

## Representing translation procedures in translated Indonesian-English cultural terms of online news media

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### Abstract

Translating cultural terms needs proper procedures since each culture has linguistics elements to be expressed between one language to other ones. Problems then may appear in understanding cultures. However, it should not be a big deal, because understanding cultures of one language to other ones can be easily resolved by translation and its proper procedures. The present study uses qualitative approach with content analysis which is aimed to observe (1) The translated Indonesian-English cultural terms on The Jakarta Post's (TJP) Online News and (2) The translation procedures using in replacing the Indonesian cultural terms into English. The 21 cultural terms of five texts in TJP were found as the data and they were analyzed based on the adaptation of Newmark's categorisation of cultural terms and a combination view of Newmark's and Baker's translation procedures. The results of this study were; First, the translated Indonesian cultural terms into English on TJP's Online News were categorized into social-religious activities cultural terms which reached the most 48%, ecological cultural terms found 28%, and material cultural terms obtained the lowest 24%. Second, the translation procedures used in replacing Indonesian cultural terms found in this study are four types of procedures; couplets obtained the highest percentage 48%; literal translation gained 19%, transference or loan word and loan word plus explanation reached 24%, and cultural equivalent or cultural substitution obtained the lowest 9%. This study applied to observe Indonesian-English cultural terms and their translation procedures of online media to acknowledge Indonesian cultures through news widely.

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## INTRODUCTION

Human beings think and act differently toward their lives through variety of ways which called culture. Hoopes (in Pusch, 1979) states his terminology on culture that it is the sum total of ways of living which developed by a group of people. Moreover it concluded that through a particular physical and human environment to survive, people have their own ways about values, beliefs, aesthetic standard, and pattern of thinking, behavioral norms, linguistics expression, and style of communication. Newmark (1988) emphasizes that it is a community uses a specific language as its tool to express the way of life as their culture. Thus, every culture has its particular characteristics whether type of culture and language to express it.

The nature of culture is different from one community to others and Rodiyah (2014) noted that it is each culture has its own virtue due to its function in each group of lives. For those people who live with their own ways from generation to next generation, they do understand the importance and the historical background of their cultures which other communities can catch them through deep explanation. That it is every culture has its own linguistics forms whether structures or systems, so problems may appear in understanding cultures which those have own linguistics elements to express between one language to other ones. It means that cultural terms related to language issues.

Eventhough understanding cultures of a source language (SL) to a target language (TL) is challenging, the problems that appear then can be easily resolved by translation and its proper procedures. Thus, to translate should learn knowledge of culture, and vice versa, to recognize culture should learn its language. As it has been decided by Al-Hassan (2013) that the domain of translation studies has expanded beyond the limit of language to include the cultures of the SL and TL. In other words, Durdureanu (2011) states culture and translation have been integrated each other. Translation and culture are interrelated, so that translator can no longer ignore cultural elements in text.

The nature of translation is varied among linguists, scholars, and professionals in translation studies, though it generally assumed that translation included process and product. As process, translator applied any levels and categories in transferring SL into TL. While translation product provided by translator after having completed the process of translation. Catford (1965) defines translation as replacing textual material of an SL by equivalent textual material into TL. Nida and Taber (1982) naturally define that translation is a reproduction of whether the closest message meanings or terms of style from SL to TL.

Since understanding cultural items may bring problems, it has been interesting to be observed through many studies about culture and translation . As it is been studied by Hapsari & Setyaningsih (2013) on *Cultural words and the translation in Twilight*; Thriveni (2016) who found cultural element in translation the Indian Perspective; Nitisari (2016) with her *The Translation Strategies of Cultural Words in Ahmad Tohari's Dancer*. Permatahati & Rosyidi (2017) with their *Translation Techniques and Readability of The Culture Specific Items in the 2007 Indonesian Translation of Alice's*; Suhardi and Setiawan (2019) studied about equivalence of proper names which included cultural items, in foreign languages into the Indonesian language; Rodiyah's (2019) about *Translation strategies of cultural terms in booklet Warisan Budaya Jakarta-Jakarta Cultural Heritage*; Indryany (2019) by her *Strategi Penerjemahan Kata-Kata Berkonsep Budaya dalam Novel Terjemahan The Great Gatsby*. These mentioned studies observed translation and cultural terms which are based on literary works and any other objects unless using news media as the object. To accomplish those studies, so this current study observes representation of using particular translation procedures to replace Indonesian cultural terms into English of the JP's online news text which is used as both the object and the data in this study.

In relation between translation and culture, Newmark (1988) classified cultures into five categories; the first is ecology; the second is material culture; the third is social culture – work and leisure; the fourth is organisations, customs, ideas-political, social, legal, religious and artistic; the fifth is gestures and habits. Based on those categorization, the researcher then has adapted and interpreted them into three categorization as follows; the first is ecology which associated with everything related to environment. The sub-categories can be animal, plants, wind, proper names of geographical area (including name of street, sub-district, province and capital city of province), zone, mountains, land, etc. The second is material cultures which related to human creativity in optimizing God's creation to be food or culinary, clothes, houses or historical buildings, and artworks. The third is social-religious activities cultural terms which it is a combined of the third and fourth Newmark's categorization. It can be sub-categorized into religious festivals, artistic, and seasonal activities which these sub-categories are mostly manifested by Indonesian people through festivals and ceremonial to

celebrating holydays or holy days which are the manifestation of human's thought in doing their daily activities.

To translate those categories of cultural terms, it can be applied by Newmark's procedures (1988) which it is developed into 16 procedures that possibly used by translator. Here they are four procedures which mostly applied in translating cultural words whether in single or couplet used as it is the main objective of this study: (1) Literal translation is one of the easiest used procedures in translating cultural words which it can only take equivalent meaning lexically from dictionary. This procedure used as the very first way by translator to find equivalent meaning, (2) Cultural equivalent can be used as a procedure to translate cultural word by replacing source cultural words into target cultural words which they have similarity in meaning, (3) Transference as same as borrowing that used by translator with only using the source language without any replacement, (4). Couplets used two or more procedures in one translation text.

Procedures of translation sometimes used regarding problems of non-equivalence. Professional translators will deal with various types of non-equivalence by using strategies. Baker (2011) delivered at least six procedures which can be used to be strategies in dealing with non-equivalence problems; (1) translation by a more general word (super ordinate), (2) translation by a more neutral/less expressive word, (3) translation by cultural substitution, (4) translation using a loan word or loan word plus explanation, (5) translation by paraphrase using a related word, (6) translation by paraphrase using unrelated words.

Indonesia is home to tons of cultures of many ethnics in this archipelago country. Those cultures have their own uniqueness as well as other cultures all over the world. So every culture has its own name of language to be expressed using particular words. There are many literatures provided to acknowledge Indonesian cultures; government manuscripts, textbooks, booklet of cultures or tourism, media, etc.

Thus, any media plays important roles to acknowledge cultural terms to other people worldwide. Daily news using foreign language whether paper edition or online is one of media that can provide cultural terms from one language to others. For general rules, media has also its own language to deliver information, either it has own way to translate local language to foreign ones, and vice versa.

That it is one of the media, The Jakarta Post, which it used to be only a paper based, but now it is also online English news based in Jakarta, Indonesia. That it was very first paper edition appeared on 25 April 1983. In Indonesian perspective, The Post established to improve the standard of English language media and to produce a quality newspapers to its reader in deepening their insight into the very workings of this vast archipelago, its people and its government, as members of the great family of nations (The Post, 2011). In other words, from these objectives implied that how Indonesians apply the way of life presented to the public by The Post using journalism standard, so people can understand Indonesian cultures.

The Post has important roles as well as other publication in representing Indonesian cultural terms through any kinds of news. There are many studies applied to observe translation and cultures on artworks of literature or cultural terms in any object from English into Indonesian language. While this study concerns on both issues, culture and translation, it also represents Indonesian cultural erms translated into English and the translation procedures used in replacing the Indonesian cultural terms into English on TJP's Online News.

## METHODS

This study uses qualitative approach with content analysis to observe; (1) The translated Indonesian cultural terms into English on the Jakarta Post's (JP) Online News and (2) The translation procedures using in replacing the Indonesian cultural terms into English. The data were taken from five articles which consist of Indonesian cultural terms translated into English on the Jakarta Post's Online News. The five articles entitled: (1) *'Kerak telor', grilled octopus spice up Cap Go Meh in Jakarta* published on Saturday, February 8, 2020, (2) *From religious rituals to festive attractions: Indonesians prepare to celebrate Chinese New Year* on Friday, January 24, 2020, (3) *Jakarta celebrates Cap Go Meh with festival, performances* on Sat, February 8, 2020, (4) *Seven interactive installations to enjoy at Bandung's Gedung Sate* on Sunday, January 26, 2020, (5) *Toba Lake Festival fails to bring in tourists* on December 16, 2019.

The data gathered by collecting the categorization of each cultural terms and classifying their translation procedures on the Jakarta Post' five texts which they were analyzed using qualitative data

analysis. The evidence provided in tables and percentage to facilitate readers easier to sum up the research. The theoretical framework used to analyze the first problem were Newmark's definition of cultural terms which are have been adapted and interpreted by the researcher into three categorization as follows; the first is ecology which associated with everything related to environment. The sub-categories can be animal, plants, wind, proper names of geographical area (including name of street, sub-district, province and capital city of province), zone, mountains, land, etc. The second is material cultures which related to human creativity in optimizing God's creation to be food or culinary, clothes, houses or historical buildings, and artworks. The third is social-religious activities cultural terms which it is a combined of the third and fourth Newmark's categorization. It can be sub-categorized into religious festivals, artistic, and seasonal activities which these sub-categories are mostly manifested by Indonesian people through festivals and ceremonial to celebrating holydays or holy days which are the manifestation of human's thought in doing their daily activities. And to answer and analyze the second aim of this study, it also based on Newmark's (1988) and Baker's (2011) translation procedure. The result found 21 cultural terms of some categorizations answering two formulated problems; First, the translated Indonesian cultural terms into English on the JP's Online News which were categorized into social-religious activities ecology, and material. Second, the translation procedures used in replacing Indonesian cultural terms found in this study were four types of procedures; couplets which it is using more than one procedures in translating one cultural term such a combination of cultural equivalent and transference or loan word plus explanation, couplets of transference and translation by paraphrase using a related word, and couplets of transference and literal translation. There are also single procedures that have been used; literal translation, transference and loan word or loan word plus explanation, and cultural equivalent or cultural substitution.

**FINDINGS AND DISCUSSION**

Based on the data analysis of 21 cultural terms, the study obtained two objects which are formulated as problems. First, the translated Indonesian cultural terms into English on the JP's Online News are categorized into social-religious activities cultural terms which reached the most 48%, ecological cultural terms found 28%, and material cultural terms obtained the lowest 24%. Second, the translation procedures used in replacing Indonesian cultural terms found in this study are four types of procedures; couplets obtained the highest percentage 48% for 10 cultural terms which it is a using more than one procedures in one cultural term such a combination of cultural equivalent and transference or loan word plus explanation, couplets of transference and translation by paraphrase using a related word in bracket, and couplets of transference and literal translation. There are also single procedures that have been used; literal translation gained 19% to translating five cultural terms, transference or loan word and loan word plus explanation reached 24% to retain four cultural terms, and cultural equivalent or cultural substitution obtained the lowest 9% to replace two cultural terms. Here they are the discussion of results:

**The Indonesian Cultural Terms in Categorizations**

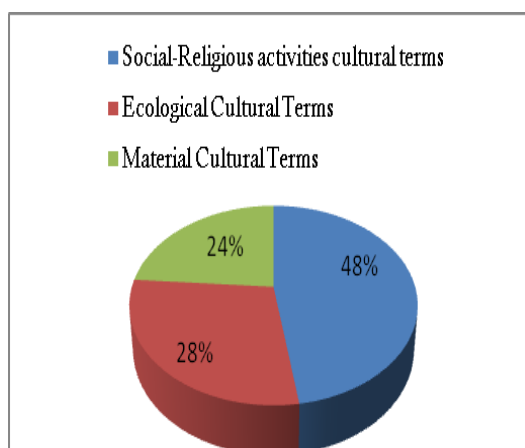


Figure 1. Categorization and total of cultural terms

This part began with a figure above containing percentage of cultural terms in each category and then continued by description of each formulated problem. Based on the data analysis, there are 21 Indonesian cultural terms which found in five articles of the Jakarta Post News with different categories. Social-religious activities cultural terms stand for the highest percentage 48%, ecology found 28%, and material obtained the lowest 24%. The types of articles on the news decided as travel, culture, and life styles. Here the description of cultural terms in each categorisation:

### Social-religious activities cultural terms

Table 1. Social-Religious activities cultural terms

No	Language		Kinds of Social-religious activities cultural terms	Percentage
	SL	TL		
1	<i>Barongsai</i>	lion dance	Artistic	50%
2	<i>Ondel-Ondel</i>	giant Betawi effigies		
3	<i>Gambang Kromong</i>	(traditional Betawi musical ensemble)		
4	<i>Wayang Potehi</i>	(Chinese glove puppet)		
5	Tanjidor	(traditional Betawi musical ensemble)		
6	<i>Cap Go Meh</i>	the fifteenth night of Chinese New Year festivities (15th day of the first month of the lunar calendar)	Religious festivals	20%
7	<i>Imlek</i>	the Chinese New Year, locally known		
8	<i>Pesta kembang api</i>	fireworks display	Seasonal activities	30%
9	<i>Festival Danau Toba</i>	Toba Lake Festival		
10	<i>Hari Bebas Kendaraan</i>	the Car Free Day		

Indonesia is home to hundreds of ethnics with many different cultures. People from all over Indonesia are born from many kinds of ethnic groups. So they live in many ways of living. Through social-religious activities which are varied, they do rituals and celebration. As this study adapted theoretical framework by Newmark (1988), this study determined three sub-categorizations of this cultural terms as the results which are artistics reached 50%, religious festivals stand for 20%, and seasonal activities gained 30%.

Festival is one of cultural products that is related to how Indonesians to do worship, to celebrate happiness of holy days, and to show people's feel and locals sources. So, it is easy for the journalist to write social-religious activities in every corner of Indonesia due to the richness of cultures of this archipelago country. Like social-religious activities cultural terms easily found in articles which are taken as the data of this study. There are 10 of 21 Indonesian translated social-religious activities cultural terms into English in the data which taken from one of five articles entitled "*Jakarta celebrates Cap Go Meh with festival performances*".

After analysing the data that were taken from paragraphs consisting words and phrases, this study then found religious terms which some of them are *Imlek* and *Cap Go Meh*. These two words have close relation to an ethnic called Chinese-Indonesian people who live in Indonesia since long time ago. They have established particular cultures based on the root of culture from their descent, Chinese, which can be referred not only in Indonesia but also all over the world with different names as Chinese people live in every corner in the world. *Imlek* is a term among locals in Indonesia, especially chinese of mixed Indonesian descent, to replace Chinese New Year which people all over the world known it universally. According to Hermina (as cited in Kompas.com, 2020), *Imlek* has been celebrated through series acitivities which originally was a celebration of the beginning of spring and it by philosophers then been integrated to morality and spiritual values.

*Imlek* usually celebrated within 15 days which finally completed with festivitess on its fifteenth day of the month. It is *Cap Go Meh* which translated to the fifteenth night, a popular word

among Indonesians as one of series religious rituals. *Cap Go Meh* is a part of Imlek which shown up by festive attractions. In this study, this word found as one of subcategory which it is a religious day as implied in example 6 in *Table 1* above. Here the word appeared in two paragraphs from TJP's article entitled "*Jakarta celebrates Cap Go Meh with festival, performances*":

*The Jakarta administration has organized **Cap Go Meh** celebrations that will last until Sunday.*

*Also known as the "happy day", Cap Go Meh, which translates to the fifteenth night, is what closes 15 days of Chinese New Year festivities. This year, Cap Go Meh falls on Saturday.*

*The festivities began Thursday and celebrations are currently being held in five areas: in front of the Grand Hyatt hotel, Dukuh Atas, the Kendal Tunnel, in front of the FX Sudirman shopping mall and the Thamrin City shopping mall.*

As Newmark (1988) notes that one of cultural terms categorization is associated to organisations, customs, ideas-political, social, legal, religious and artistic, this study found the most cultural terms on this categorisation. It implied human being can not be separated of activities, especially on religious, seasonal and artistic terms in their daily activities. So, in translation as a product it also can be easily found through studies e.g. that it is a study by Hapsari and Setyaningsih (2013) found the third highest (18%) of this categorisation which subcategorized on terms of artistic and religion. It implied that human's ways of live can be easily identified through religious rituals and festives attractions.

### Ecological Cultural Terms

Table 2: Ecological cultural terms

No	Language		Kinds of Ecological terms	Percentage
	SL	TL		
1	Jl. Pancoran, Kelurahan Pinangisia, Jakarta Barat	Jl. Pancoran in Pinangisia subdistrict, West Jakarta	Street, subdistrict and city	16.7%
2	Petak Sembilan Glodok	Not translated but before already described as one of three Little Chinatown points in the city	Zone	16.7%
3	Sumatera Utara	North Sumatra	Province	16.7%
4	Bandung, Ibu Kota Jawa Barat,	Bandung, the capital of West Java,	Capital city of province	16.7%
5	Jakarta Timur	East Jakarta	City	33.33%
6	Jakarta Barat	West Jakarta		

Basically this study depends on Newmark's (1988) framework especially on categorization of ecological terms in translation. Through this present study then it determined additional more subcategories due to the variety of cultural terms found from the news texts such as names of street, sub-district, zone, province and capital city of province which are not literally mentioned by Newmark. It is similar to the prior research by Indriyani (2019) that she found ecological terms in her study which it were geographical terms. There are six ecological terms of 21 of Indonesian translated cultural terms as the data found in this study. This category of cultural terms appeared in form of words and phrases. Based on the sentence analysis data which consists of words and phrases, it can be seen through the following paragraph from an article entitled "*'Kerak telor', grilled octopus spice up Cap Go Meh in Jakarta*":

*Forty-five food stalls serving a variety of delicacies were displayed at a culinary festival on Jl. Pancoran in Pinangisia subdistrict, West Jakarta, to celebrate Cap Go Meh on Saturday.*

The two lines paragraph above consists of ecological terms such as *Jl. Pancoran in Pinangisia subdistrict, West Jakarta*. To locals in Jakarta or Indonesia at general, it is common to write or mention their own address completely which included name of street with name of subdistrict (kelurahan) and city (*kotamadya*). As product of cultures, those ecological terms cannot be fully replaced by other words in foreign language unless using additional information like *Jl.* means *street* before *Pancoran, subdistrict* after *Pinangisia* and end up by name of city *West Jakarta*.

## Material Cultural Terms

Table 3. Material Cultural Terms

No	Language		Kinds of Material Terms	Percentage
	SL	TL		
1	<i>Kerak telor</i>	Grilled octopus, Betawi-style omelet made of duck eggs and rice	Food	40%
2	<i>Dodol Betawi</i>	a traditional toffee-like sweets made of palm sugar		
3	<i>Taman Dukuh Atas</i>	the Dukuh Atas Park	Public place	20%
4	<i>Vihara Gunung Timur</i>	Gunung Timur Temple	Religious building	20%
5	<i>Gedung Sate</i>	Gedung Sate, a Dutch East Indies heritage building built in 1920.	Historical building	20%

Material cultural terms found the lowest in this study which it is 24%. There are 5 of 21 Indonesian translated cultural terms into English in the data which taken from five articles of The Post's online News. Material cultural terms appeared in form of words and phrases as listed in *Table 3* above. The sub-categories of this term are food, historical buildings, religious buildings, and public place. It considered that material cultural terms also important among Indonesian, even in some studies it found the most.

Based on the sentences analysis data which consist of words and phrases, this study found five material terms in five articles. Food is one of some sub-categories as implied in example 1 and 2. Here it is the sentence:

*"The culinary festival will last during the weekend, offering food and beverages ranging from traditional favorites of Jakarta's Betawi people, such as kerak telor (Betawi-style omelet made of duck eggs and rice) and dodol betawi (a traditional toffee-like sweets made of palm sugar) to Chinese staples like dumplings and fried meatballs."*

*Kerak telor* is one of popular local foods among Jakarta's Betawi people. It can be literally translated as *egg crust*. It called Betawi omellet but little bit different from common omellet. As common omellet, *Kerak telor* also made of egg, chicken or duck, and many spices. This food to be crust because of it consisted of sticky rice which cooked until fried looked. Serundeng (roasted shredded coconut), fried shallots and fried shrimp put as topping. *Dodol Betawi* which recognized in the bracket as a traditional toffee-like sweets made of palm sugar is also very popular among locals in Jakarta. Sweet dominated the taste of *Dodol Betawi*. It is rubbery like marshmallow but the ingredients so much different which it puts palm sugar and milk squeezed from coconut.

Many studies obtained material as one of cultural terms categorisation. Rodiyah (2019) found similar subcategory to the current study which highlighted on historical buildings, clothes, and transportations. This study found one more thing related to material culture which it is religious building *Vihara Gunung Timur* or *Gunung Timur* Temple. That it is a subcategory can be easily found around Indonesian's environment, religious buildings, as Indonesia is a country that have six religions; Islam, Protestantism, Catholicism, Hinduism, Buddhism, and Confucianism. So, people in Indonesia are allowed and facilitated to do worship in religious buildings which are opened publicly such as mosques, temples, and churches.

## Translation Procedures

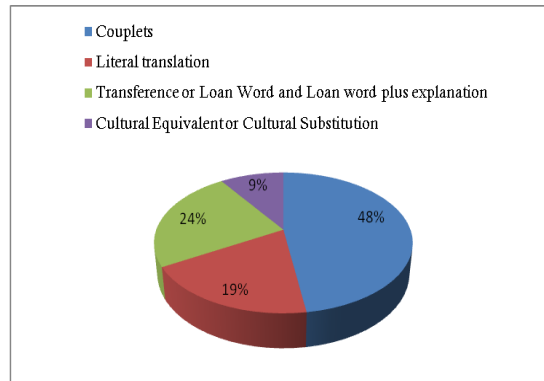


Figure 2. Translation Procedures

This part describes the translation procedures used in translating the 21 Indonesian cultural terms found in this study based on the data analysis of five articles of the Jakarta Post News. There are four types of procedures used due to the way how journalists replace the 21 Indonesian cultural terms into English.

The four procedures are: (1) couplets obtained 48% which it is a using more than one procedures in one cultural term such a combination of cultural equivalent and transference or loan word plus explanation, couplets of transference and translation by paraphrase using a related word in bracket, and couplets of transference and literal translation. There are also single procedures that have been used such as (2) literal translation gained 19%, (3) Transference or loan word reached and loan word plus explanation 24%, and (4) Cultural Equivalent or Cultural Substitution obtained the lowest 9%.

## Couplets

Table 4. Couplet Procedure

No	Language		Translation Procedures
	SL	TL	
1	Kerak telur	Grilled octopus, Betawi-style omelet made of duck eggs and rice	Couplets: Cultural Equivalent, Transference or loan word plus explanation
2	Barongsai	(lion dance)	Couplet: transference and translation by paraphrase using a related word
3	Ondel-Ondel	(giant Betawi effigies)	Couplet: transference and translation by paraphrase using a related word in bracket
4	Tanjidor	(traditional Betawi musical ensemble)	Couplet: transference and translation by paraphrase using a related word in bracket
5	Wayang Potehi	(Chinese glove puppet)	Couplet: transference and translation by paraphrase using a related word in bracket
6	Taman Dukuh Atas	the Dukuh Atas Park	Couplet: Transference and Literal translation
7	Festival Danau Toba	Toba Lake Festival	Couplet: transference and literal translation
8	Vihara Gunung Timur	Gunung Timur Temple Vihara Gunung Timur Temple	Couplet: Transference and Literal translation



9	Jl. Pancoran, Kelurahan Pinangsia, Jakarta Barat	Jl. Pancoran in Pinangsia subdistrict, West Jakarta	Couplet: Transference and Literal translation
10	Dodol Betawi	a traditional toffee-like sweets made of palm sugar	Couplet: transference or word plus explanation and cultural equivalent

In process of translating cultural terms, translators should adopt different procedures. It commonly recognized that it is not easy to keep source language (SL) into target language (TL) which is functionally equivalent. It sometimes can not be solved by only one procedure for translating a cultural term. This is a such problem when translator need to use and to apply couplet, one of procedures addressed by translation scholars. Nasser (2018) emphasizes to solve a problem in one translation unit need to apply couplet which is a use of two procedures or more.

*Translation couplets.* The most common form of translation couplet consists of the translation of an institutional term followed by its translation (which may be a literal translation, a cultural equivalent or a translation label) in brackets; here one would assume that the SL term would be retained for the remainder of the text and in the relevant TL literature. (Newmark, 1981, p. 76).

The statement above implied that couplet which uses more than one procedure is not only provided for resolving problem but also it is such an effort of translator to retain both SL and TL terms culturally equivalent. Providing meaning of a cultural term in brackets from SL to TL or vice versa combining with other procedures is such a way of applying couplet.

This study found that couplet as a procedure used to translate ten cultural terms of some subcategories. It applied into a combination of cultural equivalent and transference or loan word plus explanation, couplets of transference and translation by paraphrase using a related word, and couplets of transference and literal translation. Most of them replaced in brackets. The following paragraph consists a material cultural word “*ondel-ondel*” which translated by couplet.

*Visitor can expect to enjoy various forms of art and performances at the celebrations, including **ondel-ondel (giant Betawi effigies)**, wushu, Chinese lute and film screenings.*

*Ondel-ondel* written with additional information in bracket after the word *ondel-ondel itslef*, so it called using couplet procedure because it is translated by paraphrase using a related word in bracket to *giant Betawi effigies*. This paraphrase related to its big shape of *ondel-ondel*, so it looks like a giant doll. It sure the word *ondel-ondel* cannot be replaced by any other word in English unless the journalist paraphrase it using related words.

**Literal Translation**

Table 5. Literal translation

No	Language		Translation Procedures
	SL	TL	
1	Jakarta Timur	East Jakarta	Literal translation
2	Jakarta Barat	West Jakarta	Literal translation
3	Sumatera Utara	North Sumatra	Literal translation
4	Bandung, Ibu Kota Jawa Barat	Bandung, the capital of West Java	Literal translation

Anderson (as cited in Suhardi et.al, 2019) explained proper names not only focused on name of person, but also included names of city and country, planet, and institution. This study found at least four ecological cultural terms as listed in *Table 5*. Those cultural terms are similar to what Suhardi et.al decided as a part of proper names such as *Suez Canal* to be *Terusan Suez* and *South Korea* to be *Korea Selatan*. Those both geographic proper names are reformed through general words that found lexically from TL dictionaries. In other word, this such case used literal translation procedure.

At the very first process of translation, literal translation procedure mostly used by translator. This procedure relies on general words which are easily can be found lexically in dictionary. In this way translator does not need to replace the source word into any other word but they replace word literally. As this study implied in this following sentences from TJP’s article entitled “*Seven interactive installations to enjoy at Bandung*”:

*Bandung, the capital of West Java, is home to delicious food, cafes, recreational places and tea plantations.*<sup>5</sup>

*But that's not all.*

*Located on Jl. Diponegoro is Gedung Sate, a Dutch East Indies heritage building built in 1920.*

*Bandung* categorized as a cultural term which is in subcategory of ecology. There is no other official name can be used to replace word *Bandung* as a city as well as a sub-district and even a capital city into English terms or any other languages. It is constantly written *Bandung* as a capital city of *West Java* which replacing literally *Jawa Barat*. So it can be implied that it used literal translation procedure.

### Transference or loan word and loan word plus explanation

Table 6: Transference or loan word and loan word plus explanation

No	Language		Translation Procedures
	SL	TL	
1	Petak Sembilan Glodok	Not translated but before already described as one of three Little Chinatown points in the city	Transference or Loan word
2	Gambang Kromong	It is a traditional music of Betawi's people which is not translated in the text.	Transference or Loan word
3	Gedung Sate	Gedung Sate, a Dutch East Indies heritage building built in 1920.	Loan word plus explanation
4	Cap Go Meh	(15th day of the first month of the lunar calendar)	Loan word plus explanation
5	Imlek	Not translated but the meaning can be understood through reading the textin whole	Transference or loan word

Transference procedure by Newmark (1988) and loan word or loan word plus explanation by Baker (1992) almost the most procedures applied by the journalist of The Jakarta Post especially in translating the choosen cultural words in this study which are used five times. The five articles consist of those four cultural words that are three of them written in source term using Indonesian language which are called transference procedures and two more using loan words plus explanation in Indonesian with some words in English to get similar understanding of cultural terms meaning. Sometimes translators or, in this context is journalist, use this both way of translation to acknowledge any specific words of community to be close to the audiences or readers and with more explanation. As it implied in lines of sentences below:

*For the peak of the Chinese New Year celebration, the Jakarta administration will also provide attractions to celebrate **Cap Go Meh (15th day of the first month of the lunar calendar)** at three Little Chinatown points in the city; **Petak Sembilan Glodok** in West Jakarta, **Jatinegara** in East Jakarta and **Kampung Duri** in West Jakarta.*

*Petak Sembilan Glodok* is an area in Jakarta which is categorized as material cultural in this study and it uses transference procedure provided in the text. This procedure used to invite the readers to local place closely, eventhough the writer still can explain the place clearer with some words followed in English.

### Cultural Equivalent or Cultural Substitution

Table 7: Cultural Equivalent or Cultural Substitution

No	Language		Translation Procedures
	SL	TL	
1	Pesta kembang api	fireworks display	Cultural Equivalent or Cultural Substitution
2	Hari Bebas Kendaraan	the Car Free Day	Cultural Equivalent or Cultural Substitution

A language with its own uniqueness is an arbitrary tool for communication which it decided and used by a community in daily or certain activities.

A language with its own uniqueness is an arbitrary tool for communication which it decided and used by a community in daily or certain activities. However, many words of any languages have universal meaning. Cultural words are mostly unique but some of them are universal. Indonesians people have some similar activities with other civilization all over the world which are expressed with different words in different languages but have similar meaning. Newmark (1988) and Baker (1992) offer their strategies to retain this such kind of terms using cultural equivalent or cultural substitution procedure. The following sentence consists of cultural word formed of a phrase that has universal meaning. The word is equivalently substituted from Indonesian into universal cultural terms.

*He said the peak of new year celebrations at the temple would fall on Tuesday, however, they would not roll out any festive performances, such as the traditional barongsai (lion dance) performance or fireworks display.*

Indonesians people celebrate some events by *fireworks display* which it is called as *pertunjukan* atau *pesta kembang api* in Indonesian language. The words *fireworks display* and *pertunjukan* or *pesta kembang api* referred to particular culture which has similar activities. Thus, in the context of the above sentence, it is directly used *fireworks display* as it is popular among people all over the world.

## CONCLUSION

Based on the data analysis, there are 21 Indonesian cultural terms which found in five articles of the Jakarta Post news with different categories. Types of article on the news decided as travel, culture, and lifestyles. Social-religious activities cultural terms mostly found in this study which there are 10 of 21 or 48 % appeared in form of words and phrases representing how Indonesians do worship and celebrate happiness of holy days as well as festivals which are also the places to show people's feel and local's sources. Ecological terms found six times in the articles based for this study with some subcategories which they are street, sub-district, zone, province and capital city of province. Material cultural terms found the lowest in this study which it is 24%. There are 5 of 21 Indonesian translated cultural terms into English in the data which taken from five articles of The Post's online News. There are four types of procedures used due to the way how journalists replace the 21 Indonesian cultural terms into English. The four procedures are: (1) couplets which it is a using more than one procedures in one cultural term such a combination of cultural equivalent and transference or loan word plus explanation, couplets of transference and translation by paraphrase using a related word, and couplets of transference and literal translation. There are also single procedures that have been used such as (2) literal translation, (3) transference or loan word and loan word plus explanation, and (4) cultural equivalent or cultural substitution.

English online news media that based in Indonesia take important roles to acknowledge cultures of this archipelago country worldwide. The journalists are the front liners to take roles in which they have to recognize Indonesian cultures as well as they have to translate those cultures into English through any proper procedures. Thus, Indonesian cultures will be largely known by other people whether they are using English as native speakers or as second language in good understanding as they feel so close to the Indonesian particular cultures which have been replaced naturally or universally.

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