

## Translation Procedures in Startup Guide Sony Xperia C5 Ultra Dual Smartphone

**Halimatun Husna Rambe**

(husnarambe@gmail.com)

State University of Medan, Indonesia

**Abstract:** *This research was aimed to identify the translation procedure in startup guide Sony Xperia C5 Ultra Dual Smartphone from English into Indonesia. In analyzing the data, researchers applied the theory proposed by Vinay and Dalbernet (in Hatim and Munday 2004:148). This study was conducted by using descriptive qualitative because the researchers only analyzed the data descriptively and the presentation of the result was in a form of explanation of words which would be supported by data presented in the form of tables. The data taken from Startup Guide Sony Xperia C5 Ultra Dual Smartphone to be analyzed how translator used translation procedure in transferring the message from source language to target language. The data analysis also involved some current activities, namely data reduction, data display and conclusion or verification. This theory divided seven procedures in translating startup guide Sony Xperia C5 Ultra Dual Smartphone from English into Indonesia, for instance: Borrowing, Calque, literal translation, transposition, modulation, equivalence and adaptation. Having analyzed 48 data, the researchers found that literal was the most dominant procedure used by the translator in translating startup guide Sony Xperia C5 Ultra Dual Smartphone from English into Indonesian.*

**Keywords:** *Globalization, translation procedure, smartphone.*

### Introduction

Globalization attempts to make a conversion in global or worldwide. This means that globalization refers to the transforming things, it can be from being local or regional into worldly, international or global. The globalization era affects every aspect that occur in people's life. In this globalization era, smartphones have the great influence to human's life. Smartphone helps people in many activities. They are almost the inseparable part of human life. Our society and daily life are being affected by smartphones because of their evolution. By using of smartphones, distance is no longer an obstacle; internet takes only a mouse click and a second of waiting to cross the oceans.

A smartphone is a mobile phone with an advanced mobile operating system which combines features of a personal computer operating system with other features useful for mobile or handheld use. They typically combine the features of a cell phone with those of other popular mobile devices, such as personal digital assistant (PDA), media player and GPS navigation unit. Smartphone can be categorized as the Android. An Android phone works with Google products

such as Gmail, Google Drive, and Google search. Android phones can be used without having a Gmail account, but they work best with it.

Hence, in order to make people understand in startup guide of Smartphone, specially Sony Xperia smartphone, it is need translation to makes people easily get any information without confusing. Translation defines as the conversion of oral or written text from one language into another so that the new translated text reflects the content of the original and corresponding cultural perceptions and customs of the target language. In our daily life, there are numerous of language that conveying an useful information. In this case English Indonesia translation assists the society to easily understand one text or oral form.

Therefore, the translators have to use appropriate procedures in translating the source texts to target texts to create suitable and meaningful messages. It is the translator needs to know the way to translate into source language correctly. One of the way that can be used by translator is translation procedure, it is the best way to solve the problem. A good translation product can be produced if it is translated correctly using proper procedure, so that the message can be delivered well.

In starting up the guide of Smartphone, specially Sony XperiaC5 Ultra DualSmartphone, completed by the vary of language on that guide book. The language consist of English, Vietnam, Indonesia, Thai, Tagalog, Mandarin and Arabic language. In this case, the researchers just focus in English Indonesia language translation's procedure.

## **Review of Literature**

Translation has been used to transfer written or spoken SL texts to equivalent written or spoken TL of various kinds of texts—including religious, literary, scientific, and philosophical texts.

Malinowski in Choliludin (2005:4) says that translation must always be the re-creation of the original into something profoundly different. On the other hand, it is never substitution of word but invariably the translation of whole contexts. To achieve a meaningful context, Wills in Noss (1982) cited by Suryawinata & Hariyanto (2003:16) conversed that translation is a transfer process which aims at the transformation of a written SL text into an optimally equivalent TL text, and which requires the syntactic, the semantic and the pragmatic understanding and analytical processing of the SL. Again purposely Wills in Choliludin (2005:3) talks about translation is a procedure which leads from a written source language text to an optimally equivalent target language text and requires the syntactic, semantic, stylistic, and text pragmatic comprehension by the translator of the original text.

Larson also, 1984:3 in Choliludin, 2005:4 states,

Translation consists of translating the meaning of the source language into the receptor language. This is done by going from the form of the first language to the form of a second language by way of semantic structure. It is meaning which is being transferred and must be held constant. Only the form changes.

While Catford, 1965:1 in Choliludin, 2005:7 declares,

Translation is an operation performed on languages; a process of substituting a text in one language for a text on another, translation must make use of a theory of language, general linguistic theory.

Again Catford, 1965:20 in Cholimudin, 2005:4 and in Suryawinata & Hariyanto, 2003:11 continues stating that translation may be defined as follows: the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). His ideas are supported by Baker, 1992:5-6 in Cholimudin, 2005:4 confirming,

The equivalence is adopted in this book for the sake of convenience – because most translators are used to it rather than because it has any theoretical status. It is used here with the provision that although equivalence can always be obtained to some extent, it is influenced by a variety of linguistic and cultural factors and it is therefore always relative.

Not only Baker, but also Steiner, 1994:103 in Cholimudin, 2005:5 emphasizes, Translation can be seen as (co) generation of texts under specific constraints that is relative stability of some situational factor and, therefore, register, and, classically, change of language and (context of) culture.

Related to these theories, it can be said that what is meant by the translation here is a process of replacement from one language to another language and equivalency affected by linguistic factors, cultural factors, and situational factors.

It is emphasized by Savory, 1968 in Suryawinata & Hariyanto, 2003:12, “Translation is made of possible by an equivalent of thought that lies behind its different verbal expressions”. In other words, he stresses that an equivalent thing meant is its thought.

Catford (1978: 21) divides the three aspects of translation differently, those are: extent, level, and ranks. Based on the extent, the types of translation are:

1) Full translation, it is a type of translation in which the entire SL text is reproduced by the TL text materials.

2) Partial translation, there are only some parts of the SL text to be translated into the TL text.

In terms of level, the types of translation are:

1) Total translation, the TL material replaces all levels of the SL text.

2) Restricted translation, it is the replacement of SL textual material with equivalent TL material at only one level; whether at the phonological level, graphological level, or at the level of grammar and lexis.

In terms of rank, translation is divided into:

1) Rank-bound translation, it means that the selection of TL text equivalent is limited at only one rank, such as word-for-word equivalence, morpheme-for-morpheme equivalence, etc.

2) Unbounded translation, it can move freely up and down the rank-scale.

Culler (1976; 2-21) writes one of the troublesome problems of translation is the disparity among languages. The bigger the gap between the SL and the TL, the more difficult the transfer of message from the former to the latter will be. This is happened because that languages are not

nomenclatures and the concepts of one language may differ radically from those of another, since each language articulates or organizes the world differently, and languages do not simply name categories; they articulate their own. It is not always possible to translate the segments with equivalent structures. That is the reason why translators often use several procedures in order to assure the translation of a determined text.

The first classification of translation techniques that had a clear methodological purpose was presented by Vinay and Darbelnet (in Nur, 2008: pp 19-21). According to their classification, translation procedures were classified into two methods covering seven procedures. They are "(i) direct translation, covering borrowing, *calque* and literal translation, and (ii) oblique translation which is transposition, modulation, equivalence and adaptation"

### 1. Borrowing

Borrowing is the simplest of all translation methods. It refers to a case where a word or an expression is taken from the SL and used in the TL, but in a 'naturalized' form, that is, it is made to conform to the rules of grammar or pronunciation of the TL. It is usually used in terms of new technical or unknown concepts.

Haugen in Sari (2009: 27) argued that there are some possibilities that may occur in this procedure:

- (1) Pure Loanword, borrowing with no change in form and meaning. For examples: email —> *email*, internet —> *internet*,
- (2) Mixed loanword, borrowing with changes in form but without changes the meaning. For examples: account *akun*, compensation *kompensasi*. and
- (3) Loan blends, borrowing when part of the terms is native and another is borrowed, but the meaning is fully borrowed. For examples: internet provider —> *penyedia layanan internet*

### 2. Calque

Calque, refers to the case where the translator imitates in his translation the structure or manner of expression of the SL. Calque may introduce a structure that is stranger from the TL. For instance, "photo studio" in English is still translated as *photo studio* in Bahasa Indonesia, although there is normally no such *Modifier + Head* construction in Bahasa Indonesia Noun Phrase.

### 3. Literal Translation

Literal, or word for word, translation is the direct transfer of a SL text into grammatically and idiomatically appropriate target language text in which the translator's task is limited to observing the adherence to the linguistic servitudes of the target language. In principle, a literal translation is a unique solution reversible and complete in itself. The translation does not need to make any change other than the obvious one, like those concerning grammatical concord or inflectional endings.

The TL was translated one-by-one and literally by their most common meanings, they also have no changes in their form. Literal translation and word for word translation are synonymous terms, they mean the same thing. These are both direct translation. When translator translate literally, its translate to one word at time. Therefore the translator applied literal and word for word translation in the same way. Principally, literal translation is a unique solution in which is

reversible and complete in itself. For examples, “black market” in English is translated to be *pasar gelap* in Bahasa Indonesia. Honey moon is translated to be *bulan madu*.

#### 4. Transposition

Transposition is a change of sequence of parts of speech with another without changing the meaning of the message. The method also involves a change in the grammatical change that occurs in translation from SL to TL (singular to plural, position of adjective, changing the word class or part of speech). For instance, a compound “keyword” in English is translated as *Kata kunci (Phrase)* in Bahasa Indonesia.

#### 5. Modulation

Modulation is a change in point of view that allows us to express the same phenomenon in a different way. Modulation as a procedure of translation occurs when there is a change of perspective accompanied with a lexical change in the TL. There are two types of modulation, i.e. Free or Optional Modulation and Fixed or Obligatory Modulation. For instance, “He was killed in the war” in English is translated as *Dia gugur dalam perang* in Bahasa Indonesia. ‘Negated contrary’, which is a procedure that relies on changing the value of the ST in translation from negative to positive or vice versa, is also considered as fixed modulation. For example, “It isn’t expensive” is translated to be *It’s cheap*.

#### 6. Equivalent

This term is used to refer to cases where languages describe the same situation by different stylistic or structural means. For example, an interjection “Ouch!” in English can be translated to be *Aduh* or *Aw* in Bahasa Indonesia. An English idiom “Don’t cry over spoiled milk” may can be translated as *Nasi sudah menjadi bubur* in Bahasa Indonesia.

#### 7. Adaptation

Adaptation is used in those cases where the type of situation being referred to by the SL message is unknown in the TL culture. In such case, the translators have to create a new situation that can be considered as being equivalent. For instance, “Take a bath” in English is translated into *Mandi* in Bahasa Indonesia

## Methodology

The research employed descriptive qualitative as the research methodology because the researcher analyzed the data descriptively and the presentation of the result was in a form of explanation of words which would be supported by data presented in the form of tables. With regard to the description above, it is indicated by Fraenkel and Wallen (2012: 426) that a study that investigates the quality of relationships, activities, situations, or materials is frequently refer to as qualitative research. The data taken from startup guide Sony Xpreria C5 Ultra Dual Smartphone in this study to be analyzed how the translator transfer the text into target language or on the other hand, what is translation procedures used by translator in startup guide Sony Xpreria C5 Ultra Dual Smartphone.

The data analysis involved some current flows of activities, they are data collection, data reduction, data display and conclusion or drawing verification (Miles and Huberman, 1984: 230). Technically, the data were analyzed by some procedures:

1. Data reduction: the researcher reduced the data by classifying it in start up guide Sony Xperia C5 Ultra Dual Smartphone.
2. Data display: the researcher analyzed the data which were coded in start up guide Sony Xperia C5 Ultra Dual Smartphone based on translation procedures.

Conclusion and verification: the researcher counted all of translation procedures that found and conclude the result.

## Findings

After the data were collected, the data were analyzed to find the answer. In the end of the research, there were five translation procedures based on startup guide Sony Xperia C5 Ultra Dual smartphone.

### 1. Borrowing

Borrowing is the simplest of all translation procedures. Borrowing in translation is not always justified by lexical gap in the target language, but it can mainly be used as a way to preserve the local color of the word, or be used out of fear from losing some of the semiotic aspects and cultural aspects of the word if it is translated.

The first procedure is borrowing which is a process of transferring the SL (Source Language) into the TL (Target Language) in which the words of the text become "loan words" because there is no change of form when transferring SL text into the TL. Some examples of *borrowing* found in the data analysis are presented in the following table:

Source Language	Target Language
Email addresses	Alamat email
Memory card slot	Slot kartu memori
Nano sim card	Kartu sim nano
Google account	Akun google
Setting menu	Menu setelan
Model information	Informasi model
Certain operator	Operator tertentu
Any supported browser	Browser yang didukung

Based on the table above, it can be seen that all of words from SL transferred without changing the original forms because they had no equivalent meaning in the TL. Therefore, the words *email*, *slot*, *nano*, *google*, *menu*, *model*, *operator* and *browser* can be easily understood by reader.

Borrowing is a very common and intensively studied phenomenon, particularly prominent group of borrowing are loan word because its referred to as lexical borrowing, although the term borrowing is also often used to refer to structural changes due to language contact that go beyond transmission of lexical items.

## 2. Literal

The TL was translated one-by-one and literally by their most common meanings, they also have no changes in their form, for examples;

Source Language	Target Language
Support for you	Dukungan untuk anda
You can visit <i>support.sonymobile.com</i>	Anda dapat mengunjungi <i>support.sonymobile.com</i>
The support option on our website include download	Dukungan opsi disitus web kami mencakup unduhan
Find and tap	Temukan dan ketuk
Place the memory card in the memory card slot	Tempatkan kartu memori ke dalam slot kartu memori
Until you hear a clicking sound	Hingga anda mendengar suara mengunci
Close the cover	Tutup penutup tersebut
Open the cover for the nano sim card	Buka tutup kartu sim nano
Using of finger nail or other similar object	Dengan menggunakan kuku jari atau benda serupa
Reinsert the holder	Masukkan kembali dudukan tersebut
You turn it on the first time	Anda menghidupkannya untuk pertama kali
Press and hold down the power key	Tekan dan tahan tombol daya
The device vibrate	Perangkat bergetar
Help you configure basic setting	Membantu anda mengonfigurasi setelan dasar
Sign in to some accounts	Masuk ke sejumlah akun
you can find legal information as well as warranty, safety, SAR information	anda dapat menemukan informasi legal serta informasi garansi, keamanan dan SAR
Some frequency bands might be turn of in certain markets of by certain operator	Beberapa pita frekuensi mungkin dinonaktifkan di beberapa pasar oleh operator tertentu
Place the fingernail under the right or left edge of the label tray	Tempatkan kuku jari di kanan atau di kiri ujung baki label
Open the phone dialer, than enter *#07#	Buka pemanggil telepon, lalu masukkan *#07#

The examples in the table above were categorized as *literal* or *word-for word* translation because the translator translated completely all of the words so that the meaning was identical to the SL. This is relevant to the theory proposed by Newmark (1998) who stated that *literal* translation transfers SL text to the nearest equivalence of the TL text, meaning that this is also referred to as *word for word* translation. From the example above, the *literal* translation can be seen in the sentence “Open the phone dialer,than enter \*#07#” it is translated into Bahasa “Buka

pemanggil telepon, lalu masukkan \*#07#". And for the next example it can be seen that "Find and tap" and it is translated into Bahasa "Temukan dan ketuk"

Literal translation and word for word translation are synonymous terms, they mean the same thing. These are both direct translation. When translator translate literally, its translate to one word at a time. Therefore the translator applied literal and word for word translation in the same way.

### 3. Transposition

Transposition is a change of sequence of parts of speech with another without changing the meaning of the message. This change can occur because the source language and the target language have the different grammatical structure as in examples below;

Source language	Target language
Our support	Dukungan kami
User guide	Panduan pengguna
Support number	Nomor dukungan
The first time your start your device	Kali pertama anda memulai menggunakan perangkat
You are now ready to start using your new device	Sekarang anda siap mulai menggunakan perangkat baru anda
Frequency bands and model info	Informasi pita frekuensi model
Such change will, however, be incorporated into new edition of this startup guide	Namun perubahan tersebut akan disertakan dalam panduan memulai edisi baru
To view the regulatory compliance mark	Melihat tanda kepatuhan regulasi

Based on table above, it can be seen that there were changes position without changing the meaning in the examples above, as in *our support* become *dukungan kami*, or *frequency bands and model info* become *informasi pita frekuensi model*. The translator uses transposition to translate those sentences in order to produce acceptable translations. With regard to this, if the translator applied *word for word* translation to translate the words, the meaning would be awkward. Thus, it resembles translation in grammatical aspect and adaptation in the alteration of content, and its can be occurs from one form to the other.

### 4. Modulation

Modulation is a variation of the form of the message, obtained by a change in the point of view. There is only one datum can be found in this analysis.

Source language	Target language
Help is never far away	Bantuan ada di dekat anda

It can be seen that *help is never far away* become *bantuan ada di dekat anda*. This change can be justified when, although a literal, or even transposed, translation results in a grammatically correct utterance. It is considered unsuitable, unidiomatic or awkward in the target language. To make it natural, modulation needs to be applied.

## 5. Adaptation

One of translation procedure mostly found is adaptation which is the procedure that succeeds, transfers, and adapts the SL word first to normal pronunciation, then to the normal morphology of the TL (Newmark, 1988). The examples of adaptation procedure investigated are presented in the following table:

Source language	Target language
You can access	Kamu dapat mengakses
The support application	Aplikasi dukungan
Important information	Informasi penting
Other content	Konten lainnya
Transfer contact	Memindahkan kontak
Xperia transfer application	Aplikasi xperia transfer
Local affiliated company	Perusahaan afiliasi local
By typographical error	Karena kesalahan tipografi
All illustrations	Semua ilustrasi
may not accurately	Tidak secara akurat
Memory card slot	Slot kartu memori
new edition	Edisi baru

The examples in the table above were categorized as adaptation translation procedure because all of them had been adapted to normal pronunciation and morphology of the TL as *application* become *aplikasi*, *information* become *informasi*, *illustration* become *ilustrasi*, and *accurate* become *akurat*. That is, most of Indonesian used those words in many occasions in their daily activities such as at work, at school, etc. The TL has almost the same sense of words with the SL, the translation resembles the SL form, so the meaning is delivered well. In this procedure, the situation to which the message refers does not exist in the target language and must be created by reference to a new situation which has quite similar concept.

The best-known definition is that of Vinay and Darbelnet, who list adaptation as their seventh translation procedure that adaptation is a procedure which can be used whenever the context referred to in the original text does not exist in the culture of the target text, thereby necessitating some form of recreation. This widely accepted definition views adaptation as a procedure employed to achieve an equivalence of situations wherever cultural mismatches are encountered.

Modulation translation help to illustrate the different between literal translation and coherent meaning translation. The idea or meaning is the same, but the phrases that are used in the source and target language are different, the source language is no translated word for word into the target language. Its mean the translator can be applied literal translation might be grammatically correct, but it might sound unnatural or awkward or ludicrous in target language. The important of modulation in translation lies in the fact that it endows idiomaticity on the language of the target text, so that the target reader is left with the illusion that he or she is not reading a translation, but an original text. Santoyo (1989: 104) defines adaptation as a form of 'naturalizing' the play for a new milieu, the aim being to achieve the same effect that the work originally had, but with an audience from a different cultural background. Therefore, to make it more natural adaptation translation needed in transfer the message.

## **Conclusion**

With reference to research findings, the conclusion can be drawn that there were only five translation procedures used based on startup guide Sony Xperia C5 Ultra Dual smartphone, namely borrowing translation, literal translation, transposition translation, modulation translation, and adaptation translation which literal translation dominantly used around 19 items of 48 items. Adaptation translation can be found around 12 items, meanwhile borrowing and transposition translation can be calculated with the same result around 8 items and the rest is modulation just was found 1 item.

## **Suggestion and Recommendation**

A translator should be aware of the complexity and faithfulness in translating and perpetuating the meaning of the message in guide book in order to get proper translation.

## **References**

- Fraenkell, J. R., & Wallen N. E. (2012). *How to Design and Evaluate Research in Education* (Eight Ed.). New York: Mc. Graw Hill International Edition.
- Hatim, B. and J. Munday. (2004). *Translation: An advanced resource book*. London and New York: Routledge.
- Miles and Huberman. (1984). *Qualitative Data Analysis*, California: Sage
- Newmark, P. (1998). *A Textbook of Translation*. London and New York: Prentice Hall International.