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Article

Translation Techniques as a Message for Target Readers in Children Story 'Widget'

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KEYWORDS

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 Moral Message
 Translation Techniques

A B S T R A C T

In the case of translating children stories, translators need to be an extra careful since children stories are not just about fun, but children stories usually also contain moral messages. Different from translating texts for adults, the role of translators as a filter in translating children text is greater since unlike adult, children ability to do self-filter in absorbing any material they read is very weak. Therefore, translating this kind of text is certainly a challenge for translators: on one side they have to deliver the message, and on another they have to make sure that their translation should still deliver moral message to target readers. This research captures the effort of translators in trying to do both through their choice of translation techniques in translating children story Widget. The goal of the research is to investigate and to explain the translation techniques used by translators in translating Widget. The research employed qualitative analysis with the data in the form of sentences in the story with total sampling. The results of the research show that various translation techniques are chosen to deliver the message of the original text in the translation such as established equivalent, pure borrowing, explication, transposition, compensation, modulation, and reduction. In addition to that, some of them were chosen especially in order to deliver the target readers in terms of the culture of original text.

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INTRODUCTION

Translating children story needs a careful consideration and attention (Wohlgemuth, 1998; Tabbert, 2002; Noerjanah, 2017; Joosen, 2019). Children literature is different from adult literature in some aspects. In terms of language use, children literature sorts to a simpler one. Despite using a simpler use of language, children story

contains a clearer moral message. In accordance with such a fact, indeed, while intended to amuse children, children's story is also used to deliver teachings on moral. Tabbert (2002) states that in approaching the concept of children's story translation, one cannot rely solely on the concept of equivalence. An acceptable concept of morality in a source text culture does not always constitute the same attitude in the target text culture. In

response to that issue, it is an importance for translators to be able to filter messages, culture, behaviors, deliver in the source text that are considered unacceptable in the target text culture. Such a filter is necessary in children's story translation since unlike adults, children are generally difficult to distinguish obscure good or bad deeds in the story.

It is in conjunction with such an issue that this research is conducted. This research is descriptive, intended to portray the phenomenon of the translation of children's story *Widget*, from English into Indonesian. *Widget* is a story about a stray dog that finds home by pretending to be a cat in order to get along with other six cats living there. This story is rich with moral message. *Widget* teaches of animal loving and caring. Besides, the character dog *Widget* shows a great courage in helping his owner and a command of survival. This moral value is valuable in the story and is also significant to the character building of the readers. Therefore, it is important that the translator should be able to render it in the target text. In addition to that, not only should translator transfer the moral value of the story, but she/he also should be able to succeed in making the cultural value of source text acceptable in the target text. As the main character of this story is a dog, that is generally viewed as human's best companion in the culture of source text, translator should consider the fact that such a concept is not widely welcome in the culture of target text.

From a description of the issue, translator should deal in translating *Widget* above. Therefore it is interesting to capture the decision carried out by translator in translating *Widget* manifested in the form of translation techniques. The translation techniques applied by the translator must be taken in order to deliver the message of the source text and also in order to deliver target readers (children) some cultural aspects of the source text. Hence, this research aims at finding out translation strategies and describing translation techniques used by translators that are used in delivering the message while rendering it in acceptable form as well as teaching language and cultural values to the target readers.

Oittinen (2006:6) defines children literature as "the literature read silently and aloud to them". The same notion is also suggested by Hunt (1992) that children's literature is a genre made for the purpose of the readers. It is clear from both concepts that children's literature is a literature made specifically for children. Therefore, if a novel, short story, and magazine are made for children, then they are all children's literature. *Widget* is included in this category since it is a short story specifically made for children.

In order to find out the use of the translation strategies of *Widget* children's story applied by the translator, this research is conducted based on Molina and Albir technique (2002). The translation techniques such as established equivalent, pure borrowing, explicitation, variation, modulation, transposition, and paraphrase. Established equivalent is a translation technique that finds the contextual equivalent of a source text linguistic unit that is already established in the target text. Whereas pure borrowing is a translation technique that takes the form of a source text item into the target text without any change whatsoever.

Moreover, explicitation is a translation technique that explicates the implicit message of a source text item in the target text in order for the target readers to better understand the meaning and the message. Another, variation is a translation technique that finds the language variation of a source text unit. In addition, modulation is a semantic shift, either in cognitive meaning or in point of view of a unit. Transposition is a grammatical shift, either rank or class shift. Lastly, paraphrase is a translation technique that renders the message of original in another arrangement or style of telling.

METHOD

The present research was qualitative analysis. Therefore, this research used descriptive in nature. The source of the data was document, that is, a bilingual story book of *Widget*. The data were all sentences both English and Indonesian language in the story of *Widget*. The sampling used was total sampling because the research aimed to find out the translation strategies applied by the translator. The steps of research were initiated by the researcher copying all sentences in the source text and the target text side by side. After that, researcher categorized the translation techniques by comparing source text sentence and target text sentence one by one. A sentence contains more than one translation strategies because translation technique operates in the micro level such as word or in every constituent in practice.

RESULTS AND DISCUSSION

From 53 sentences in the original version of *Widget*, there are found 223 translation techniques that are manifested as established equivalent, pure borrowing, explicitation, variation, modulation, transposition, and paraphrase. The configuration of each technique and the frequency of its occurrence in the translation is depicted in the table below.

Table 1. Results

No	Translation Technique	Frequency	Percentage
1	Established Equivalent	170	76.23
2	Pure Borrowing	23	10.31
3	Explicitation	20	8.9
4	Variation	3	1.4
5	Modulation	3	1.4
6	Transposition	2	0.89
7	Paraphrase	2	0.89

The table above shows translation techniques applied by the translator in translating Widget presented from the most frequently occurred to the least. Below is the sample analysis and description of each category.

1. Established Equivalent

This technique occurs in the environment in which a source text unit finds its contextual equivalence in target text. The equivalence is established and used either in the dictionary or in the daily conversation by the people.

ST

Widget is a little stray dog.

TT

Widget adalah seekor anjing kecil.

The translation from a little stray dog into *seekor anjing kecil* is categorized as established equivalent since the translation fits the contextual message of the original, both grammar and semantics. All words in the phrases are transferred into their correct equivalence without any shift of meaning.

2. Pure Borrowing

This technique occurs when the translator copies the item of the source text as it is without any change at all into target text.

ST

Widget is a little stray dog.

TT

Widget adalah *seekor anjing kecil*.

The word 'Widget' is purely borrowed by the translator into Indonesian translation. That word is a name of the main character in the story. It is common for a one's name to be transferred as it is in the translation without any change. It does not mean that a change is not possible. In some cases, a foreign name is adapted into target text based on the habit of target text culture in order for the translation to be appropriate to the experience of the target readers. However, in this case the translator resorts to maintaining the name Widget as it is. This will be due to the fact that Widget is not just any name, but it is the name of the main character as well as the title of the story. This borrowing will also happen because the publisher demands the translator to do so. In other light of

this, the pure borrowing can serve as a cultural learning medium for target readers. By this technique, target readers will be made aware of the habit of pet's naming in the source culture. Thus, target readers can experience foreign culture.

3. Explicitation

This technique occurs when translator explicates the implicit message in the source text in the translation.

ST

I wish you could stay.

TT

Aku ingin mengajakmu tinggal di sini.

It shows that "You" means Widget and "I" means Mrs. Dig. It means that implicit information is made explicit in the translation, Such an explication of information is categorized as a form of explication technique.

4. Variation

This technique occurs when translator finds a social variation equivalence of a source text item in the target language.

ST

"I didn't know you had a dog"

TT

"Saya baru tahu anda punya anjing"

The pronoun 'I' and 'you' in the source text sentence are translated into their social variant equivalence in the translation. 'I' is translated into '*saya*' and 'you' is translated into '*anda*'. The variation is resorted because the context of situation dictates the translator to do so. The context of situation is a conversation between the owner of Widget and her neighbor. The two respect each other. In English culture, the addressee in this situation is always the same, that is still 'I' and 'you' but in Indonesian culture, it is different. '*Saya*' dan '*anda*' are used in a more formal setting. Since the conversation occurs between two neighboring adults, therefore such references are chosen by the translator.

5. Modulation

This technique occurs when translator changes the point of view or the cognitive meaning of a unit of source text in the target text.

ST

"What do you think?"

TT

"Bagaimana pendapat kalian"

In this case, this translation technique operates in a bigger unit, that is, a sentence. The sentence of source text is translated into a sentence of target text by changing the cognitive meaning. The source text sentence concerns with what the subject 'you' think about a particular topic. The translation shifts such an arrangement into how or

what is the opinion of the subject 'you' about that particular topic.

6. Transposition

This technique occurs when translator changes the grammatical unit of source text in the translation. The grammatical unit can be word class or structure rank.

ST

"Well, girls", she said.

TT

"Baiklah, nona-nona", katanya.

"she said" to be translated into "katanya". This is an instance of transposition of structure rank. It is known as a rank shift.

7. Paraphrase

When translator translates a sentence unit of source text in different articulation or style or arrangement in target text, it means that he or she paraphrases the translation.

ST

"He never took his eyes off the girls"

TT

"Matanya tidak pernah lepas dari kucing-kucing itu"

Paraphrase technique usually operates in bigger unit such as a sentence. The source text sentence is translated in the manner of a more acceptable construction in the target text. Both mean the same thing but are delivered in a different way. The translation means that his eyes are always on the girl cats.

The translator puts assumption in delivering the message of the original in the translation with an acceptable translation language. Thus, paraphrase is used in attempt to make an acceptable translation. Point of view of that variation, modulation, transposition, and paraphrase are used in attempt to make an acceptable translation. These techniques can deliver the same message with the original in a more acceptable manner of language in the target text.

Explication is used in order for the translation to be more easily understood by target readers. It is in conjunction with the fact that the target readers are children. Therefore, the translator has felt that it is necessary to improve the readability of the translation by explicating the implicit information of source text in the translation.

Next, the translator tries to maintain the cultural naming of the pet, or in this case as the main character as well, by using pure borrowing technique. The hope of the translator is that readers experience in foreign cultural

habit. Despite all those efforts, there is a concern on the concept of the dog pet as a human's best companion since the start. As described earlier in the background of the research that such concept is widely acceptable in the culture of target text. Even so, the translator still maintains such concept in the translation. This might be due to the fact that it cannot be adapted since the dog story is the epitome of the Widget story. A dog cannot be adapted into a cat as human's best friend since cats are also present in the story as other characters.

CONCLUSION

From 53 sentences of the source text, there are seven translation techniques identified in the translation. They are established equivalent (170), pure borrowing (23), explication (20), variation (3), modulation (3), transposition (2), and paraphrase (2). Established equivalent, variation, modulation, paraphrase, and transposition are used in order to produce a translation that delivers well the message of the original in an acceptable form of language. Explication is used in order to improve translation of the text since its easiness to understand is necessary for children as target readers. Pure borrowing is used in order for target readers to experience and to learn the cultural values of source text.

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