this book contains a lot of transposition translation procedures seen from the results with the highest percentage about 28.26% and contains cultural terms related to food, clothing, houses, cities, and transportation seen from the highest percentage of results in the material culture category which is 35%.

Keywords: Bahasa Inggris Untuk Pemandu Wisata, culture-specific terms and translation procedures.

1. **Introduction**

Translation is the transfer of the meaning of a text from one language to another in accordance with the author's intention (Newmark, 1988, 5). The strategy of translation divided into procedure and method. Translation procedures deal with sentences and smaller language units such as, Transference, Naturalization, Cultural Equivalence, Functional Equivalence, Descriptive Equivalence, Component Analysis, Synonymy, Through Translation, Transposition, Modulation, Recognize Translation, Compensation, Paraphrasing, Couplet lastly Notes, while translation methods deal with the text as a whole,method divided into SL emphasis consisting of Word-for-word translation, Literal translation, Faithful translation and Semantic translation and TL emphasis consisting of Adaptation, Free translation, Idiomatic translation and Communicative translation (Newmark, 1988). Culture is a way of life of people distinguished from universal and personal language. This study shall be discussing the translation of foreign cultural words in the narrow sense which is categorized into Ecology, Material culture (artifacts), Social culture - work and leisure, Organizations, customs, activities, procedures, concepts, Gestures and habits (Newmark, 1988, 95).

Another study that focuses on translation Entitled *Penyesuaian Budaya Pada Penerjemahan Bahasa Inggris Ke Bahasa Indonesia Dalam Teks Terjemahan Acara Tv National Geographic* (Sudarto et al., 2019) this study focuses on This research describes the translation techniques used in the National Geographic TV show, Another previous study that relate to this study entitled *Selayang Pandang Tentang Strategi Penerjemahan* (Febriyanti, 2020) This study focuses to find out various translation strategies that can be applied from the source text to be translated in the target text lastly *Penerapan Prosedur, Metode, dan Analisis Terjemahan pada Teks Naratif "The Endless Tale"* (Juhariyanti & Gusthini, 2022) this study focuses to describe the process of translating the narrative text.

The gap between this research and the previous research there are no previous research that takes data on the book *Bahasa Inggris Untuk Pemandu Wisata* and previous studies have only examined one of the procedures or culture in specific terms. While this study focuses on the translation strategy analysis, especially in the Procedure and cultural in specific terms on the text contained in the book *Bahasa Inggris Untuk Pemandu Wisata*.

Thus, in the end, this study will only discuss the identification of translation procedures and the category of culture in specific terms by (Newmark, 1988). Conduct with a qualitatif method, collected with observasion, note taking and without partisipant, then categories terms from 46 data procedure and 20 data culture in specific terms calculated the frequency of occurrence and percented, and conduct a bief description with one example lastly draw a conclution.

2. Materials and methods

This research is a type of literature research. This research uses a descriptive research approach, by comparing the source language text and the target language text. The collected data is analyzed qualitatively by using newmark's theory. The primary data source is taken from the book *Bahasa Inggris Untuk Pemandu Wisata* found on the web written by Maya Kurnia Dewi, M.Hum. M. Rizqi Adhi Pratama, M.Pd. Ratih Laily Nurjanah, M.Pd. The book consists of 60 pages. The data in this study are sentences containing translation procedures and special cultural terms according to newmark and the secondary data sources come from previous studies related to the analysis of translation procedures or special cultural categories according to newmark. The data is taken from the internet in the relevant materials such as journals related to translation procedures and special cultural categories by newmark.

The data were collected by Observation , note taking and non participation interview of the 46 data procedure and 20 data categories of culture in specific terms. After the words are found, the next step is explaining them with one example in the sentences. Data analysis was carried out with a three-stage interactive model, namely, Data reduction proceeded with: First, choose which dialogue, sentence, paragraph or utterance contain Procedure and culture in specific terms. Second, focus on sentences, paragraphs or utterances that contain Procedure and culture in specific terms. then simplify the sentences, paragraphs or utterances, Third abstract existing sentences, paragraphs or utterances. Finally, write down the conclusions from the analysis. In displaying the data there are several stages, namely: First, presenting the total number of frequencies and percentages of the result of procedures and culture in specific terms. Second, describing the result with one example and the last, presenting the result of procedures and culture in specific terms. And the last The conclusion process involves

concluding the frequency and percentage of result of the types of procedures used, along with a detailed description of the result. (Miles & Huberman, 1994, 10).

3. **Results and discussion**

Based on the procedures including, Transference, Naturalization, Cultural Equivalence, Functional Equivalence, Descriptive Equivalence, Component Analysis, Synonymy, Through Translation, Transposition, Modulation, Recognize Translation, Compensation, Paraphrasing, Couplet lastly Notes and the category of culture in specific terms which are divided into Ecology, Material culture (artifacts), Social culture - work and leisure, Organizations, customs, activities, procedures, concepts, Gestures and habits (Newmark, 1988) are presented then the procedures and culture in specific terms that have been encountered in the data become :

Tabel 1. Procedures found in data

NO	Procedure	Frequency	%
1.	Transference	8	17,39
2.	Naturalization	10	21,73
3.	Cultural Equivalence	2	4,35
4.	Functional Equivalence	1	2,17
5.	Descriptive Equivalence	3	6,53
6	Component Analysis	-	0
7.	Synonymy	3	6,53
8.	Through Translation	2	4,35
9.	Transposition	13	28,26
10.	Modulation	-	0
11.	Recognize Translation	2	4,35
12.	Compensation	-	0
13.	Paraphrasing	-	0
14.	Couplet	2	4.35

| 15. | Notes | - | 0 |
| | Total | 46 | 100 |

For a more detailed and in-depth description of some of the result of Procedure used in the book *Bahasa Inggris Untuk Pemandu Wisata* , the author will describe as follows.

Transference

Transference is the process of changing Source Language to Target Language and also includes transliteration or transcription, there is no change in the spelling of words that have been translated. In this study, transference was found 8 times out of 46 data or around 17,39%, the following below is a representation of the data..

SL   TL

Inside the art gallery and the   di galeri seni dan **museum** dilarang
museum is prohibited

From the data above the word museum is not translated into TL at all because Indonesian language uses the word **museum**, the word has been borrowed from foreign languages, especially from Dutch. The word **museum** has also been accepted as a noun with a specific meaning in Indonesian, referring to an institution that stores, preserves and exhibits historical, artistic and cultural objects, in SL **museum** also refers to a noun and has the same meaning as **museum** in SL which is a building where objects of artistic, cultural, historical or scientific interest are kept and shown to the public, in conclution why this word did not change is because in TL word **museum** has become common and widely accepted in TL and has a similar meaning.

Naturalization

Naturalization is changing a Source Language word to its pronunciation, then to the morphology of the Target Language (its original form). This procedure was found 10 times from all data or about 21,73%, the following below is a representation of the data.

SL   TL

Gogik village **tour**   **tur** di desa Gogik

From the data above, the word tour in SL is translated into tur in TL, where the letter 'o' is omitted. The pronunciation of the word tour in English and tur in TL is not much different, so the naturalness of the translation can be seen, besides that tour and tur are both noun categories and have similar meanings in SL which means a trip made for fun where several cities, countries, and so on (Oxford University Press, 2023) and in TL which is a trip for sightseeing and so on (Badan Pengembangan dan Pembinaan Bahasa, Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Republik Indonesia, 2016).

Cultural Equivalence

Cultural equivalence is the substitution of a cultural word, albeit inaccurately, from the Source Language with the Target Language. The language word culture is translated into the cultural word of the target language. This translation is only an estimation. Cultural equivalence was found 2 times from all data or about 4,35%, the following below is a representation of the data.

SL	TL
this reservoir is a **people's party**	embung ini adalah **pesta rakyat**

In the above example, the word people's party means a political party that represents or claims to represent the majority of the population of a territorial unit (as a nation) as opposed to a particular class or group (*People's Party Definition & Meaning*, n.d.), in TL, there is a cultural term Pesta Rakyat which has the same meaning as SL, Pesta rakyat is a party whose initiator invites all the people to rejoice or have fun welcoming the new leader (*Pesta Rakyat*, 2014), so SL and TL have the same meaning regarding political parties that involve the community.

Functional equivalent

Functional equivalent was found 1 times out or around 2,17% of the total data, this procedure uses more neutral cultural words with a new specific term. This is the most accurate way to translate a cultural word, the following below is a representation of the data, the following below is a representation of the data.

SL	TL
I am your **guide**	Saya **pramuwisata**

The data explains that in this context, the word "guide" in SL refers to someone who provides instructions, information, and explanations to others, usually in the context of tourism (Oxford University Press, 2023). On the other hand, "Pramuwisata" in TL has a similar function, which is someone who performs similar tasks in providing information, guidance, and assisting tourists during their visit (Badan Pengembangan dan Pembinaan Bahasa, Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Republik Indonesia, 2016). In this case, replacing the word "guide" with "Pramuwisata" in translation can be considered as a functional equivalent translation procedure, where the word or phrase is adjusted in such a way that it still has a similar meaning and function in the relevant context. By using "Pramuwisata" in the translation, it can show the same role and responsibility in providing guidance and information to tourists in the context of tourism in Indonesia.

Descriptive Equivalence

The descriptive equivalent refers to the meaning of culture words explained in brief explanation, this procedure was found 3 times out of all the data or around 6, 53%, the following below is a representation of the data.

SL	TL
Pardon **my English**	Maafkan atas k**emampuan saya**

berbahasa Inggris

In this context, the phrase "Pardon my English" in SL is used when someone wants to apologize or admit that their English skills may be limited or poor. In TL "Maafkan atas kemampuan saya berbahasa Inggris" the phrase expresses an apology for English skills that may be less fluent or limited. However, it should be noted that the translation does not fully reflect the same meaning as the original SL phrase. In the translation, there is added information that the apology is related to English proficiency. So while the translation expresses an apology, the addition of "my ability to speak English" creates a further description of the problem that the Indonesian speaker acknowledges.

Synonymy

Synonymy is a near TL equivalent with SL. It means having an equivalent in meaning. This procedure was found 3 times out of 46 data or around 6,53%, The following below is a representation of the data.

SL	TL
Do you have a **first-aid kit**	Apakah Anda punya peralatan **P3K**

The term "P3K" is more specifically used in TL, referring to the provision of immediate aid to sick or injured people who require basic medical treatment (Haris Setyawan SKM, n.d.), while "first aid kit" is more commonly used in SL to refer to a set of materials and tools used to provide emergency care to sick or injured people (Merriam-Webster, n.d.). In practice, P3K" is used as a synonym for "first aid kit" in daily practice as both refer to supplies or equipment used in first aid for accidents or injuries.

Through Translation

Through-translation is the literal translation of common collocations, names of organizations and components of compounds. This procedure was found 2 times or 4.35%. The following below is a representation of the data.

SL	TL
PTP Ngobo Kebon Pala	Kebon Pala PTP Ngobo

In the data above SL PTP Ngobo Kebon Pala" translated into TL Kebon Pala PTP Ngobo, the translation maintains similar word order between the source language (SL) and the target language (TL). In this example, the word order of "PTP Ngobo Kebon Pala" in the source language is changed to "Kebon Pala PTP Ngobo" in the target language by maintaining the same word order. The translator chose not to transpose or change the word order in the translation and kept the sentence structure similar to the source sentence. In this case, there is no significant change in sentence structure or meaning between SL and TL, so this translation is categorized as Through Translation.

Transposition

Transposition or shifts is an instantaneous grammatical change from SL to TL. There are four types of shifts or transpositions in this procedure, namely a change from singular to plural, a change when a certain structure does not exist in the SL, when literal

translation is possible but not possible in the SL. structure does not exist in the TL, when literal translation is possible but not appropriate in the TL, and the replacement of gaps. appropriate in the TL, and replacement of lexical gaps with grammatical structures. out of a total of 46 data, this translation procedure is found the most frequently at 13 times or 28.26%, The following below is a representation of the data.

SL	TL
general information about Gogik village	**informasi umum** tentang desa Gogik

In that context, the translation of "general information about Gogik village" into Indonesian as "general information about Gogik village" involves transposition between the adjective and noun in SL and TL. In English, the construction "general information" uses the adjective "general" which describes the noun "information." However, in the translation to Indonesian, the adjective "general" is moved after the noun "information" so that it becomes "general information." This positioning was done to maintain a more natural sentence structure in Indonesian. In Indonesian, adjectives are usually placed after the noun being described. In this case, "information" is the noun described by the adjective "general." By doing this transposition, the translation still maintains the meaning and gives a proper understanding of the general information about Gogik village in Indonesian. So, in this context, transposition is done to adjust the sentence structure to the grammatical rules and norms of Indonesian usage, so that the translation becomes more natural and easily understood by Indonesian readers or listeners.

Recognize Translation

The recognized translation occurs when the translator uses the authentic or appropriately translated from any institutional term, Recognize translation was found 2 times or around 4,35% of the total data, The following below is a representation of the data.

SL	TL
managed by **Perhutani**	dikelola oleh Perum **Perhutani**

Based on the data above "Perhutani" is a recognized and commonly used institutional term to refer to the Perhutani General Company in Indonesia. In the translation, the translator uses the term "Perum Perhutani" which is a generally recognized abbreviation for "Perhutani General Company" in the Indonesian context. The translation is a term that is known and generally accepted in Indonesian society, and he wants to ensure that the message and meaning expressed remain in accordance with the existing concept and context. Thus, the translation meets the Recognized Translation criterion of using official or commonly accepted terms.

Couplet

The Couplet translation was found 2 times or around 4,35% of the all data, The following below is a representation of the data.

SL   TL

My personal favorite is Gado-Gado   Favorit saya adalah Gado-Gado

The naturalization procedure occurs when a word or phrase in the source language (SL) is absorbed directly into the target language (TL) without much change. the word "favorite" in SL is translated into "favorite" in TL. The word "favorite" is an absorption word that has been adopted into Indonesian without undergoing significant changes in meaning. Meanwhile, the transference procedure occurs when a word or phrase in the source language (SL) is transferred directly into the target language (TL) without applying a common translation. In this data, "gado-gado" is not translated, the word "gado-gado" is a specific term in Indonesian cuisine that refers to a typical Indonesian salad dish with peanut sauce. Thus, in this example, the word "favorite" uses the naturalization procedure as it is adopted directly into Indonesian, while "gado-gado" uses the transference procedure as it is retained in Indonesian without being translated into English.

Tabel 2. Culture in specific term found in data

No	Categories	Frequency	%
1.	Ecology category: flora, fauna, hills and other natural environment	5	25
2.	Material Culture: food, clothing, houses, cities, transportation, etc	7	35
3.	Socio-cultural categories: occupation, position and pleasure	3	15
4.	Categories of organizations, traditions, activities, concepts, for example terms in the fields of politics, religion and art.	3	15
5.	Gesture and habit category	2	10
	Total	20	100

For a more detailed and comprehensive description of the culture in specific terms result used in the book *Bahasa Inggris Untuk Pemandu Wisata*, the author will describe it this way.

Ecology category: flora, fauna, hills and other natural environment

There are five or 25 % cultural terms included in the ecological category in this study, the following below is a representation of the data.

SL   TL

Semirang Waterfall   Curug Semirang

In TL, the word "curug" is commonly used to refer to a waterfall or small waterfall. in the translation "Semirang Waterfall" into "Curug Semirang", the translator uses the term "curug" which is generally recognized in TL refer to the natural phenomenon of waterfall. The choice of the word "Curug" as a translation for "waterfal

can be categorized as Recognized Translation because the translator uses a commonly accepted term in TL to refer to the same type of natural phenomenon as "waterfall" in SL. In this case, the use of the word "Curug" can also be included in the ecological category because the word is related to the natural environment, namely the phenomenon of waterfall.

Material Culture: food, clothing, houses, cities, transportation, etc

From the results of the analysis, there are seven cultural terms or 35% of cultural terms that fall into this category. So, it can be seen that in the book buku bahasa Inggris untuk pemandu wisata, there are most cultural terms that fall into this category, the following below is a representation of the data.

SL   TL

My personal favorite is Gado-Gado   Favorit saya adalah Gado-Gado

In the data above, "Gado-Gado" is a specific term that refers to a traditional Indonesian food dish consisting of a mixture of fresh vegetables, tofu, tempeh, eggs, and a typical peanut sauce in the Indonesian cultural context. The choice not to translate "Gado-Gado" indicates the use of Recognized Translation, where the translator chooses to use a term that is already known and generally accepted in the receiving culture to maintain the appropriateness of the cultural context. In this context, the use of the word "Gado-Gado" in translation can be included in the category of cultural materials as it refers to a traditional food dish that is part of Indonesia's cultural heritage.

Socio-cultural categories: occupation, position and pleasure

In the *Bahasa Inggris Untuk Pemandu Wisata*, there are three out of all cultural terms or only 15% , which belong to the socio-cultural category, the following below is a representation of the data.

SL   TL

I am your guide   Saya pramuwisata

In the context of socio-cultural categories, the term "tour guide" refers to a person working as a tour guide, who professionally provides information, instructions and advice to tourists before and during a tour. As a tour guide, a person who acts as a "tour guide" occupies an important position in the tourism industry. They are responsible for guiding and providing travelers with a satisfying experience during their trip. They may work under a travel agency, tourism office, or as an independent guide. For tourists, the presence of a tour guide on their trip provides additional pleasure and benefits. A tour guide can provide in-depth information about the tourist attractions visited, local history and culture, and help in maximizing the tourist experience. They can also provide advice on restaurants, shops, and other activities that can enhance the traveler's enjoyment and comfort during the trip. In the translation of "I am your guide" to "I am a tour guide", the term "tour guide" is recognized as an appropriate translation in the Indonesian socio-

cultural context as it covers the aspects of work, position, and fun associated with the role of a tour guide in the tourism industry.

Categories of organizations, traditions, activities, concepts, for example terms in the fields of politics, religion and art.

Based on the results of data analysis, it can be seen that in the data three or a 15 % of the overall cultural terms fall into this category.

SL   TL

PTP Ngobo Kebon Pala   Kebon Pala PTP Ngobo

In the organization category, PTP Ngobo stands for "Ngobo Food Plantation". PTP Ngobo is a form of organization engaged in the plantation sector and is responsible for the management of food crops in the Ngobo area. In the translation of "PTP Ngobo" to "PTP Ngobo" in English, there is no change because the term is generally accepted and recognized and Kebon Pala refers to a location or garden planted with nutmeg trees. In this context, "Kebon Pala" can be considered as an organizational category that refers to a garden or farmland specifically planted with nutmeg trees. There is also no change in the translation of "Kebon Pala" to "Kebon Pala" as the term maintains the core information and is generally accepted.

Gesture and habit category

For this last category, based on the results of data analysis, there are only two terms included in it, or a percentage of 10 % of the total cultural terms, the following below is a representation of the data.

SL   TL

people's party   pesta rakyat

People's party refers to a regular event held in Gogik village. It is part of the social and cultural activities of the local community, where villagers gather and celebrate together. In this context, "people's party" can be thought of as a cultural custom or tradition that is repeatedly practiced. In the translation of "people's party" to "people's party" in Indonesian, there is an adaptation and selection of words that are more suitable for the cultural context and customs in Indonesia.

4. **Conclusion**

From the data analysis conducted on the book *Bahasa Inggris Untuk Pemandu Wisata*, various translation procedures and specific cultural terms were found. The frequently used translation processes include Transference (8 times or about 17.39%), Naturalization (10 times or about 21.73%), Cultural Equivalence (2 times or about 4.35%), Functional Equivalence (1 time or about 2.17%), Descriptive Equivalence (3 times or about 6.53%), Component Analysis (not found), Synonymy (3 times or about 6.53%), Through Translation (2 times or about 4.35%), Transposition (13 times or about 28.26%), Modulation (not found), Recognize Translation (2 times or about 4.35%), Compensation (not found), Paraphrasing (not found), Couplet (2 times or about 4.35%),

and Notes (not found). Of the 46 data analyzed, the transposition procedure is found most frequently with a frequency of 13 times or about 28.26% of the total data.

Meanwhile, in terms of cultural terms, there are five ecological cultural categories including flora, fauna, hills, and other natural environments, with a total frequency of 5 or about 25% of the total data. Furthermore, the material culture category includes food, clothing, houses, cities, and transportation, with a frequency of 7 or around 35%. The socio-cultural culture category consists of work, position, and pleasure, with a frequency of 3 or about 15%. There are also cultural categories that include organizations, traditions, activities, and concepts in various fields such as politics, religion, and art, with a frequency of 3 or about 15%. Finally, the category of movements and habits has a frequency of 2 or about 10%. Of the total 20 data analyzed, material culture is the category with the most frequency, which is seven times or around 35%.

In conclusion, in the process of translating English for *Bahasa Inggris Untuk Pemandu Wisata*, various translation procedures are used to ensure that cultural messages and meanings are still conveyed appropriately. This study shows that in the book contains a lot of Transposition translation procedures seen from the results with the highest percentage about 28.26% and contains cultural terms related to food, clothing, houses, cities, and transportation seen from the highest percentage of results in the material culture category which is 35%.

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