

ANALYSIS OF THE STRATEGY USE OF TRANSLATING API MAGAZINE: EXPLORING THE NEW HUSTLE OF UBUD BALI

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Abstract

The main purpose of this study is to identify the exact translation technique used to translate a magazine from English to Bahasa Indonesian. Api Magazine Vol.32 serves as the data source. In this research analysis uses a qualitative descriptive methodology to gather 68 data. And examine information derived from the book's content, mainly the back cover. Theory of Newmark (1988) that has 18 methods of translation and Free Translation is one of the method that used in this study. on formal equivalence provides the basis for the data analysis. The analysis showed that formal equivalence methods were used when translating this specific book from the source language to the target language.

Keyword: Analysis, Translating, Api Magazine

1. Introduction

Language is a natural communication tool for people and it is important for them in their daily lives. As a result, everyone needs to speak another language, preferably English. Worldwide communication is conducted in English. even audio, video, or textual content. In particular for English-language literature that requires in-depth translation for the benefit of readers comprehend the messages and meanings included it, hence an Indonesian translation is made. And since not everyone is conversant in a foreign language, translation is necessary in order to understand another language. Therefore translation is the interpretation of a text's meaning into another language, known as the source language. The output of translation must convey the same meaning in the target language.

Translating books from English to Indonesian is not easy, but it should pay attention to the language style of the Source Language (SL) into the Target Language (TL), to match the style that tends to be formal, objective, and standardised. (Akbar & Suhendar, 2020) Furthermore according to the book "More Paragraphs on Translation" by Peter Newmark translation which must always be differentiated from the ability to speak or write foreign language, is becoming continuously a more powerful and extensive instrument. It is inextricably bound up with the service industries and Political devolution, with foreign travel and with recreational and cultural tourism. (Newmark, 1998).

Based on the explanation above there are some researchers who have taken some previous study that analyzed about translation. The object of previous research was using a few of Newmark's translation procedure. (Sianturi et al., 2021,) in the Journal study "KINDS OF TRANSLATION METHOD USED BY THE STUDENTS' IN TRANSLATING DESCRIPTIVE TEXT FROM ENGLISH TO INDONESIAN" in this analysis of study the author used the four method. They are Literal Translation, Faithful Translation, Word-for-Word Translation and Free Translation, (Yunita et al., 2021) "The Translation Procedure of Tourism Terms in Garuda Indonesia Inflight Magazine: Colours" in this study focuses on the translator is focused on creating context by keeping the sentences' original language structure, even while the outcome deviates from the target language's norms.

This study filled in the gap created by the preceding study by concentrating on examining the translation that takes place in the tourism and descriptive translating. The explanation above indicates the following broad question might serve as the study's guide:

1. What are translation procedures applied in the translation of tourism terms in Exploring The New Hustle of Ubud Bali magazine?
2. What is types of tourism terms are found in Exploring The New Hustle of Ubud Bali Magazine?

2. Material and Method

Methods both qualitative and descriptive were used to analyse the data. The data source of this study is primary data taken from the Api magazine Vol.32 entitled Exploring The New Hustle Of Ubud Bali. There are various methods for doing data analysis. The terms related to tourism were gathered and categorised into different categories of translation processes in the first technique. Secondly, the information was examined and explained in order to determine how the translation processes were implemented when translating terms related to tourism. In the meantime, the analysis's findings were composed into a paragraph. The descriptive method was employed in this study to present facts pertaining to its topic. Every piece of information from this study was given in sentences.

3. Result and Discussion

The target audience or goal of the translation must be determined by the translator before any work is done. As a result, translators are frequently hired based on requests from designers or requirements analyses. When polishing translation, the translator must select a technique that works best for the person and the context in which the translation is employed.

Once translation techniques have been identified, a descriptive explanation of each translation method's inclusion of the sentences will follow. The explanation is predicated on the analysis's findings and the research's underlying hypothesis. The justifications for the inclusion of each sentence in each translation process are given below.



Picture No.1

Faithful Translation Method

According to Newmark (1988) faithful translation attempts to reproduce the precise contextual meaning of the original within the constraints of the target language grammatical structures, It transfers cultural words and preserves the degree of grammatical and lexical abnormality (deviation from source language norms) in the

translation. It attempts to be completely faithful to the intentions and the textrealisation of the source language writer (Shabita & Hartono, 2020)

As the example it found that the Api Magazine vol.32 used this kind of translation as below:

SL: "Ubud has long attracted the attention of many tourist as an arts center with a Balinese rural atmosphere"

TL : "*Sejak lama Ubud sudah menarik perhatian banyak wisatawan sebagai pusat seni dengan suasana pedesaan Bali*"

In the sentence above, the translator translates by using faithful translation method, because the translator tries to produce contextual meanings that are precise from the original within the constraints of the target grammar. For example, in the word "Balinese rural atmosphere" the student translates the meaning according to its true meaning.

Free Translation Method

free translation reproduces the matter without the manner, or the content without the form of the original. And usually it is a paraphrase much longer than the original,

As the example it found that the student used this kind of translation as follow:

SL: "In recent years, Ubud is often known as a healthy area with many places for Yoga, Organik and vegan restaurant"

TL : "*Dalam beberapa tahun terakhir, ubud sering di kenal sebagai daerah yang sehat dengan banyak tempat yoga, restoran organik dan vegan*"

The source language text above is translated using free translation method because in translating the clause the translator paraphrases and only transfers the main idea of the sentence. The clause 'in recent years' is translated freely to "*Dalam beberapa tahun terakhir*" because the translator only deliver the idea of the sentence.

Literal Translation Method

Literal translation is found between word to word translation and free translation, This kind of usually relates if the sentence structure of the source language is different from the structure of the target language.

As the example it found that the student used this kind of translation as follow:

SL: Recently there have been many new crowd appearing around Tegagalang Street.

TL: Baru-baru terdapat banyak keramaian baru muncul di sekitar jalan Tegalalang.

In this sentence there is no translated independently, but the translator tries to translate the text as closely as the text in the target language. For example in the word "recently" the translator translated the word "*baru-baru*" without paying attention to word for word, but translated according to their understanding.

Word for Word Translation

Translation word for word in this way the translator converts the content of the source language into the content of the target language, As the example it found that the translator used this kind of translation as follow:

SL: "In this edition we will introduce a variety of recommendations on the main road in Ubud"

TL: "*Pada edisi kali ini, kami akan memperkenalkan berbagai tempat rekomendasi pada jalan utama di Ubud*"

In this sentence, the translator h

Conclusion

From the explanation above the conclusion consist based on the analysis of the previous chapter, it can be concluded that there are 4 some translation procedures applied in the English-Indonesian Api Magazine Vol.32 with the base of Newmark's theory. and base of the translation there are three types of tourism terms that occurred in the articles. Those are entertainment, recreation, food, and beverages.

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