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CHECKING OUT EQUIVALENCE WITHIN INDONESIAN – ENGLISH BILINGUAL TEXTS

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ABSTRACT

Establishing equivalence within bilingual texts means saying the same message in different ways. Among numerous theories and views about equivalence is the theory which perceives equivalence as natural or directional. Within the theory, natural equivalence and directional equivalence seem to be quite the opposite but they are in fact interlinked. Bilingual texts composing of Indonesian text and English text are examined to reveal how equivalence, viewed under the framework, works. The examination reveals that the correspondence between constituents of both texts shows the features of: natural equivalence, directional equivalence and non-equivalence. The examination also uncovers the features of both natural equivalence and directional equivalence identified in a single construction. From this study, a brief sketch is obtained that natural equivalence and directional equivalence are not two extremes in the axis of equivalence but both form a tendency in terms of equivalence.

Keywords: natural equivalence, directional equivalence, non-equivalence, Indonesian, English

ABSTRAK

Mewujudkan kesepadanan dalam teks bilingual berarti mengungkapkan pesan yang sama dengan cara yang berbeda. Di antara banyak teori dan pandangan tentang kesepadanan, terdapat teori yang memilah karakter kesepadanan menjadi alamiah atau berarah. Dalam teori tersebut, kesepadanan alamiah (*natural equivalence*) dan kesepadanan berarah (*directional equivalence*) tampaknya sangat berlawanan tetapi keduanya sebenarnya saling terkait. Teks bilingual yang terdiri dari teks bahasa Indonesia dan teks bahasa Inggris dikaji untuk mengungkapkan bagaimana kesepadanan, dilihat dalam kerangka teori kesepadanan tersebut, beroperasi. Pengkajian yang dilakukan mengungkapkan bahwa hubungan kesepadanan antara konstituen kedua teks menunjukkan fitur: kesepadanan alamiah, kesepadanan berarah dan ketaksepadanan. Pengkajian juga mengungkap fitur-fitur kesepadanan alamiah dan kesepadanan berarah yang teridentifikasi dalam satu konstruksi. Dari penelitian ini, diperoleh gambaran umum bahwa kesepadanan alamiah dan kesepadanan berarah bukanlah dua

ekstrem dalam poros kesepadanan tetapi keduanya membentuk kecenderungan dalam hal kesepadanan.

Kata kunci: kesepadanan alamiah, kesepadanan berarah, ketaksepadaan, bahasa Indonesia, bahasa Inggris

INTRODUCTION

Almost everything goes global these days, starting from commerce, technology, information to culture. Communication and interface, with their miscellaneous types, take place across boundaries and territories. Society in a certain region can interact with other societies in any part in the world. One of the methods in doing worldwide interaction is interaction through bilingual texts, which target different groups of audience.

In relation to worldwide interaction, Indonesia is one of the nations taking part within (Prayetno and Mukmin, 2018). Surakarta, as one of the Indonesian cities retaining variety of tourist potentials, through its city government, campaigns its tourism attractions targeting potential customers all over the world through its tourism website. Directed at both local and foreign tourists, some contents of the official tourism website of Surakarta are made available in Indonesian (<http://pariwisatasolo.surakarta.go.id/>) and English (<http://www.solocity.travel/>). Ideally, the message in the website content that is conveyed in both languages is equivalent so that the readers of the texts in both languages get equal information.

Generating equivalence between texts in Indonesian and in English can be done by means of using common equivalent expressions in expressing the message within the constituents of particular linguistic constructions. [The following is an example.]

Ind : *Candi ini berlokasi di Magelang, sekitar dua setengah jam dari Solo.*
Eng : This temple is located in Magelang, around 2,5 hours from Solo City.

In the example, equivalence is achieved through the use of equivalent constituents of the sentences with a minor expansion of information “city” in the English sentence. The expansion adds information but does not add disparate message and hence, the two sentences share equivalent information.

Generating equivalence across the two languages, however, can be a challenging task. One of the causes may derive from the difference in the way message is conveyed in both languages. A prominent example is the case involving noun phrases, as found in the content displayed on the official tourism website of Surakarta.

Ind : *Menjadi pasar antik yang menakjubkan dengan **banyak barang antik, kuno, kerajinan tangan dan barang-barang lainnya.***
Eng : Its a very nice antique market with lots of **ethnic, craft, and vintage stuffs of any kind.**

The Indonesian phrase covers multiple items: the “barang antik”, “(barang) kuno”, “kerajinan tangan” and “barang-barang lainnya”. The way the message is expressed in

English causes shift to take place and the counterpart suggests different content. The linguistic unit “*kerajinan tangan*” undergoes change of function from a separate noun to a noun modifying another noun. In addition, the construction “of any kind”, which is most likely meant as the equivalent of the phrase “*barang-barang lainnya*” serves as modifier of “stuffs” and hence, the change results in unequal content between the content in Indonesian phrase and that in the English phrase. The message carried by of the phrase undergoing change of function cannot be found in the English text.

Researches focusing on equivalence have previously been done. A study of word-level equivalence focusing on abbreviation was conducted in 2014 by Utami and Sumani. The results reveal problems dealing with non-equivalence and the strategies applied to overcome the problems. Analysis of equivalence and shift with the center of attention to the forms of adjective phrases within articles in English and Indonesian edition National Geographic Magazine was done by Dewi, Indriyani and Citraesmana in 2014. The results reveal both similar and different forms of adjective phrases in English and in Indonesian. The similarity and difference end up in the same and different values. Another research was conducted by Ferlanda, (2016), investigating equivalence of two types of linguistic units, namely collocations and fixed expressions and idioms. Some constructions of these types are equivalent in terms of form and some others need to undergo changes of form. A more recent research is the analysis of formal correspondence and dynamic equivalence with the attention to slang expressions in a movie was done by Rayendi in 2017. The study reveals that dynamic equivalence can be a way to overcome problem with lack of one-to-one equivalent. A research with more closely related topic and result is the one conducted by Liem (2017). Liem’s study is directed to the investigation of equivalence between English proverbs and their Indonesian corresponding expressions based on Nida and Taber’s theory of formal equivalence and dynamic equivalence. The result reveals three categories of equivalence: formal, dynamic and non-equivalence. This research investigates equivalence within an Indonesian text and an English text in a different perspective by applying Pym’s theory of natural and directional equivalence.

The idea which lies behind the term “translation equivalence” has long been one of the main concerns of academics and scholars in the area of Translation Studies. Equivalence is remarkably central in translation as what Panou (2013: p. 2) asserts that equivalence “has been inextricably linked with both definitional and practical aspects of translating.” Among academics’ ideas concerning equivalence, Uliana (2018) puts forward his statement that in order to be equivalent in the source language and in the target language, linguistic units would have necessarily to be dissimilar because the linguistic units are part of two different sign systems. The statement is an elaboration of a statement asserted by Jakobson, who in Uliana’s view “is adamant that there is no complete equivalence of words in different languages, since cross-linguistic distinctions, which underscore the idea of equivalence, hinge around compulsory grammatical and lexical forms”.

In line with the earlier statements, Pym (2010a) pinpoints that it is assumed that texts which are equivalent are those which can share the same value at some level, from form to function (p.6). Within that paradigm, he sees that throughout history there have come into

existence different kinds of equivalence.

Scrutinizing the attempts to theorize equivalence, Pym views that they involve competing conceptualizations: natural equivalence and directional equivalence, which both are in fact intertwined (Books on Translation Studies, 2016). The former is characterized as “functionalist from the very start” since it is assumed to already exist in both languages (Pym, 2010b p.2). Natural equivalence is not influenced by directionality, meaning that if a term or expression is translated from one language to another, or in an opposite direction, the result is unchanged (Pym, 2010a p. 6). In the sub-paradigm of directional equivalence, active choices are available and there is no guarantee of an exact return (Pym, 2010b p.2). Al-Kanani and Saedi (2017, p. 105) assert Pym’s idea which characterizes directional equivalence as involving asymmetry in the way that an equivalent never implies the creation of the same equivalent in the opposite direction. Remarking Pym’s idea of directional equivalence, House (2015 p. 7) states that directional equivalence emerges from one’s personal textual decisions in the conveyance of message across languages.

In a more practical and operational detail, maintaining natural equivalence can be achieved through Vinay and Darbelnet’s seven general strategies: loans, calques, literal translation, transposition, modulation, correspondence and adaptation (McGrory, 2018 p. 59). In the points where natural equivalence breaks down, directional equivalence becomes more important and textual expansion or reduction is justified to apply. Strategies for maintaining directional equivalence are not limited to the two previously mentioned. Referring to Pym, Kazakova and Algina (2018, p. 733) views that directional equivalence involves a lot of choices, in which any strategy judged to be appropriate can be chosen.

The two concepts of equivalence are those involved in the analysis to examine the data. These concepts are utilized as the underlying framework to classify data into “equivalent” (natural or directional) and “non-equivalent”. The details of the application of the conceptualization are provided in the “Methodology” section.

METHODOLOGY

This research aims at studying the equivalence between the sentences and phrases composing the texts entitled “10 Tujuan Wisata Terbaik” and “Top Ten Attractions”. Both texts are parts of the Indonesian version and English version of the official tourism website of Solo, managed by the local government. These texts were chosen as the source of data because the sentences and phrases in the two texts contain phenomena which can demonstrate how natural equivalence and directional equivalence work. The data studied in this research are the sentences and phrases comprising the two texts. The analysis of equivalence, however, involves study at wider ranks: sentence, phrase and word. The analysis of different ranks of linguistic units is based on the consideration that each linguistic rank has the potential to have an effect on the equivalence. i.e. how much the units share value. The data were classified based on the characteristics of the equivalence between each sentence in the two languages into the following categories: “natural equivalence”, “directional equivalence” and “non-

equivalence”. The pattern identified from the analysis was linked to the features of both languages. Finally conclusions are drawn based on the purpose of this study.

FINDINGS

There are 54 data taking form of Indonesian sentences and phrases obtained from the Indonesian website page entitled “10 Tujuan Wisata Terbaik” and 53 were obtained from the English page “Top 10 Attraction”. The data take forms of sentences and phrases. Based on the analysis performed upon Pym’s theory of equivalence, the data fall into three categories of equivalence: natural equivalence, directional equivalence and non-equivalence. The categorization is based on the nature of the correspondence of the linguistic units in the two languages.

Natural Equivalence

TWT/Ind/13

Ind : *Sebuah keraton yang sangat indah dan terawat.*

TTA/Eng/13

Eng : A very beautiful and well maintained palace.

The pair of sentences signifies the features of natural equivalence in the way that both share the same value “an official residence of royal family which is very beautiful and well maintained”. The equivalence between the two languages is already established, including the equivalence between “keraton” and “palace”.

TWT/Ind/27

Ind : *Jumlah ini mewakili lebih dari setengah populasi fosil manusia Homo erectus di dunia.*

TTA/Eng/27

Eng : This amount represents more than half the population of Homo Erectus fossils in the world.

Both sentences are another pair of sentences in both languages belonging to this category. They share the same value “the quantity or count of the population of Homo Erectus fossils in Sangiran compared to that in the world”. Despite the erroneous use of the word “amount” in the linguistic environment where “number” should be used (100 common English usage problems), the English sentence still conveys equal message. Another evident contrast is the use of “manusia” in the Indonesian sentence (which is equivalent to “human” in literal sense). The presence of the term “manusia Homo erectus” does not cause negative impact on the equivalence.

Directional Equivalence

TWT/Ind/01

Ind : *10 Tujuan Wisata Terbaik*

Surakarta English and Literature Journal

TTA/Eng/01

Eng : Top 10 Attractions

The phrases in the two languages share the same value: serving as the title of the web page, which contains ten most excellent tourism attractions in Solo. The Indonesian phrase noticeably expresses a message that it introduces tourism destinations while its English counterpart does not cover information about “tourism” and let the readers know it from the context. This different way of conveying message signifies asymmetry, the feature of directional equivalence.

TWT/Ind/19

Ind : *Pasar tradisional ini menjual barang-barang antik.*

TTA/Eng/19

Eng : A traditional flea market that sell antique items

The sentence and phrase also exemplify directional equivalence in the two studied texts. In the description of Triwindu Antique Market, the Indonesian text features a sentence “Pasar tradisional ini menjual barang-barang antik”. In contrast, the English text features a phrase “a traditional flea market that sell antique items” instead of sentence. However, aside from how the message is expressed in different ways, a message can be understood from both linguistic units that Triwindu is a market in which antique goods are available for purchase. The correspondence between the two also signifies directional equivalence through the asymmetry of the linguistic forms.

Non-Equivalence

TWT/Ind/21

Ind : *Disini pengunjung dapat menemukan pin, radio, keris, lampu, wayang kulit, mainan anak-anak, patung kayu atau perunggu dan barang antik lain yang usang dan sudah diperbaiki.*

TTA/Eng21

Eng : Here, visitors can find cpins, radio, keris, lamps, leather puppet, kid toys, wooden or bronze statue, and also reproduction of antiques.

The Indonesian sentence and English sentence belong to sentences with non-equivalent content. In other words, they do not share the same value. The different value between the sentences results from the phrases “*barang antik lain yang usang dan sudah diperbaiki*” and “reproduction of antiques”. The Indonesian phrase informs the readers that in the market, visitors can find, among other items, other worn antiques and those which have been restored. Communicating different message, the corresponding English sentence contains information that visitors can find, among others, the action or process of returning antiques to former condition.

TWT/Ind/15

Ind : *Puro Mangkunegaran menjadi gudang seni dan budaya klasik Jawa.*

TTA/Eng/15

Eng : The Mangkunegaran Palace is a classic repository of classical Javanese art and culture.

Both sentences express different message and the difference is as a result of the recurrence of the words classic - classical in the English sentence, modifying “repository” and “art and culture”. As a consequence, the feature “classic” is also attributed to “repository”, which is not the case in the Indonesian sentence. The sentence in the Indonesian text suggests that only the “*seni dan budaya*” (art and culture) are described as having the feature of “classic”, a different content from the content of the English sentence.

DISCUSSION

Regarding the nature of equivalence, Pym points out his conception of natural equivalence and directional equivalence, which he sees as competing. The results of this research indicate how equivalence works. Both natural equivalence and directional equivalence are identified in the relations between the analyzed data. Equivalence is either two way (natural) or asymmetrical (directional) which is achieved through the use of different strategies (as exemplified in the previous section). Studied in a more detailed way, it can be revealed that the competing categories can be collectively established in constructing equivalence of the whole unit.

Let us take the equivalence between “*10 Tujuan Wisata Terbaik*” and “Top 10 Attractions” as an example. Both phrases take different forms yet share equal message. Within the Indonesian phrase, the message is more explicit as indicated by the presence of “*tujuan wisata*” (tourism destination), while in the English phrase, the information “tourism” as the equivalent of “*wisata*” is understood from the context. This is an indication of directional equivalence, in which a different way of establishing equivalence than using the corresponding term which is already established, namely “tourism destinations”. Here, form is not the aspect remaining the same. Within the phrases whose correspondence indicates directional equivalence, relation suggesting natural equivalence can be spotted. It lies on the link between “*10 terbaik*” and “top 10”, which are the phrases commonly used in each language and share equal message in their context of use.

Another case exemplifying how natural equivalence and directional equivalence are present in a single linguistic unit is the correspondence between the phrase “*Kampung Batik Laweyan dan Kauman*” and its counterpart “Batik Village: Kampung Batik Laweyan and Kauman”. The preservation of the Javanese names leans to natural equivalence but the presence of “Batik Village” marks directional equivalence within the correspondence the two linguistic units. The expansion of information is quite different from how rendering of message is done in maintaining natural equivalence. Here, the level at which equivalence is intended to work appears to be readers’ understanding. The term “village” in the extra

information is more familiar to the intended readers and has the potential to be easier to understand than “*kampung*”.

Based on the analysis also, despite natural equivalence and directional equivalence, a third category is identified, namely non-equivalent. The sentences and phrases in English and Indonesian belonging to the first two categories share the same value in the way that they convey equivalent message. The third kind of sentences and phrases on the other hand, share unequal message. The cause can be linked to the identified ways to express message in both languages.

TWT/Ind/23

Ind : *Situs Prasejarah Sangiran*

TTA/Eng/23

Eng : *Sangiran Prehistoric Sites*

The correspondence between the Indonesian and English phrases, viewed based on the perspective of equivalence, falls into the category of non-equivalence. It is due to the unequal information contained in the two phrases. The plural indicator used in the English phrase causes both phrases to suggest different message. The Indonesian phrase suggests single prehistoric site in Sangiran while the English phrase suggests the existence of more than one sites in Sangiran. As a matter of fact, in common mention and representation, the prehistoric site is referred to as single site.

TWT/Ind/28

Ind : *Homo erectus sendiri menjadi mata rantai dari evolusi manusia antara manusia seperti kera dan manusia modern.*

TTA/Eng/28

Eng : *Homo Erectus itself is the missing link of human evolution between ape-like human to modern human.*

The correspondence between the two sentences does not indicate any of the characteristics of equivalence. It is none of the two way equivalence or asymmetric equal value. The presence of the word "missing" in the English sentence not only makes them irrevocable but also makes them convey different messages. Equivalence can be established through the application of any strategy judged to be appropriate but the presence of “missing” in the English sentence appears to be inappropriate. In the Indonesian language, *Homo erectus* is one of the items linking ape-like human to modern human while in the English sentence, *Homo erectus* is the piece causing the absence of relation between ape-like human and modern human evolution.

TWT/Ind/14

Ind : *Pembangunan Puro Mangkunegaran dimulai pada awal tahun 1757.*

TTA/Eng/14

Eng : The construction of the Puro Mangkunegaran in Solo can be dated back to the year 1757.

Similar to the one presented in the previous pair of sentences, correspondence between the sentences about Puro Mangkunegaran does not indicate equivalence. It is none of the two way equivalence or asymmetric equal value. The use of "dimulai" and "can be dated back" as pair of corresponding expressions in both sentences does not produce either natural equivalence or directional equivalence. Both expressions are recognized expressions but they point to different reference. In addition, they are asymmetric without the same value. The finding concerning non-equivalence can be linked to the findings of Liem's 2017 research, in which non-equivalent pairs of proverbs results from the use of false corresponding expressions. This research generates similar result in the way that non-equivalent Indonesian - English sentences are the effect of false corresponding parts of the sentences. In addition, non-equivalence as studied in the research also exists out of inappropriate expansion.

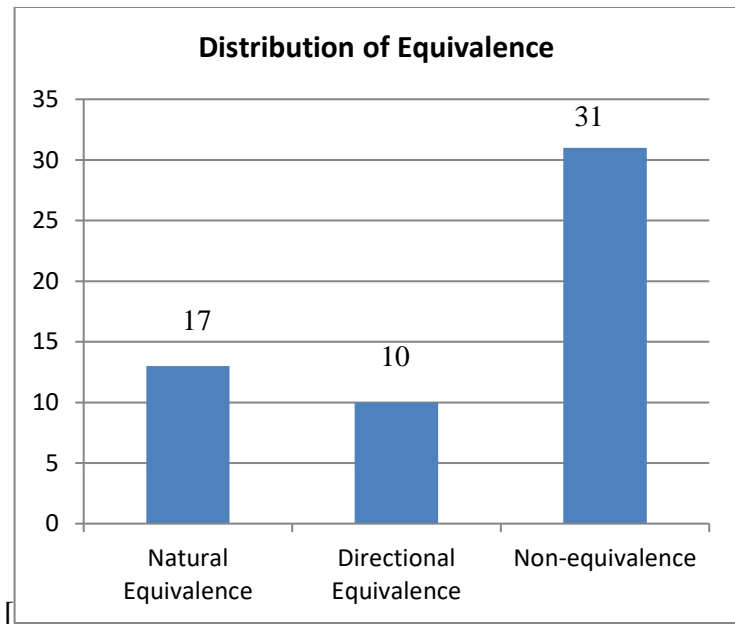


Figure 1. Distribution of Equivalence

As many as 17 data show the feature of natural equivalence, in which equivalent expressions already exist in both languages. Natural equivalence is also characterized by the use of strategies for maintaining natural equivalence. Ten other data show the feature of directional equivalence, equal value conveyed through different (asymmetric) expressions. The dominant type of equivalence identified in both texts is non-equivalence.

Linking the result to those of the researches conducted by Dewi, Indriyani and Citraresmana (2014) and Ferlanda (2016), a point can be drawn that different grammar rules between Indonesian and English require similar forms of expression in certain situations and different forms in other situations to be able to establish equivalence. The different grammar

rules in both languages can be the factor behind the establishment of natural or directional nature of equivalence, in which directional equivalence can be alternate choice whenever natural equivalence is too problematic to achieve. Meanwhile, linked to the results of the researches done by Rayendi (2017) and Liem (2017), the two researches view equivalence as dichotomy, formal and dynamic. This research reveals different case that natural equivalence and directional equivalence can be established in a single unit. The difference may probably due to the characteristics of the studied data, in which data in this research can be analysed as more than elements rather than single element. Both the slang expressions and proverbs are viewed as single units, in which the equivalence of each unit is identified as formal or dynamic. In this research, each datum can be studied further to the elements constructing it, allowing identification of how natural equivalence and directional equivalence in a single linguistic unit build up equal value.

Inferred from what has been elaborated, whether it is natural or directional and whichever aspect of message is to be preserved, equivalence should be the focal point in conveyance of message across languages. Directing to the other point, non-equivalence can result from false choices of strategy and corresponding term. Non-equivalence of parts of larger linguistic constructions has the potential to be the source of non-equivalence of the whole constructions. Thorough comprehension of the communication situation is thus required to ensure faithful equivalence - in any aspect it is intended to work.

CONCLUSION

This study provides a small-scale picture about how equivalence works based on Pym's conception of natural equivalence and directional equivalence. This study confirms that equivalence at the ranks of sentence and phrase can be established either in two-way movement or in one-way directionality by means of the use of diverse appropriate strategies. The result of the study also reveals that natural equivalence and directional equivalence can be concurrently established within a single construction. On the other hand, non-equivalence, as shown in the previous section, occurs as a result of the application of inappropriate strategies. Further studies can be done with deeper explorations involving more variables and facets of equivalence, particularly concerning theories setting forth opposite notions (formal - dynamic semantic - communicative, overt - covert, etc.).

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