Translation techniques of manual text

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ABSTRACT

Background: Translators often deal with various types of texts, such as academic texts, journalistic texts, subtitle texts, legal texts, speech texts, literary texts, and manual texts. Manual text could be one of many interesting subjects of research in translation field. Translating manual text should follow the principles, such as communicative, short, concise, easy to read, reader-oriented, and natural in target language.
Purpose: This study examines the translation technique of 12 excerpt of Cosmos oven manual text in the form of phrases, clauses, and sentences translated from English into Indonesia.
Design and Method: This study uses 18 translation techniques to analyze the data that was taken from Cosmos oven manual text.
Results: The results of the study showed that there are five translation techniques found in Cosmos oven manual texts: amplification (30%), modulation (27%), reduction (27%), borrowing (8%), and literal translation (8%). Cosmos oven manual text mostly used amplification technique. There are some additional words or information, paraphrasing, making the text explicit to make the translation clear and help target readers understand the text.
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Keywords: Translation study, Translation techniques, Manual text

Introduction

Translation is a complicated process of transferring between two different languages that involve how to overcome the differences of linguistic, lexical, and the context of the specific words between source language (SL) and target language (TL) (Chtatou, 2021). Translation studies has been widely developed on the base of three ground-breaking theories, those are; Skopos theory, descriptive translation studies and functional theories. (Acar, 2021, p.1). (Baretta, 1997, p. 447) argues that translating a text is not only finding close identical words and sentences, but also try to convey the source text's massages into the target language's pattern in natural way. Translation requires three main cognitive steps. First, it needs deep analysis of the source text for meaning, word and socio-linguistic meaning in order to extract cultural reflections. Second, a mental process ensues to interpret the source text accurately to reach a target text and like, an equivalent meaning in the target language which is understandable by the target readers or the audience. Third, the product of interpretation is then immediately processed mentally by the listener (Schaffner (2010) as cited in (Darwish, 2021, p.12).

Translators often deals with various types of texts, such as academic texts, journalistic texts, subtitle texts, legal texts, speech texts, literary texts, and manual texts. (Jmeart, 2015) states that manual text offers the consumers a comfortable and clear information of a particular product. A manual text informs the reader how to operate a tool, an electronic appliance, a machine in order to get a good application and to avoid accidents, damages or dangerous usage. Manual texts are often named procedure texts are designed to describe how a tool is being operated through sequence actions or steps.

Several studies on translation manual texts have been conducted by scholars. (Kustanti & Agoes, 2017) uses procedure texts of Android, IOS and Windows operating systems and compared its translation techniques. They found that calque is the common technique of the three manual texts. (Dashela, 2020) analyzed and described the types of translation technique found in Samsung manual book. She found that literal translation is mostly used in Samsung manual book. Meanwhile, (Oktaviani & Sutopo, 2018) evaluated the realization of grammatical equivalence in English-Indonesian translation of compound-complex sentences in the manual and its relation to the translation quality. The findings presented that out of 106 English compound-complex sentences that are translated to Indonesian, 75 (69.8%) of them are grammatically equivalence and 32 (30.1%) of them are not grammatically equivalence. According to (Oktaviani & Sutopo, 2018) grammatically equivalence influences the accuracy, the acceptability, and the readability of the translation for the target leaders. Those studies showed that translating manual texts offers many insights related to the grammatical problems, grammatical equivalences on the level of compound-complex sentence, lexical and syntactical problems, translation methods procedures and techniques analysis.

This paper tries to analyze translation techniques of the Cosmos Oven's manual book. (Newmark, 1998, p.28) writes that, "While translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language." (Newmark, 1998) refers the translation methods as word-for-word translation, literal translation, faithful translation, semantic translation, and adaptation. Meanwhile, translation technique is how to transfer massages from source language (SL) into the target language (TL) at the level of words, phrases, clauses and sentences. (Molina & Albir, 2002, p. 498) explain that textual categories describe mechanisms of coherence, cohesion and thematic progression, while contextual categories introduce all the extra-textual elements related to the context of source text and translation production. The eighteen translation techniques proposed by (Molina & Albir, 2002) are (1) Adaptation, (2) Amplification, (3) Borrowing, (4) Calque, (5) Compensation, (6) Description, (7) Discursive creation, (8) Establish equivalent, (9) Generalization, (10) Linguistic amplification, (11) Linguistic compression, (12) Literal translation, (13) Modulation, (14) Particularization, (15) Reduction, (16) Substitution, (17) Transposition, and (18) Variation.

Methods

This study applies a qualitative descriptive approach method since it demonstrates a different approach to scholarly inquiry and methods of data analysis and interpretation (Creswell, 2009 as cited in (Fransiska et al., 2020). Using 18 translation techniques from (Molina & Albir, 2002), the writer analyzed the data that was taken from Cosmos oven manual text. The Cosmos manual texts are written in English and have been translated into Indonesia by the manufacturer translators. This study examined twelve excerpts of Cosmos oven manual text in the form of phrases, clauses, and sentences translated from English into Indonesia.

Findings & Discussion

Findings

The writer took 12 lines from Cosmos oven manual texts to be the subject of the analysis. The results of the analysis of translation techniques, the writer found 6 out of 18 translation techniques by (Molina & Albir, 2002), as shown by the table below:

Table 1. Translation techniques of Cosmos Oven manual texts.

No.	Translation Technique		%
1.	Amplification	8	30 %
2.	Modulation	7	27 %
3.	Reduction	7	27 %
4.	Borrowing	2	8 %
5.	Literal translation	2	8 %
	Total	**26**	**100%**

Table 2 above showed that there are six translation techniques found in Cosmos oven manual texts. The most translation technique found in Cosmos oven manual texts is the amplification technique. There are eight or 30% of words/phrases/sentences that contain modulation techniques in the translation. Modulation and reduction techniques are also found in translated texts of Cosmos oven manual book. There are seven or 26% of words/phrases/sentences containing each modulation and reduction technique. Meanwhile, two or 7% of words/phrases/sentences contain borrowing and literal translation techniques in its English-Indonesia translation. Finally, one or 4% of words/phrases/sentences contain each linguistic compression technique in its translated texts. The findings also showed that the rest of twelve techniques are not found. Those are adaptation, calque, description, discursive creation, established equivalent, generalization, linguistic amplification, particularization, substitution, transposition, compensation and variation.

Discussions.

This section discusses the data findings of five translation techniques found in Cosmos Oven manual text.

1. Amplification Technique

Amplification is the technique of adding or putting some words or information in target language. This technique is also employed to introduce details that are not stated and formulated in SL by paraphrasing some words in order to make the translation results become clear and can be understood by the readers. This technique is mostly found (30%) in Cosmos Oven manual text. Bellows are the examples of sentences that applied amplification techniques in its translation.

> SL : Before inserting the plug, be sure that the power supply is 50-60Hz, capacity is   more than 6A.
>
> TL : *Sebelum **oven** dihubungkan ke sumber listrik, pastikan daya pada listrik anda 60Hz, **dengan** kapasitas lebih dari 6 Amper.*

The sentence *Sebelum oven dihubungkan ke sumber listrik, pastikan daya pada listrik anda 50-60Hz, dengan kapasitas lebih dari 6 amper* is complex sentence (dependent and independent clause) dependent clauses are written twice. The independent is in the middle *pastikan daya pada listrik anda 50-60Hz.* The rest are dependent clauses. In TL, the translator adds noun '**oven**' and a preposition '**dengan**' to explain that the oven must have appropriate power supply before it is connected to the electricity and the oven has sufficient capacity more than 6A.

> SL: Turn off the **power.**
> TL: *Matikan **oven**.*

The sentence above shows that the translator substitutes the word 'power' with 'oven'. The translator did not translate the word 'power' into *daya, tenaga, listrik* to explain that the oven must be shut down.

> SL: Put the oven on **a plain plate**
> TL: *Letakkan oven **di tempat yang datar dan cukup untuk ukuran oven tersebut**.*

In the sentence above, the translator adds information of a plain plate. The words *di tempat yang datar dan cukup untuk ukuran oven tersebut* (a flat and sufficient place to put the oven) are additional information for the target reader that the oven should be put on a flat space.

2. **Modulation**

Modulation is the second most technique found in Cosmos oven manual text. This technique requires high creativity of the translators because we need to see the sentences from different points of view. This technique changes the focus of SL in structural or grammatical terms. For instance, active voice in SL is being changed into passive voice in TL or vice versa. Here are the excerpts from Cosmos Oven manual text:

> SL: Do not handle the cord roughly, the outlet should have reliable ground line
> TL: *Pastikan arus listrik memiliki hubungan dengan tanah.*

In the sentence above, we can see that the translator changes the point of view. SL is a prohibition sentence while TL is a command sentence. The translation sentence focuses on the electricity power, while in the SL focuses on the cable cord. The translator also changes the function of the sentence. The result of translation aims to remind the oven's users about the importance of electricity power connected with the ground, while SL aims to prohibit the users to handle the cord carelessly.

> SL: In order not to be scalded, please use the handle if you want to take the try pan or net out
> TL: *Jagalah pintu oven selalu tertutup karena suhu oven sangat tinggi.*

The example above shows that the result of the translation become a simple sentence, while SL is a complex sentence with two dependent clauses. The translator also changes the point

of view from the suggestion to use the oven's handle to avoid the burning accident into reminder to close the oven's door because of the high temperature.

3. Reduction

Reduction technique suppresses information items of SL into TL, including omission and implication. The function of this technique is to make an effective sentence or to eliminate general information that has been known in TL. Here are the examples of reduction techniques found in Cosmos Oven manual book.

> SL: Prepare the food which is going to be baked in a tray, and regulate the temperature, time and power level, **then plug in to preheat the oven**
>
> TL**:** *Siapkan makanan yang akan dipanggang di rak nampan, kemudian atur suhu panas, waktu, dan tingkat tenaga.*

From the result of the translation above, we can see that the translator eliminates the whole phrase '**then plug in to preheat the oven**'. The elimination of the phrase in the TL intends to create an effective translation result and can be understood by the users.

> SL: Spread the tray with edible oil before putting the preparation in it **to protect against stickiness.**
>
> **TL:** *Oleskan rak nampan dengan minyak goreng sebelum dimasukkan ke dalam oven*

In the example above, we can see that the translator also removed the whole phrase '**to protect against stickiness**'. It has become a common knowledge in TL that spreading the oil on the tray could prevent stickiness. The purpose of this technique is to compress the information in the TL without reliving the massages of SL.

4. Borrowing

Borrowing technique is used to take a word or expression straight from another language. There are 2 kinds of borrowings; pure borrowing and naturalized borrowing. We can see the application of this technique in the following example:

> SL: Sometimes, due to **metal expansion** and contraction the oven will make some small sounds. It is a normal phenomenon
>
> TL: *Terkadang disaat* **metal expansion** *beroperasi, oven akan mengeluarkan suara-suara kecil. Hal ini merupakan fenomena yang normal*

From the example above, we can see that the translation used pure borrowing. The phrase 'metal expansion' in SL is also being translate into 'metal expansion'. Pure borrowing is also known as load word where the word or phrase is taken over precisely from SL into TL without any changes or modification.

5. Literal translation

Literal translation translates words, terms or expressions word for word and it has the same meaning both in SL and TL. Here are the examples of literal translation found in Cosmos Oven manual text:

> SL: The oven will make small sounds
> TL: *Oven akan membuat suara-suara kecil.*

From the example above, we can see that the translator used direct translation and word-for-word translation. The result of the translation follows closely from the source language. There is no change both in grammar and word meaning. Both SL and TL are simple future tense sentences. The noun – predicate – Object are exactly similar.

> SL: Prepare the food which is going to be baked in a tray, and regulate the temperature, time and power level.
> TL: *Siapkan makanan yang akan dipanggang di rak nampan, dan atur suhu panas, waktu, dan tingkat tenaga*

In the example above, the translator also applied literal translation technique. Both SL and TL are complex sentences. *Siapkan makanan* is an independent clause, while *yang akan dipanggang di rak nampan, dan atur suhu panas, waktu dan tingkat tenaga* are dependent clauses. This is exactly the same with SL **where prepare the food** is an independent clause, and dependent clauses are **which is going to be baked in a tray, and regulate the temperature, time and power level**.

Conclusion

Manual text of Cosmos oven applied 5 out of 18 translation techniques proposed by Molina and Albir (2002). From the analysis, we could see that the translator of Cosmos oven manual text mostly used amplification technique. The translator added some words or information, paraphrasing, making the text explicit to make the translation clear and help target readers understand the text. Reduction and modulation techniques were the second most used by the translator. Reduction technique is the opposite of amplification because it suppresses information of SL into TL. As we can see in the discussion section, there are many words, phrases, sentences that was reduced and was not translated by the translator. Meanwhile, the translator often changes the point of view of the sentences to its translations. Modulation technique is employed to change the point of view, focus, or cognitive category in relation to the TL. Although not as many as amplification technique, the translator also applied borrowing and literal translation The writer found two borrowing words in the translation of Cosmos oven manual text: 'metal expansion' and 'OFF'. Borrowing technique is used to take a word or expression straight from source language. Literal translation technique was applied in two sentences. Literal translation is used to translate words, terms, or expressions word for word.

    Manual text could be one of many interesting subjects of research in translation field. Translating manual text should follow the principles, such as communicative, short, concise, easy to read, reader-oriented, and natural in target language. The translator of manual text should be familiar with the special terminology of certain machines or tools. For the future research, manual text could be analyzed based on the method of translation, examine how the translator dealt with lexical, grammatical and stylistic shifts, many more.

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