

Translation Procedure Of Economic Term In A Textbook Entitled English For Economic By Hengki And Ratna

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ABSTRACT

This study aims to examine the translation procedures of economics terms in the textbook "English for Economics" by Hengki and Ratna. In this study, the research collected 150 data points, which were subsequently analyzed using Peter Newmark translation procedures. The analysis revealed that the procedure of transference dominated the data, Transposition for 47 or 31.33%. The second Through-Translation, with 22 or 14.67%. The third was Recognized Translation with 20 or 13.33%. The fourth was Couplets with 18 or 12.00%. The fifth was Cultural Equivalent with 16 or 10.67%. The sixth was Descriptive Equivalent with 10 or 6.67%. The seventh was Functional equivalent with 7 or 4.67%. The eighth was Modulation with 5 or 3.33%. The ninth was Naturalization with 3 or 2%. Lastly, tenth and eleventh were Synonymy and Transference with 1 or 0.67%.

Key Words: Economic, Textbook, Translation, Translation Procedure

INTRODUCTION

Translation involves the linguistic process of replacing a text in one language with its counterpart in another. Consequently, any comprehensive theory of translation must be grounded in a general theory of language.

Introducing Translation studies Theories and application on his Munday's book (Munday, 2016) has evolved into a distinct academic discipline over recent decades. Initially, translation was The process of translating between two distinct written language involves converting an original written text (the source text or ST) in the original verbal language (the source language or SL) into a written text (the target or TT) in a different verbal language (the target language or TL).

For instance, when translating a product manual from Chinese into English, the ST is in Chinese, and the TT is in English. However, with the advent of internationalization and evolving communication practices, this traditional conceptualization of translation needs to be broadened to include contexts where there is no clearly defined source text.

Language is a structured form of human behavior, serving as a primary means for individuals to engage with one another in social contexts. This communicative behavior is manifested through various bodily activities performed by an individual, known as the “speaker” and necessitates the presence of at least one other person, referred to as the “addressee”, to complete the communicative exchange.

In his book *A Textbook of translation*, Newmark (1988) distinguishes between translation methods and translation procedures. He explains that while translation methods pertain to the entire text, translation procedures are applied to smaller units

such as sentences, phrases, or individual words. These procedures are specific techniques used to address particular translation challenges within a text.

Newmark outlines various translation procedures, including :

1. Transference is a translation procedure where a word or expression from the source language (SL) is directly carried over into the target language (TL) without translation. This approach is often employed when there is no exact equivalent in the TL or when the SL term holds specific cultural or technical significance.

2. Naturalization is a translation procedure that follows transference. In this process, a word from the source language (SL) is first adapted to the normal pronunciation of the target language (TL), and then to its standard morphological patterns. This adaptation ensures that the borrowed term aligns with the phonological and grammatical norms of the TL, making it more familiar and acceptable to the target audience.

3. Cultural Equivalent is a translation procedure wherein a term or concept from the source language (SL) is replaced with a culturally analogous term in the target language (TL). This approach aims to evoke a similar response or understanding in the TL audience by substituting culture – specific elements with those familiar within the TL culture.

Newmark describes this method as replacing a cultural word in the SL with a TL one, acknowledging that “they are not accurate” but can be effective in general texts, publicity and propaganda.

This procedure is particularly useful when the SL term has no direct counterpart in the TL, and a culturally familiar substitute can convey the intended meaning more effectively.

It is important to note that while cultural equivalents can enhance relatability, they may not always capture the precise nuances of the original term. Therefore, translators should consider the context and purpose of the translation to determine the appropriateness of this procedure.

4. Functional Equivalence is a translation procedure where a source language (SL) term is replaced with a target language (TL) term that serves a similar function, even if the words themselves differ. This approach is particularly useful for translating culture-specific terms that lack direct equivalents in the TL.

Functional equivalence is especially valuable when the SL term’s cultural significance is not essential to the text’s meaning or when a direct translation would be confusing or misleading to the TL audience.

5. Newmark (1988), emphasized that in translation, descriptive equivalents must

sometimes be balanced against functional equivalents. He defines a descriptive equivalent as explaining a culture-specific term (CST) in several words when no direct counterpart exists in the target language. For instance, translating the French term "baccalaureat" might involve a descriptive equivalent like "the French secondary school leaving examination, which is necessary for university admission.

6. Peter Newmark defines synonymy in translation as the use of a near-equivalent term in the target language (TL) when an exact one – to – one equivalent for a source language (SL) word may not exist. This procedure is applied when the SL word lacks a clear counterpart in the TL and is not crucial to the text's meaning, particularly for adjectives or adverbs of quality.

7. Through-Translation, also known as calque or loan translation, is a translation procedure where a source language (SL) term is translated literally into the target language (TL). This procedure is commonly applied to:

- a. common collocations: Phrases that are frequently used together in the SL
- b. Name of organizations: Institutional titles and entitles.
- c. Components of compounds: Parts of compound words or phrases.
- d. Phrases: Whole expressions or idiomatic combinations.

8. Transposition, or shift, is a translation strategy that entails modifying the grammatical form of an expression during the transfer from the source language (SL) to the target language (TL).

9. The term modulation, as defined by Vinay and Darbelnet (1965), refers to a translation method that alters the angle of perception or mode of thinking to convey meaning more naturally in the target language.

10. Recognized translation refers to using the established or approved equivalents for institutional terminology.

11. A translation label is a temporary translation, often applied to a newly introduced institutional term, which should be placed in quotation marks and can be quietly removed later.

12. Compensation happens when the loss of meaning, sound effect, metaphor, or pragmatic element in one part of a sentence is made up for in another part or a nearby sentence.

13. Componential analysis is the process of breaking a lexical unit down into its basic meaning parts, which can often lead to two, three, or four different translations.

14. Reduction and expansion refer to imprecise translation approaches that are occasionally performed naturally and other times through AOC.

15. Paraphrase: This is a process of providing additional explanation or detail to a segment of text, used especially when the text is anonymous and contains important gaps or is inadequately written.

16. Other Procedures: Vinay and Darbelnet also mention other translation methods : (1) Equivalence, a somewhat misleading term that refers to approximate similarity, expressing the same situation using different words; (2) Adaptation, which involves using a recognized equivalent to convey two different situations.

17. Couplets, Triplets, and Quadruplets involve combining two, three, or four of the previously mentioned procedures to solve a single problem.

18. Notes, Additions, Glosses: Finally, some advice on when it is appropriate to include notes or extra information in a translation. The additional details often relate to cultural differences between the source and target languages, technical subject matter, or linguistic explanations for unusual word usage.

Some researchers have conducted research about translation procedures. First, Ramadhani and Fitriani (2021) explain that the analysis of translation procedures and errors in students' English-to-Indonesian abstract translations led to several conclusions. The study examined the translation methods used by students based on Newmark's theory and identifies translation errors according to the NAATI standard. It was found that students employed eight translation processes: Couplet, Literal Translation, Triplet, Modulation, Paraphrase, Transposition, Compensation, and Reduction. Second, Noryatin et al. (2022) revealed that students employed different translation procedures when translating identical economic terms or phrases from English into Indonesian. The study also concluded that although many of the word chosen by the students were appropriate in the target language, some were unsuitable due to their uncommon usage. This issue likely results from insufficient identification and analysis of economic articles in the target language, which can be improved by conducting a more thorough examination.

METHOD

In this study, the researcher limits the scope to translation procedures used in economics textbooks, and would focus only on the following question : Translation Procedures used in Translating Economic Terms in a Textbook “English for Economics” by Hengki and Ratna. This is a qualitative research, the researcher analyzes the data using the theories that is related to this research. The data in this study consist of words, phrases, clauses, and sentences. The source of the data should be mentioned clearly A text book of Translation by Peter Newmark. The data collection procedure taken by document analysis.

RESULT AND DISCUSSION

This study successfully identified 150 economic words found in the translation textbook of English for Economics. These economic words were then classified according to Peter Newmark's translation procedure, and the results are presented in the table below.

Table 1 : Translation Procedure Of Economic Terms In A Textbook Entitled English For Economic By Hengki and Ratna

NO	Translation Procedure	Amount	Percentage
1	Shifts or Transpositions	47	31.33%
2	Through- Translation	22	14.67%
3	Recognized Translation	20	13.33%
4	Couplets	18	12.00%

5	Cultural Equivalent	16	10.67%
6	Descriptive Equivalent	10	6.67%
7	Functional Equivalent	7	4.67%
8	Modulation	5	3.33%
9	Naturalization	3	2.00%
10	Synonymy	1	0.67%
11	Transference	1	0.67 %
	TOTAL	150	100%

The analysis revealed that the procedure of transference dominated the data, Transposition for 47 or 31.33%. The second Through-Translation, with 22 or 14.67%. The third was Recognized Translation with 20 or 13.33%. The fourth was Couplets with 18 or 12.00%. The fifth was Cultural Equivalent with 16 or 10.67%. The sixth was Descriptive Equivalent with 10 or 6.67%. The Seventh was Functional equivalent with 7 or 4.67%. The Eight was Modulation with 5 or 3.33%. The Ninth was Naturalization with 3 or 2%. Lastly, tenth and eleventh were Synonymy and Transference with 1 or 0.67%.

Several studies on translation procedures indicate that there are variations and tendencies in the use of certain methods. Virtianti, Yuliasari, and Sari (2024) found the among the 56 cultural words identified in the first episode of Gadis Kretek series, the most common category was stereotype, totaling 22 items or 39,2%. In contrast, the least frequent category was cultural heritage, which appeared only once, total for 2%of the data. The remaining three categories : Society, languages, and social interactions. Each appeared 11 times or 19,6%. Out of the twelve translation procedures in the theoretical framework, only five were employed in translating the subtitles. The most widely used procedure was Literal

~~Translation applied to 23 items or 41.1%. This was followed~~

by cultural equivalent with 18 items or 32,1%, and deletion with 11 items or 19,6%. The least utilized procedures were transference, which appeared 3 times or 5.4%, and neutralization, used only once or 1,8%.

Ramdhani and Fitriani (2021) adopted a qualitative research design, specifically using a descriptive qualitative approach. Their findings revealed that students applied eight translation procedure : Couplet, Literal Translation, Triplet, Modulation, Paraphrase, Transposition, Compensation, and Reduction. Among these, Couplet was the most frequently applied, accounting for 54.6% while Reduction was the least used, with only 0.2%.

The study also identified eight types of Translation errors made by the students, including spelling errors, grammatical and syntactic errors, inappropriate register, punctuation errors, distortion, unidiomatic expressions, unjustified insertion, and unjustified omission. Spelling errors were found to be the most common, with a rate of 43.6%, whereas unjustified omission occurred the least, at 2.3%.

Analysis of Each Translation Procedure (with sample) :

1. Through – Translation: The literal translation of common collocations, names of organizations, the components of compounds and perhaps phrases.

Example :

SL: *Higher Spending, Rich Countries, Poor Countries*

TL : *Pengeluaran yang lebih tinggi, Negara Kaya, Negara Miskin*

Explanation : A translation method that involves directly

translating familiar word combinations, names of institutions, elements of compound terms, or expressions from the original language into the target language. This approach typically maintains the original wording and structure as much as possible.

2. Transference is the process of transferring a SL word to a TL text as a translation procedure.

Example :

SL : *Tariff*

TL : *Tarif*

Explanation : Borrowing, or transference, refers to a translation strategy where a word from the source language is retained in the target language, typically because there is no precise equivalent or to maintain cultural or stylistic significance.

3. Naturalization: Naturalization: this procedure succeeds transference and adapts the SL word first to the normal pronunciation, then to the normal morphology (word-forms) of the TL.

Example :

SL : *Distributed, Aggregates, Brokerages*

TL : *Didistribusikan, Agregat, Broker*

Explanation: This procedure is almost similar to the transference, but there is a partial adaptation. Especially in the form of morpheme. In the example, the word monopoly is translated into monopoli, while oligopoly into oligopoly, and monopsony into monopsoni. There is no significant change in the target language. The translator just changed the last letter from those words in Indonesian. The reason for using this procedure is the words in the source language are

already well known, so they are adapted into the target language without any modification.

4. Descriptive Equivalent: In translation, descriptive sometimes has to be weighed against function.

Example :

SL : *Lower Interest Rate, More Investment, Set the price of a homogeneous product*

TL : *Suku bunga lebih rendah, lebih banyak investasi, Menetapkan harga produk yang homogen*

Explanation : It is necessary to balance descriptive equivalence with functional equivalence to maintain both the meaning and purpose of the original text.

5. Synonymy: Use the word 'synonym' in the sense of a near TL equivalent to an SL word in a context, where a precise equivalent may or may not exist.

Example :

SL : *Source*

TL : *Sumber*

Explanation : A method of translation that selects a word in the target language with a meaning close to that of the source word, especially when an exact translation is not available or necessary.

6. Cultural Equivalent: This translation method involves replacing a culturally specific term from the source language (SL) with a term in the target language (TL) that carries a similar meaning or function with the target culture.

Example :

SL : *Costs, Customer, Profit*

TL : Biaya, pelanggan, Keuntungan

Explanation : This strategy makes use of culturally neutral or widely understood terms in the TL to ensure the message remains clear and appropriate for the target audience.

7. Transposition : Translation technique that involves modifying the grammatical structure when shifting from the source language (SL) to the target language (TL).

SL : The wage rate varies, Lower Price Level, The Financial Risk

TL : Tingkat upah bervariasi, Tingkat harga yang lebih rendah, Risiko Keuangan

Explanation : This approach requires grammatical adjustments between languages. These may include : Changing a word from singular to plural, Restructuring phrases when the original grammar doesn't exist in the TL, and converting one part of speech to another such as turning a verb in SL into a noun in TL, or simplifying noun groups into single terms.

8. Modulation: Modulation is a translation technique that involves changing the form of expression by shifting the point of view, perspective, or cognitive category in order to convey the same idea.

SL : Amounting to, Make Money, Trade

TL : Sebesar, Menghasilkan Uang, Perdagangan

Explanation: Modulation is used when a literal translation would sound unnatural or unclear in the target language (TL). The translator adjusts the phrasing to fit the norms and way of thinking in the TL, even if the SL and TL express the concept differently in terms of structure or viewpoint.

9. Recognized Translation: Recognized translation refers to

translations for institutional or standard terms.

SL : Foreign Exchange, Global Crisis, Revenue

TL : Pertukaran asing, krisis global, Pendapatan

Explanation: This method is applied when the translator chooses the standard or commonly recognized translation for specific institutional terms to ensure clarity and consistency.

CONCLUSION

Based on the research findings, it can be concluded that the dominant translation procedure used for economic terms in textbooks is the transference revealed that procedure of transference procedure dominated the data, with Transposition for 47 or 31.33%. The second Through-Translation, with 22 or 14.67%. The third was Recognized Translation with 20 or 13.33%. The fourth was Couplets with 18 or 12.00%. The fifth was Cultural Equivalent with 16 or 10.67%. The sixth was Descriptive Equivalent with 10 or 6.67%. The Seventh was Functional equivalent with 7 or 4.67%. The Eight was Modulation with 5 or 3.33%. The Ninth was Naturalization with 3 or 2%. Lastly, tenth and eleventh were Synonymy and Transference with 1 or 0.67%. Particularly in specific contexts, to adjust for cultural and linguistic differences, ensuring that the translation is easily understood by the target readers. Thus, the study highlights the importance of understanding procedures and recognizing translation error in the overall translation process.

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