The Semantic Equivalence of Culture Specific Terms in The English-Indonesian Translation of Novel *The Duchess War* By Courtney Milan

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Article Info	Abstract
	This study aims to classifyand identify how the semantic equivalence of culture-specific terms achieved in English-Indonesian translation of novel The Duchess War. The aims then break down into five, following Newmark's categorization of culture-specific terms; ecology, material, social, organizations, customs, and ideasand thelast is gestures and habits. The original novel investigated entitled The Duchess War by Courtney Milan and its translation entitled "Skandal Sang Duchess"translated by Eka Budiarti as the subject of this study. The limitation of this study covers up the semantic equivalence of culture-specific terms of the English-Indonesian translation of novel The Duchess Warby considering the seven types of meaning proposed by Leech (1974); conceptual, connotative, stylistic, affective, reflective, collocative, and thematic meaning.Descriptive qualitative research is employed in this study. The data gathered through 490 sentences containing culture-specific terms were identified and after reducing the redundancy of the data, researcher found there are 106 types of culture-specific terms and categorized into five categorizations following Newmark's. The result shows of 106 culture-specific terms, there are 20,75% ecology culture, 39,62% of material culture, 16,04% of social culture, 21,70% of organizations, customs, and ideas, and the last is gestures and habits that has 1,89% of data.Based on the data, there are some similar culture-specific terms found based on the data gained. The same culture-specific terms categorization found, but the meaning is different, or the same in meaning but different in TT translation. Those happened because the translator considers the context in the usage of certain terms. All the data has been examined by the expert and the different meaning due to the suitable context in the novel The Duchess War. Hence, the culture-specific terms between ST and TT are semantically equivalent. © 2019 Universitas Negeri Semarang

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INTRODUCTION

Translating a novel is a lot more complicated than translating a short article. In translating the novel, a translator should be well valued in changing the source text into target text. Because literature work mostly contains the author's expression besides the impression of something intended to the reader, the aspect of sense, feeling, culture, and value must be considered to make the message remained. However, delivering the meaning not only covers two different languages but also culture-specific life in a wrap. As in the recent years of 21st century, people communicate not only in the scope of the local group in the same culture but also broad wide. The great impact goes to the development of information exchange in line with the meaning and value contained in the society. It becomes a common and habit for people to exchange knowledge from one country to others. However, sometimes the different language of one country becomes a constraint in communication, especially, English which becomes an international language. Although it is the most spoken language in the world, not all people, especially in Indonesia, can communicate well both in active and passive. There are so many Indonesian people who do not merely understand when they read the text in English. The translation is needed to break the problem.

Translation can be used as a vehicle to transfer culture. One of the media is through literary works whether it is a novel, article, short story or manual. Catford (1965:1) defined translation as being "a process of substituting a text in one language for a text in another." As the translation developed, the unit of translation was no longer a word or a sentence or a paragraph or a page or even a text that literary constituted language but in fact of culture. Because of that case, translator is needed to make readers grasp the meaning of the original and feel the culture as a whole. Translator needs to master not only the language, but also the culture from the original text.

Trivedi (2007:280) stated in Benjamin's book "language being in effect a vehicle of the culture". It means that language not only becomes a bridge to cope the gap between the cultures, but also as a mean to help diversity among people. It is supported by Torop (2002:593) who also noted "culture operates largely through translational activity, since only by the inclusion of new texts into culture can the culture undergo innovation as well as perceive its specificity", which means that culture plays a regular role in the codes, canons, and ideological values of the society and the result of the translational activities are inseparable from the concept of culture.

Translation is always an activity which involves socio-cultural factors (Lou, 2010). The differences background among people make the cultural constraints which have a great impact on translation. It is because not all terms have the equivalence in one culture into another. For example, the word "Duke", "Duchess", contains a cultural value in England. Those culture-specific terms cannot be easily translated in another language, in this case, Indonesia.

The translator's role has the important duty to find the equivalence in translational activity. Because for some reader especially Indonesia, in order to catch the cultural message of the novel, they need such helpful effort to overcome the language. The language diversity can make the message of the content story do not maximally deliver to the readers. Hence, for the important achievement of the cultural message, the translation novel is created as a helper.

The study aims to give significances in terms of theoretical, practical, and pedagogical contribution to English language teaching and learning context through the semantic equivalence of culture specific terms which contain in the novel.

METHOD

This study assumes that there are many culture-specific terms found in the novel "The Duchess War" and its translation "Skandal Sang

Duchess". There are also semantic equivalences achievements by considering the seven types of meaning proposed by Leech (1974). Since the researcher collected, analyzed, and made conclusion from the data, so this study can be categorized as a descriptive qualitative research. This study focused on describing about English-Indonesian translation of culture specific terms and how those semantic equivalences are achieved by the translator.

The subject of the study is the original novel entitled "The Duchess War" written by Courtney Milan and its translation "Skandal Sang Duchess" which is translated by EkaBudiarti. The object is culture-specific terms contained in English-Indonesian translation novel "The Duchess War" (2012) and "Skandal Sang Duchess"(2016). The researcher employs herself to collect data through selecting and reading the two versions of the novel. The data being investigated are the original book entitled The Duchess War and its translated version entitled "Skandal Sang Duchess". The original book is written by Courtney Milan in length of 316 pages, while the Indonesian version is translated by Eka Budiarti in length 480 pages. The written data of both novels contained culture-specific terms as the main data sources. The unit of analysis was words and phrases containing culture specific terms.

In gaining the data, the researcher needs instrument to ease the process of analyzing culture specific terms related to The Duchess War novel. The researcher read, underlined, and compared the CST contained in both version of the novel. After that, the researcher put the purposive data into table and gave a code to the data. The process of analysis data consists of (1) classifying, (2) reducing, (3) interpreting, and (4) inferencing.

RESULTS AND DISCUSSIONS

This section aimed to answer the five main problems of this study. Those are related to the semantic equivalence of culture specific-

terms achieved in the English-Indonesian translation of the Novel *The Duchess War*.Since the main research question is broken down into five sub questions, the result also broken down into five sub headings. The result can be seen on the table below:

Table 1. Semantic Equivalence of CST found in *TDW* Novel

CSt categorization / Semantic equivalence	Conc.	Conn.	Sty.	Aff.	Refl.	Collc.	Them.	Total	
Ecology	F	F	F	F	F	F	F	F	%
Flora	1	6	0	1	0	0	0	8	7,55
Fauna	1	5	0	0	0	0	0	6	5,66
Local winds	4	0	0	0	0	0	0	4	3,77
Plains	0	1	0	0	0	2	0	3	2,83
Ice	0	0	0	0	0	1	0	1	0,94
Sub Total								22	20,75
Material	F	F	F	F	F	F	F	F	%
Food & drink	3	3	1	0	2	0	0	9	8,49
Clothes	8	9	0	0	0	0	0	17	16,04
Houses & towns	0	1	0	0	0	9	0	10	9,43
Transport	1	1	0	0	0	0	0	2	1,89
Unit of money	0	4	0	0	0	0	0	4	3,77
Sub Total								42	39,62
Social	F	F	F	F	F	F	F	F	%
Work	5	1	1	0	1	2	0	10	9,43
Leisure	1	2	3	0	1	0	0	7	6,60
Sub Total								17	16,04
Organizations, customs, ideas	F	F	F	F	F	F	F	F	%
Social	1	4	7	0	0	0	0	12	11,32
Legal	0	0	1	0	0	1	0	2	1,89
Religious	1	0	0	0	0	1	0	2	1,89
Artistic	2	1	4	0	0	0	0	7	6,60
Sub Total								23	21,70
Gestures and habits	F	F	F	F	F	F	F	F	%
Gestures and habits	0	0	0	1	1	0	0	2	1,89
Sub Total								2	1,89
Total								106	100

From the recapitulation data above, there are 490 sentences containing culture-specific terms found in the novel entitled The Duchess War. After reducing the redundancy, there are 106 culture-specific terms which consists of 22 belonging to ecology culture, 42 categorized as material culture, while social culture covers 17 data, followed by 23 data belonging to organization culture, and 2 data from gestures and habit culture. The dominant results in sequences occur in (1) material culture, (2) organizations, customs, and ideas, (3) ecology, (4) social, and (5) gestures and habits.

While the semantic equivalence of culture-specific terms shows that ecology culture achieves semantic equivalence through conceptual, connotative, affective, and collocative meaning. Both Material and social culture contains the whole meaning except affective meaning and thematic meaning. Meanwhile organizations, customs, ideas culture achieves its semantic equivalence through conceptual meaning, connotative meaning,

stylistic meaning, and collocative meaning. Then gestures and habit only employ affective meaning and reflective meaning.

Meaning is called as conceptual when it is logical, cognitive, or connotative content. At the level of semantic representation, the conceptual meaning explained in the form of semantic representation using the abstract symbol and contrastive features. Contrastive features underlie the classification of sounds in phonology (Leech, 1974:9). Based on data found in TDW novel, there are 28 data or 26,42% related to conceptual meaning that consists of ecology in the amount of 6 data. These 6 data in sequentially order are: 12 data of material culture, 6 data of social culture, 4 data of organizations customs ideas, and none of data belongs to gestures habits.

Connotative meaning is the part of associative meaning. Newmark (1988:16) define connotative meaning as "an aura of ideas and feelings suggested by lexical words". Meanwhile, Leech (1988) defines connotative as the meaning beyond conceptual meaning which means that a certain word may sounds the same denotatively but it has different meaning based on one's culture, background, and society. There are 38 data translated in connotative meaning or 35,85% with the proportion of ecology culture reached 11 data, material culture consists of 19 data, followed by social culture which has 2 data, and there are 6 data belongs to organizations, customs, and ideas. There is no data found in gestures and habit related to connotative meaning.

Affective meaning is the meaning created as the effect of situation and environment in which sentence or utterance produced. It is usually conveyed through the conceptual and connotative content of the word used. Based on the gaining data, the researcher found there are only 2 data achieving affective meaning or 1,89%. They are 1 data related to ecology and 1 data from gestures and habits.

Reflective meaning is the meaning appeared by the speakers responding something they see. There are 5 data or 4,72% found related to reflective meaning. There are 2 data

belong to material culture, 2 data from social culture, and 1 data from gestures and habits.

Collocation means a group of words that often go together or that are likely to occur together. Collocative meaning is the associated meaning acquires the two words common occur and has the common meaning when it occurs together. For example the words pretty and handsome have the meaning of good looking. Handsome usually co occurs with man and boy, while pretty is usually co occurs with girl and woman, but they suggest different attractiveness of the adjectives. There are 16 data reached collocative meaning or 15,09% which consist of: 3 belong to ecology culture, 10 are material culture,social grasp 2 data, and 1 data belongs to organizations, customs, and ideas. None of data belongs to gestures and habits.

While from the thematic mening, there is no data found in regarding thematic meaning.

The result of the analysis presented in finding shows that there is semantic equivalence achieved in translating CST of English-Indonesian novel TDWthrough considering the conceptual meaning, connotative meaning, stylistic meaning, affective meaning, reflective meaning, and collocative meaning. There are 6 CST of ecology, 12 CST of material, 6 CST of social, 4 CST of organizations, customs, and ides which achieve conceptual meaning. There are also CST which achieves connotative meaning consist of 11 from ecology, 19 from material, 2 from social, and 6 from organizations, customs, and ideas. Moreover, the stylistic meaning achieved with the detail of 1 material, 4 social, 12 is for organizations, customs, and ideas. The affective meaning also achieved with the detail that is 1 data from ecology and 1 data from gestures and habits. The reflective meaning achieved in the amount 2 material, 2 social, 1 gesture and habits. The last one, because there is no data found achieved thematic meaning, there are less data which reached collocative meaning that are 3 data from ecology, 10 data from material, 2 social, and only 1 data belongs to gestures and habits.

In grasp, the data shows that (1) CST with the same categorization and different

achievement of semantic equivalence, (2) CST with the same categorization but different in TT translation, (3) CST with different categorization and different semantic equivalence.

CONCLUSION

There are some conclusions which can be drawn based on the research questions stated in the previous study. From the total 490 sentences containing CST in TDW novel, there are 106 data gained and categorized based on Newmark's (1988) CST categorization. The researcher found there are ecology culture in the total of 22 (20,75%), material culture in sum of 42 (39,62%), social culture is 17 (16,04%), organizations, customs, and ideas in the amount of 23 (21,70%), and gestures & habits culture is 2 (1,89%).

Based on the data, the most frequently found is material culture, the second is organizations, customs, and ideas, followed by ecology, social culture, and then the last is gestures and habit which only has less data. Then, according to semantic equivalence achievement, there are CST contain conceptual meaning in the amount of 28 data (26,42), connotative meaning is 38 (35,85%), stylistic is 17 data (16,04%), affective meaning is 2 data (1,88), and 5 data (4,72%) is reflective meaning followed by collocative meaning which has 16 data (15,09%) and no data found related to thematic meaning.

There are some similar CST found based on the data gained. The same CST categorization but the meaning is different, or the same in meaning but different in TT translation. Those happened because the translator considers the context in the usage of certain terms.

All the data has been examined by the expert and the different meaning due to the suitable context in the novel TDW. Hence, the CST between ST and TT are semantically equivalent.

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