The Equivalence and the Shift of Meaning in the Translation of Indonesian into English in the Cover Stories of Tempo Magazines

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Abstract
The importance of translation nowadays can be seen and felt in our daily life. We often hear or find a translator in court of law translating various cases which involve foreigners who do not understand the source language. We can also see many translators in International seminars or conferences who do their job in translating the source language into the target one.

Translation is also found in various books, newspapers, and magazines. These facts will indicate that the role of a translator is very important because he has to understand the source language which he wants to translate so that he can translate it properly to the target language. He must realize that the people who only understand the target language can absorb what the writer of the source language wants to express.

In addition, the role of the translator should be clear enough in introducing a certain culture or civilization to his readers. Therefore, he has to understand the culture of the people who use the source language so that he can translate it to the target language properly.

Technically, a translator has to know the equivalency and the shift of meaning in translating the source language to the target one. According to Baker, 1992, equivalence is any meaning from the source language which expresses the same meaning in the target language, while a shift in Catford’s term or transposition (Vinay and Darbelnet) is a translation procedure involving a change in the grammar from source language to target one.

The object of this research is the translation which is found in Tempo Magazine (Indonesian edition) and Tempo Magazine (English edition). This paper uses three samples of the Tempo magazines both Indonesian edition and English edition. The research uses the theories of Mona Baker and Catford about the equivalencies and shift of meaning.

The conclusion of the research is that the translation from the source language (Indonesian) to the target language (English) Tempo magazines uses journalistic style and their language sounds trite.

Keywords: Equivalency, Shift, Role of a Translator
1. Introduction

Nowadays, the importance of translation can be seen in our daily life. A translator is often found in a court of law translating various cases which involve foreigners who do not understand the source language. We can also see many translators at international seminars or conferences who do their job in translating the source language into the target one.

Translation is also found in various books, newspapers, and magazines. These facts will indicate that the role of a translator is very important because he has to understand the source language which he wants to translate so that he can translate it properly to the target language. He must realize that people who only understand the target language can absorb what the writer of the source language wants to express.

In addition to that, the role of the translator should be clear enough in introducing a certain culture or civilization to his readers. Therefore, he has to understand the culture of the people who use the source language so that he can translate it to the target language properly. Besides that a translator must understand the context of a situation.

“In order, that the translator is rendering of a source language (SL) text into the target language (TL) so as to ensure that the surface meaning of the two will be approximately similar and the structures of the source language will be preserved as closely as possible but not so closely that the target language structures will be seriously distorted” (Bassnet, 1988: 03).

Technically, a translator has to know the equivalency and the shift of meaning in translating the source language to the target one. As we know, translation peers always encounter different changes in equivalence within different language levels ranging from physical forms into meaning. Catford (1988) defined translation as the replacement of textual material in the other language (TL). Bell (1991:20) defines the phenomenon as “the replacement of a representation of a text in one language by a representation of an equivalent text in a second language.” Baker (1998:77) defines equivalence as the relationship between a source text (ST) and a target text (TT) that has allowed the TT to be considered as a translation of the ST in the first place.

From what the experts state above, we can say that equivalence is the most important element in the process of translation. This is in accordance with what Catford states that “equivalence is the central concept of translation which shifted the focus of translation theory away from the traditional dichotomy of ‘faithful’ or ‘free’ to a presupposed inter-lingual tertium comparison.” (Snell – Hornby, 1988:15) Catford further points out that “the central problem of translation practice is that of finding TL equivalents. A central task of translation theory is that of defining the nature and conditions of translation equivalence.” (Snell – Hornby, 1988: 15)

It seems that a translator’s task is not only how to understand the nature and conditions of the source language but also how to define the nature and conditions of translation equivalence. Besides
that the translator’s task does not only give the same information but also tries to encourage the same emotional response of the source language.

Baker (1992) explores the notion of equivalence at different levels: equivalence at word level, equivalence above word level, grammatical equivalence. These levels of equivalence are closely related to the translation process, including all different aspects of translation and hence putting together the linguistic and the communicative approach.

A shift (in Catford’s term) or transposition (in Vinay and Darbelnet’s term) is a translation procedure involving a change in the grammar from source language to target one.

The object of this research is the translation which is found in Tempo magazine (Indonesian version) and Tempo magazine (English version). One of the Indonesian/English magazines in Indonesia is TEMPO magazine published by PT. TEMPO INTI MEDIA TBK. Particularly, a magazine article should be efficient and interactive. Therefore, a magazine editor must be smart in publishing their information and service. For that reason it is necessary to attempt to analyze this subject. To focus the analyses, I am interested in analyzing the equivalence and the shift of meaning from the article in the cover story column of TEMPO magazine in both Indonesian and English versions. The researcher uses translation theories to draw the equivalence and the shift of meaning out of the language used. Some examples will be given in the analysis.

Finding the phenomenon above, the researcher is eager to elaborate the equivalence and the shift of meaning of translation in Tempo magazine in both Indonesian and English versions. In addition the framework in analyzing the data uses translation method. Therefore the researcher wants to write them down as a research paper. The method employed in analyzing the equivalence and the shift of meaning in translating Indonesian into English in the cover story of Tempo magazine is Baker’s and Catford’s theory of translation. In this case she limits the scope of the analysis into word level, above word level, and grammatical for the equivalence, and into level shift and category shift for the shift of meaning.

The research problems concern themselves with whether the equivalence in the translation of Indonesian into English in this magazine matches with the translation procedure. Besides that she also wants to analyze and want to find out the types of equivalence and shift which are dominant in this translation.

2. Methodology

The researcher conducted descriptive qualitative research which is used for seeking, collecting, classifying, analyzing data and then drawing conclusions. As mentioned above, the analysis is mostly based on the theory of translation of Catford and Baker.

The data are texts in Indonesian (source language) and English (target language) in Tempo magazine, especially the cover story column. The researcher took 120 samplings as data from three
issues of TEMPO magazine in both Indonesian and English versions published March 7th 2010, March 14th 2010 and June 20th 2010 for the Indonesian versions, March 9th 2010, March 16th 2010 and June 22th 2010 for the English versions, and compared the relationship between the source language (SL) and target language (TL). The following principles will be used by the researcher in analyzing the data:
- Describing the form of translation in the cover story columns of TEMPO magazine and to elaborate the translation process;
- Explaining equivalence and shift of meaning in the translation expressed by the editor in TEMPO magazine using translation method.

The researcher presents all of her data based on the problem statement. The data analysis is presented in one comprehensive part. As stated previously, the objective of the research is to find out equivalence and shift of meaning from SL to TL and the dominant types of both equivalence and the shift in cover story columns in TEMPO magazine.

3. Analysis and Discussions

Equivalence (In word level)

SL : di garis finish
TL : to the finish

The linguistic form of di garis finish is prepositional phrase, the SL is translated into to the finish in TL, both in SL and TL have the same meaning up to the end.

SL : Selain itu
TL : furthermore

In SL selain itu means besides that or more over but here in TL it is translated into furthermore as they are in the same class –adverb.

SL : tim kecil
TL : the respective team

Tim kecil in SL is translated into the respective team both are in same class –noun phrase.

SL : sengkarut
TL : dilemma

In SL sengkarut means confusion but it is translated into dilemma both are in the same class –noun.

SL : bercerita
TL : said

In SL bercerita means tell a story but it is translated into said.

SL : menjadi (tersangka)
TL : was named (a suspect)
In SL *menjadi* means *became* but in TL it is translated into *was named*.

**SL** : wow  
**TL** : oh dear  
Both SL and TL indicated a surprise.

**Equivalence (above word level)**

**SL** : *gerak gerik*  
**TK** : the moves  

*Gerak gerik* in SL is a collocation which means and it is translated into the plural form the *moves*.

**SL** : *diatas angin*  
**TL** : *go their way*  
In SL *diatas angin* belongs to the idiom which means *to have one’s head in the clouds* but it is translated into TL *go their way*.

**SL** : *menguliti*  
**TL** : *going through*  
In SL *menguliti* has the connotative meaning *to reveal* but it is translated into TL *going through*.

**SL** : *partai letoy*  
**TL** : *overworked party*  
*Partai letoy* in SL means *weak party or tired party* but it is translated into overworked party.

**SL** : *mencairkan (hubungan)*  
**TL** : *improved (the relation)*  
*Mencairkan* in SL has literal meaning *to melt, to liquefy*, figuratively it means to thaw but it is translated into *improved*.

**SL** : *politik dua muka*  
**TL** : *dual policy*  
In SL *politik dua muka* means *double face politics* but it is translated into *dual policy*.

**SL** : *mengalirkan (dana)*  
**TL** : *to channel (the funds)*  
In SL *mengalirkan* means *to flow* but here it is translated to channel.

**SL** : *(para pemain) kakap*  
**TL** : *major (players)*  
*Kakap* in SL is a kind of fish which has connotative meaning big or great as in *kelas kakap* which means *great class* but it is translated into *major*.

**SL** : *basa basi*  
**TL** : *exchanging courtesies*
In SL *basa basi* is a collocation it means *to chit chat, to exchange pleasantries* but it si translated into exchanging courtesies.

SL : jalur belakang  
TL : back door channel  

*Jalur belakang* in SL has connotative meaning *illegal*. Here it is translated into *back door channel*.

SL : orang asing  
TL : foreign visitor  

In SL the meaning can be both *foreigners and stranger* here it is translated into *foreign visitor*.

**Grammatical Equivalence**

SL : menilai  
TL : concluded  

In SL the verb *menilai* means *to judge* the SL does not have tense so the TL does not know whether *menilai* is in the present or in the past. However, the translator knows that *menilai* is in the past. Therefore, it is translated into *concluded*.

SL : menilai  
TL : felt  

In SL the verb *menilai* means *to judge, to value, to measure*. As SL does not have tense, so it is translated into *felt* as the equivalence of *to judge*.

**Shift of Meaning**

SL : bertabur fulus  
TL : sharing  

In SL *bertabur fulus* means *speckled with money* the word is in the verb phrase but in TL it becomes a gerund (noun).

SL : bersolek  
TL : are being dressed up  

In SL the verb *bersolek* which means *to make up* is in the active voice while in TL it’s translated into *are being dressed up* in the passive voice.

SL : renovasi besar-besaran  
TL : renovations  

In SL the noun phrase *renovasi besar-besaran* means *big renovations or enormous renovations* but it is translated into *renovations* in the form of plural noun.

SL : di kutub  
TL : lying on the soften tip
The word *di kutub* in SL is in prepositional phrase which in the TL it is translated into a gerund phrase *to lying on the soften tip.*

SL : mulus  
TL : smooth and efficient

In SL the word *mulus* which means *smooth* as a single adjective, in the TL it becomes *smooth and efficient* as a double adjective.

SL : penawaran tertutup  
TL : the offers were conducted behind the closed room

In SL the noun phrase *penawaran tertutup* means *closed offers* but here in TL the phrase becomes sentence.

SL : kok gede banget  
TL : why was it so expensive

The adjective phrase in SL *kok gede banget* means *how big it is* becomes a sentence in TL. The words *gede banget* means *very big* is translated into *so expensive.*

SL : entah mengapa  
TL : for some reason

In SL the sentence *entah mengapa* which means *no one knows why* becomes a prepositional phrase in TL and it is translated into *for some reason.*

SL : soal dasar hukum  
TL : involved in the issue of

In SL the noun phrase *soal dasar hukum* which means *legal basis* becomes verb phrase in TL and it is translated into *involved in the issue of.*

SL : kata Ani  
TL : revealed Ani

In SL *kata Ani* which means *Ani said* becomes reversed-order sentence *revealed Ani.*

SL : kejar aku jika mampu  
TL : chasing the wind

In SL the sentence *kejar aku jika mampu* which means *chase me if you can* becomes gerund phrase in the TL and it is translated into *chasing the wind.*

From 120 samples which have been analyzed, the researcher finds some forms and meanings of equivalence and shift. In the equivalence she finds the forms of equivalence in the stages of word level, above word level, and grammatical equivalence, while in the form of shift she finds shifts including level shifts and category shifts. The level shift is the SL item at one linguistic level (e.g. grammar) has a TL equivalence as a different level (e.g. lexis). The category shifts are divided into four sub-types:
- **Structure-shifts**, which involve a grammatical change between the *structure of the SL and that of the TL*
- **Class-shifts**, when *a SL item is translated with a TL item which belongs to a different grammatical class*, i.e. a verb may be translated with a noun
- **Unit-shifts**, which involve changes in rank
- **Intra-system shifts**, which occur when SL and TL possess systems which approximately correspond formally as to their constitution, but when translation involves selection of a non-corresponding term in the TL system, for instance, when the SL singular becomes a TL plural.

From the analyses, the researcher finds more forms of equivalence than forms of shift. In the level of the equivalence itself, the types of the equivalence at word level takes the highest position, followed by above-word level and the grammatical equivalence takes the lowest position.

Further more, if it is viewed from the shift form, the type of shift found in Tempo magazines being analyzed takes the lowest position compared with the equivalence. In this case the category shift is more dominant than the level shift. It can be seen from the analyses that the category shift has more variable than the level shift. To make it clear, let us see the table below.

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<thead>
<tr>
<th></th>
<th>Total</th>
<th>Percentage</th>
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<td>100</td>
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4. Conclusion

In conclusion, in the use of the equivalence and shift in the translation of Indonesian into English in the Tempo magazines being analyzed, forms of equivalence are more dominant than forms of shift: 73% versus 27%.

This shows us that the translation of Indonesian into English in this Magazine tends to use more equivalence than shift, in this case the stages in the translation product are basically in accordance with the translation theory. This is also the same as its use of the shift.

References


