

## THE STUDY OF TRANSLATION TECHNIQUE ON MANUAL INSTRUCTION OF ELECTRONIC DEVICES

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### **Abstract**

*This study was aimed to analyze translation technique on manual instruction of electronic devices at PT. Philips. The objectives of this study are the first to find out the most dominant of the translation techniques used in translation techniques of manual instruction book 'Philips' electronic iron. The second is to identify the translation techniques used in translation techniques of manual instruction book 'Philips' electronic iron in case English to Indonesian language. This study applied descriptive qualitative approach in analyzing of the data obtained. The data based on the text of the instruction manual on the Philip electronic devices. The findings of this study showed that there are 120 data consist of 8 words, 55 phrases and 57 sentences on the manual instruction of Philips electronic iron especially translation in English to Bahasa Indonesia. The techniques Calque was mostly applied in translation with 25 frequencies (18.33%), then the second position is Borrowing with 22 frequencies (18.33%), then third is Establish Equivalent with 16 frequencies (13.33%), the fourth is Particularization with 13 frequencies (10.83%), the next is Literal with 10 frequencies (8.33%), the next is Adaptation with 9 frequencies (7.50%), then the next is Discursive Creation with 9 frequencies (7.50%), Amplification with 7 frequencies (5.83%), Transposition with 4 frequencies (3.33%), Generalization with 4 frequencies (3.33%) and the last is Reduction with 1 frequency (0.83%).. This study could be concluded that the translator tended to translate foreign words or phrases more lexically and structurally rather than other techniques.*

**Keywords:** Translation technique, Manual instruction, and electronic devises.

### **INTRODUCTION**

Recently, as the Industrial area with large number of International companies has made Batam city flooded many expats. This is very important to translate the foreign language into national language (Indonesian language). Therefore, translation has a purpose as the way to share information, stories, aspects in human life such as education, work, health, social life, entertainment, etc. Reza, (Reza, 2018, p. 46), their experiences and most of all knowledge explains that translation can be used to reach many are some fields can be used as the translation material such as scientific books, company products, entertainment, story books, movie which are from foreign and different language especially English have been mostly translated into other languages to make the readers understand the meaning.

The situation has influenced that translation has great to many people to understand the meaning of some fields as stated previously. Therefore, the role of language is very important because as an important element in human life that enables us to communicate with one another (Indriani, 2017, p.1) Meaning is very important in language use, therefore, to translate from one language to another language is a must. Thus, translation is very important to transfer meaning in a language. Translation is a media that can help us to get the knowledge or information (Reza, 2018, p. 1). Recently, the development of translation is greatly improved in some areas, such as engineering, art, science, history, arts, religion, business & economics, biography, autobiography, movie etc. The development of translation also touches in Industrial areas. The multi-national companies grow rapidly in Batam makes the needs of translation is really used in this area.

The multi-national companies have some manual instruction books to operate the mechanical device still in original language, for example English, but the fact in Batam English is still foreign language not all people understand English. Therefore, translation is really needed. To understand good translation is needed correct technique to make better understanding for many people.

It is based the above, it relates to the situation in Batam as the industrial area with huge number of international companies. This makes consultant services in translating the various languages listed in the manual or in translating various other official documents rises up. Therefore, it is very important for English department student to catch this chance by doing research in this topic. Thus, this study attempts to find out the correct technique in translation by analyzing translation technique on manual instruction of electronic devices.

### **Underlying Theory**

#### **a. Notion of translation.**

Translation is defined to transfer one sources language to target language. Nowadays, translation is very crucial study in this world. It is not only needed in education area. The word translation has many meanings, it can represent to the general discipline, the product (the translated text) or the process

(translating), (Putri, 2019, p. 21), it can emphasize to the general discipline, the language target as the product the process of translating. Thus, the translating or the process of translation between two languages in written text include the role of translator that change a text from the source text (ST) into a text in target text (TT). In translation some elements can be changed from the source text into the target text.

Thus, there are translation and translator cannot be separated because the translator a person who does translation. Thus, the translator and translation are assuredly encounter many difficulties in translating that are not so easy to cope with. They do not only translate a word or a sentence, but they also need to fully understand the meaning of expressions that can be found in source text in order to meet the naturalness in target text. Newmark (1988, p. 28) explains the translation can be done through translating idiomatic into idiomatic language, it is particularly difficult to match equivalence of meaning with equivalence of frequency. There are some problems in translation when a translator faces, are not grammatical but lexical, i.e., words, collocations, and fixed phrases or idioms. Hence, the result of translation can be different from its original form of the source language. Then the user or the reader will be difficult wrong to interpret the message of the source text. The translation has some objectives of translation is to assist the reader understand the text easily in target language. In translation process, the obstacles come from how to find the accuracy the equivalent from the source text (ST) to target text (TT). The translator has to be able to understand two languages to compare the equivalent of the meanings or the messages. Whereas Larson (1998, p. 3) cited by Reza (2017, p. 6-7) defines “translation is basically a change of form not the meaning. In speaking about a form of a language, we are referring to the grammatical structures and style including actual words, phrases, clauses, sentences, paragraphs, etc., which are spoken or written. These “forms” are referred to as the surface structure of a language, while the “meaning” is the deep structure of a language. It is the structural part of language

which is seen in writing or heard in speech. In translation the form of the source text is replaced by the form of the receptor (target) language.

#### **b. Translation techniques.**

In doing translation as stated previously that technique and procedures are needed to get better translation. Technique is a method to do to create something related to art. Based on this definition, the technique is different from the method. Translation procedures are how techniques used to be applied by translators when they formulate an equivalence for the purpose of transferring elements of meaning from the Source Text (ST) to the Target Text (TT). There are some types of Translation Techniques, as follows.

- 1) **Borrowing:** Molina and Albir (2002, p. 510) discussed translation is that copying is a translation way using lexical expressions directly from other languages. It is the loan word or borrowed phrase virginally or without change taken from the original language.
- 2) **Calque:** In linguistics, a calque is actually a word or phrase borrowed from another language by literal, word-for-word translation (Hartono, 2020, p. 14). More specifically, we use the verb to calque when speaking about borrowing a word or phrase from another language while translating its components to create a new lexeme in the target language.
- 3) **Literal:** Molina and Albir (2002, p. 510) categorized it into word-by-word translation technique because this technique tries to translate a word or phrase word by word or word for word. This technique of translation is to translate a word or expression word by word. It does not mean that it translates one word for another word, but rather tends to translate word-by-word based on the function and meaning in the sentence level.
- 4) **Transposition:** Transposition techniques is another translation technique that modify the grammatical categories, that is to say the process of changing grammatical categories from active voice to passive voice (Nduru, 2017).
- 5) **Modulation:** Modulation is one of the translation technique that changes

the point of view, attention or cognitive category in relation to the ST; it can be lexical or structural (Nduru, 2017).

- 6) **Compensation:** According to Molina and Albir (2002, p. 500) compensation is the indirect translation technique that introduces the source text element of information or stylistic effect to the target text because that element (in the source language) cannot be changed in the same place in the target language.
- 7) **Adaptation :** Singarimbun (2019) argued that adaptation happens when something explicit to one language culture is expressed in a totally different way that is familiar or appropriate to another language culture. It is a shift in cultural environment.
- 8) **Description:** Molina and Albir (2002, p. 510) claimed that description is a translation technique that replaces a term or phrase with a description of its shape and/or function. It is to replace a term or expression with a description of its form or/and function.
- 9) **Discursive Creation:** Molina and Albir (2002, p. 510) said that discursive creation is a translation technique that seeks to determine or create a temporary equivalent that is truly out of context that is not predictable. This translation technique creates a temporary equivalence totally being unpredictable out of context.
- 10) **Established Equivalent:** The other indirect translation technique is established equivalent. Molina and Albir (2002, p. 510) stated that this translation technique attempts to use a known term or phrase of the source text as an equivalent in the target text.
- 11) **Generalization:** Molina and Albir (2002, p.510) stated that generalization is a translation technique that uses more general or neutral terms in the target language. Furthermore, Sakulpimolrat (2019, p. 173) adds that Generalization is a technique used to translate from the source text to a more general or neutral target text that is easily understood by everyone or target language

- 12) **Particularization:** Molina and Albir (2002, p. 510) compared particularization to generalization. They said that is the opposite of generalization technique. This translation technique tries to use a more precise or specific or concrete term in the target language.
- 13) **Reduction:** According to Molina and Albir (2002, p. 510), reduction as a translation technique reduces an item of information in the target text that is completely or more stated in the source language.
- 14) **Substitution:** In connection with substitution as a translation technique, Molina and Albir (2002, p. 511) argue that substitution both linguistically and linguistically helps translators change linguistic elements, for example by intonation and gestures.
- 15) **Variation:** Molina and Albir (2002, p. 511) also put their opinions on this term. They argued that variation is a translation technique that attempts to change linguistic or linguistic elements, both intonation and gestures, which has impacts on language variation aspects.
- 16) **Amplification:** Kembaren (2018, p. 29) stated that Amplification technique introduces specifics that are not formulated in the source text. It gives more detail information about the source text.
- 17) **Linguistic Amplification:** Molina and Albir (2002, p. 510) argued that this translation technique that changes linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation: changes of textual tone, style, social dialect, geographical dialect, and it is often used for interpreting and dubbing.

#### **18) Technique 18: Linguistic Compression**

Linguistic compression is a translation technique to synthesize linguistic elements in the TL. This is technique frequently used in simultaneous interpreting and in sub-titling (Molina & Albir, 2002, p. 510).

## **METHODOLOGY**

In this research, qualitative method was used because the data analyzed or explained descriptively. Descriptive method is used to describe the findings of the research, which are the procedures used in translating idiomatic expressions. In this research, the researcher only collects classify and analyze the data, and in the end, draw conclusion based on the data. As stated by (Creswell, 2014) states that “Qualitative research is an approach for exploring and understanding the meaning individuals or group ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant’s setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data”. The primary of the data source of this study is manual instruction of Philips electric iron, the manual instruction of Philip Iron was created by Philips Company which has two pages which contains 107 word, phases and sentences that need to be studied what techniques are used in translating English to Indonesian, and secondary data sources were from some books of linguistics, pragmatics, et The researcher found e books that application with this study from internet and download some e books to make this study easy to do. In data analysis, a. separating texts in manual instruction of Philips electric iron into some phrases/sentences. To analyze the data, the researcher used 18 Translation techniques. Then interpreted the data findings in a form of table (tabulating). The last steps is Concluding data findings.

## **FINDINGS AND DISCUSSION**

### **a. Findings**

This section deals with the findings which are based on the data obtained as explained. The findings displayed in table 1 as follows:

No	Types of Translation Techniques	Frequency	Percentage
1	Borrowing	22	18.33%

2	Calque	25	20.83%
3	Literal	10	8.33%
4	Transposition	4	3.33%
5	Modulation	0	0.00%
6	Compensation	0	0.00%
7	Adaptation	9	7.50%
8	Description	0	0.00%
9	Discursive Creation	9	7.50%
10	Establish Equivalent	16	13.33%
11	Generalization	4	3.33%
12	Particularization	13	10.83%
13	Reduction	1	0.83%
14	Substitution	0	0.00%
15	Variation	0	0.00%
16	Amplification	7	5.83%
17	Linguistic Amplification	0	0.00%
18	Linguistic Compression	0	0.00%
	<b>Total</b>	<b>120</b>	<b>100%</b>

As can be shown in the table 1 above that the translation techniques mostly comes Calque with 25 frequencies (18.33%), then the second position is Borrowing with 22 frequencies (18.33%), then third is Establish Equivalent with 16 frequencies (13.33%), the fourth is Particularization with 13 frequencies (10.83%), the next is Literal with 10 frequencies (8.33%), the next is Adaptation with 9 frequencies (7.50%), then the next is Discursive Creation with 9 frequencies (7.50%), Amplification with 7 frequencies (5.83%), Transposition



with 4 frequencies (3.33%), Generalization with 4 frequencies (3.33%) and the last is Reduction with 1 frequency (0.83%). While Modulation, Compensation, Description, Substitution, Variation, Linguistic Amplification, and Linguistic Compression have no occurrences in this study. Thus, the translation techniques of the manual instruction of electronic device at the PT. Philips in case, English to Indonesian language using Calque techniques. This indicates that the translator tends to borrow the English words or phrase into Indonesian language.

### b. Discussion

As can be seen in the table 1 that the data findings mostly come to Calque. Therefore, this paper only discusses the most frequency of the technique of translation used by the translator to translate manual instruction of electronic devices as samples of the data bellows.

#### Datum 1

Source Text (ST) <i>English</i>	Target Text (TT) <i>Indonesia</i>
General description	<i>Gambaran umum</i>

It is based on the datum 1 that “General description” translate into Indonesian is: “*Gambaran umum*”. The datum 1 shows that this technique used is Calque since it translates literally or by using “word-for-word translation” equals in Indonesian language. In the table above, it can be seen that the translator is translating “General description” as “*Gambaran umum*” in Indonesia which is “general” means “*umum*” and “description” means “*gambaran*”.

#### Datum 2

Source Text (ST) <i>English</i>	Target Text (TT) <i>Indonesia</i>
dry ironing	<i>setrika kering</i>

It is based on the datum 2 that “dry ironing” translate into Indonesian is “*setrika kering*”. The datum 2 shows that this technique used is Calque since it translates literally or by using “word-for-word translation” equals in Indonesian language. In the table above, it can be seen that the translator is translating “dry ironing” as “*setrika kering*” in Indonesia which is “dry” means “*kering*” and “iron” means “*setrika*”.

Data 3

Source Text (ST) <i>English</i>	Target Text (TT) <i>Indonesia</i>
Spray button	<i>Tombol semprotan</i>

It is based on the datum 3 that “Spray button” translate into Indonesian is “*Tombol semprotan*”. The datum 3 shows that this technique used is Calque since it translates literally or by using “word-for-word translation” equals in Indonesian language. In the table above, it can be seen that the translator is translating “Spray button” as “*Tombol semprotan*” in Indonesia which is “spray” means “*semprotan*” and “button” means “*tombol*”.

## CONCLUSION

This study can be concluded that there are 120 data consist of 8 words, 55 phrases and 57 sentences on the manual instruction of Philips electronic iron especially translation in English to Bahasa Indonesia. The techniques Calque was mostly applied in translation with 25 frequencies (18.33%), then the second position is Borrowing with 22 frequencies (18.33%), then third is Establish Equivalent with 16 frequencies (13.33%), the fourth is Particularization with 13 frequencies (10.83%), the next is Literal with 10 frequencies (8.33%), the next is Adaptation with 9 frequencies (7.50%), then the next is Discursive Creation with 9 frequencies (7.50%), Amplification with 7 frequencies (5.83%), Transposition with 4 frequencies (3.33%), Generalization with 4 frequencies (3.33%) and the last is Reduction with 1 frequency (0.83%). This study could be concluded that the translator tended to translate foreign words or phrases more lexically and structurally rather than other techniques.

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