The Implementation of Newmark's Translation Procedures in *Colours* Magazine to Achieve Grammatical Equivalence

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Article Info	Abstract
	"Colours Magazine" is an official monthly publication magazine of Garuda Indonesia Airlines. It is a bilingual magazine written in English and Bahasa Indonesia. This study aims to analyze the implementation of Newmark's translation procedures and its resulting grammatical equivalence between the source text (ST) and target text (TT). This study focused on the implementation of (1) the transference procedure; (2) the naturalization procedure; (3) the cultural equivalent procedure; (4) the synonymy procedure; (5) the modulation procedure; (6) the couplets procedure; (7) the grammatical equivalence achievements through the use of those procedures. This research employed a descriptively qualitative approach. The study findings reveal that transference is the most dominant procedure, which is used 61 times. Couplets are the second rank which has been used 36 times. The cultural equivalent is used 24 times and the naturalization procedure 14 times. At the same time, modulation is used 11 times and 13 times for synonymy. On the other hand, the researchers also found that implementing six translation procedures has resulted in 82 number equivalents, 126 tense equivalents, and 125 voice equivalent sentences. 25 non-equivalent sentences in the number category happened because there are different habits of delivering singularity and plurality between ST and TT. In the tense grammatical category, there are 10 non-equivalent sentences caused by different rules between the source and target languages. While in the voice category, there are 8 non-equivalent sentences caused by the changing of the words, the use of specific terms, and the changing of subject position.

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INTRODUCTION

Translation is a phenomenon that has a considerable effect on everyday life. It has become an activity of massive importance in recent decades in people's daily life. The translation result contains information humans need for several aspects of life, such as education, science, and entertainment from textbooks, novels, magazines, newspapers, booklets, brochures, movies, etc. It lines with Bassnett's (2002) explanation that translation has a crucial role. Without translation, people with different cultural backgrounds cannot build communication well.

'*Colours* magazine' is an official monthly publication of an Indonesian airline published by PT Visindo Agensi Tama, Garuda Indonesia. It is a bilingual magazine written in English and Bahasa Indonesia and a widely known bilingual magazine. *Colours* magazine has garnered 23 international designs and magazine awards. It is one of the promotional media of Indonesian tourism. Due to the contents that also tell about tourism, uniqueness of the culture, handicraft, ceremony, and food, this magazine aims to promote Indonesian tourism in international sight.

In this globalizing world, English has become an international language for people from all over the world. This statement lines with Safari and Fitriati (2016) that English increasingly becomes the medium in every domain of communication in global contexts. It has been used in describing the tourism articles from the magazine with its uniqueness. However, English is the SL, and Bahasa Indonesia, as the TL, has significant grammatical rules with its characteristics.

In translation, some experts have defined different definitions in this field, such as Catford (1965), Nida and (1982), Pinchuck (1977), Larson (1984), Newmark (1988), and Bell (1991). They described translation in different ways. However, the content is the same. They stated that translation talks about transferring thoughts or ideas from a source language (SL) to a target language (TL), either written or oral.

Nida and Taber (1982) decided that different cultures may convey the messages and produce the cultural terms. Therefore, sometimes translators find a way to keep the original word from the SL text to preserve the meaning, without changing, even added or reduced. Here is an example:

SL   The ritual typically consists of three fasting activities, such as *Upawasa*, *Monabrata*, and *Majegraja*.

TL   Ritual ini terdiri dari tiga kegiatan puasa, seperti; **Upawasa**, **Monabrata**, dan **Majegra**.

It shows that the translator applied the original form of "Upawasa, Monabrata, and Majegra" as the traditional activities or culture from Balinese. Or in other words, the translator taking the actual terms instead of using a description.

Consequently, translation is also influenced by culture. Hartono (2009) revealed that to avoid some problems and get an appropriate solution in translating a novel, even to produce a high-quality novel translation, the translator supposes to have more knowledge of both source and target languages and cultures. For the example, *The_Mother_Land* in English means *Ibu_Pertiwi_* in Bahasa Indonesia. For this case, a translator needs to find cultural equivalents by the message stated in the SL.

Besides transferring ideas, messages, or information from one state into another, translation is often used as a translation procedure. This activity has an enormous benefit of developing knowledge or science and international exchange of culture. Therefore, reviewing the problems above some translation procedures become a crucial stage of the translation process to complete the translation results to achieve the equivalence of the translated works.

Newmark's theories and frameworks have been widely applied in the literature describing an assessing translation. According to Machali (2000), translation procedures apply to sentences and the textual micro-unit, such as words, phrases, clauses, etc. An approach translating

process is needed to produce a good translation and perception translation as the final product of the translated text concerning the source text. Newmark (1988) proposes a list of translation procedures, namely; Transference, Naturalization, Cultural Equivalent, Functional Equivalent, Descriptive Equivalent, Synonymy, Though Translation, Transpositions, Modulation, Recognized Translation, Translation Label, Compensation, Compensation Analysis, Reduction & Expansion, Paraphrase, Couplets and Notes.

This study analyzes the implementation of transference, naturalization, cultural equivalent, synonymy, modulation, couplets procedures, and grammatical equivalence achievements through 6 processes in tourism articles. Besides, the essential thing in translation is meaning. It means that the TL should have the closest natural meaning equivalence with the SL. Nida and Taber (1969) define translation as reproducing the closest natural equivalent of the SL message in the TL. It means first in terms of meaning and secondly in terms of style. By this definition, the term 'equivalent' is more focused on meaning rather than style.

Baker (1992) states that there are five levels of equivalence, such as 1) equivalence at the word level, 2) equivalence above word level, 3) grammatical equivalence, 4) textual equivalence, and 5) pragmatic equivalence (p. 5). Besides, Baker states that grammatical rules may vary across languages, posing some problems finding direct correspondence in the TL. She claims that the different grammatical structures in the source and target languages may cause remarkable changes in the message.

The grammatical equivalence between English and Bahasa Indonesia is quite different. The differences between these two languages may result in translation changes. Grammatical equivalence in translating the two languages is crucial for achieving the most immediate sense. Here the researchers present the problem concerning to grammatical equivalent;

SL   *Lavender* is not an original plant in this area.

TL   **Lavender** bukan merupakan tanaman asli kawasan ini.

It shows that English singular nouns are preceded by '*a/an*' for countable nouns. In Bahasa Indonesia, the singular is marked with '*satu, sebuah, sesuatu.*' Non-countable nouns are marked with an adverb of measure set in the front of the nouns to count, which includes a word expressing the name of nouns' places. Therefore, the grammatical is supposed not equivalent.

This study proposes to expose what translation procedures are implemented in *Colours* Magazine's tourism articles and how 6 procedures (transference, naturalization, cultural equivalent, synonymy, modulation, couplets) affect grammatical equivalent achievement.

METHODS

This study uses a descriptive qualitative approach. It aims to analyze the implementation of translation procedures and grammatical equivalence in the tourism articles of *Colours* magazine. The objects of this study were every word, phrase, clause, or sentence of English-Indonesian translated from the magazine. The researchers took the tourism articles as the sample.

In collecting the data, the researchers took some steps. The researchers observed the articles closely and their translation to obtain sufficient data for the study. The next is underlining translation procedures and grammatical equivalence on the sentences in the magazine and balancing the translation in the original magazine and its Indonesian translation. Analyzing is the step after collecting data. In this study, the researchers summarize the data by identifying the translation procedures and grammatical equivalence achievement, tabulating the data, interpreting the analysis, and drawing conclusions.

RESULTS AND DISCUSSIONS

In this segment, the researchers presented the frequency of transference, naturalization, cultural equivalent, synonymy, modulation, and couplets translation procedures implementation in tourism articles. Table 1 presents the frequency of grammatical equivalence achievement through the use of those procedures.

Table 1. Frequency of Translation Procedures and Grammatical Equivalence

| No | Procedures | Frequency | Grammatical Equivalence | | | | | |
| | | | Number | | Tense | | Voice | |
			Yes	No	Yes	No	Yes	No
1	Transference	61	26	5	50	1	45	4
2	Naturalization	14	14	3	9	2	12	1
3	Cultural Equivalent	11	10	2	16	2	22	-
4	Synonymy	13	8	2	12	-	10	-
5	Modulation	11	4	2	5	4	7	2
6	Couplets	36	20	11	34	1	29	1
Total		146	82	25	126	10	125	8

Table 1 shows that transference is the most dominant procedure, which is used 61 times. Naturalization procedure is used 14 times and cultural equivalent 24 times. synonymy is used 13 times. At the same time, modulation is used 11 times. Couplets are the second rank which has been used 36 times. In contrast, the researchers also found that implementing six translation procedures has resulted in 79 number equivalent, 126 tense equivalents, and 125 voice equivalent sentences.

The Implementation Of Transference Procedure

Transference converts the SL term to TL and includes transliteration or transcription. In this procedure implementation, there is no change in the spelling of the words that have been translated. The data of this study provides some cultural activities, things, and places, names of person or character, and traditional foods. Therefore, many terms have no equivalent words in the TL. It requires the translator keeps the same form in TL. For example ; the cultural activities were found such
as Rejang dance, Galungan and Kuningan as well as the traditional ceremonies in Bali, Siwaratri Brata, Upawasa, Monabrata, Majegra, and Wakakusa Yamayaki. These cultural terms need the description to perceive how the target readers understand them. However, the translator uses the transference procedure by taking the original words instead of description, which replaces a term or expression with a description of its form or function. This finding connected with Lestari et al. (2020), who stated that there is sometimes no equivalent word or meaning in TT since it is related to the name of cultural activity. It means the meaning of the SL is explained in several words in the TL. However, the translator uses the transference procedure by taking the original words instead of the description. It means the meaning of the SL is explained in several words in the TL. It is similar to Fitria (2020); in the transference procedure, the translator can apply two or more loan words plus an explanation in TL to arrange a similar understanding of cultural terms meaning.

The Implementation Of Naturalization Procedure

Naturalization is a procedure that adapts the SL word, first to the normal pronunciation, then to the normal morphology of the TL. In implementing this procedure, some terms are adapted into the TL with pronunciation and

spelling adjustment (i.e., *product* translated into *produk*, *exotis* into *eksotis*, *traditional* into *tradisional*, and *symbol* translated into *simbol*). Besides that, the word 'colonial' in the SL is translated into 'kolonial' in the TL. It adapts the pronunciation without spelling adjustment. Another example that is also interesting to discuss is the naturalization procedure also adding affixes. For instance, affix –ism to –isme (*materialism* into *materialisme*), affix –tion is naturalized to –si in Bahasa Indonesia (*destination* into *destinasi*, *collaboration* into *kolaborasi* and *meditation* to meditasi. Both source and target languages are nouns. It does not change the word class. Rosita (2016), and Puspita et al. (2013) also classified the application of naturalization in the English-Indonesian translation of foreign terms. They identified the adjustment used in applying naturalization in translation based on *Pedoman Umum Pembentukan Istilah* (2015).

The Implementation Of Cultural Equivalent Procedure

This procedure means replacing a cultural word in the SL with a TL one. For instance, in SL, 'Night of Shiwa' is translated into 'Malam Syiwa' into TL. This term refers to a traditional ceremony of the Balinese. The translator uses the typical word in the TL to replace the specific word from SL. The cultural equivalent procedure is also applied when a cultural term of a TL has a meaning with the SL. For example, the word 'offal' in the SL may cause inappropriate meaning when translated literally into 'sampah or kotoran' in the TL. Then, the word 'offal' in the TL is the cultural equivalent of 'jeroan.' Based on Kamus Besar Bahasa Indonesia (2005), *Jeroan* means perut, babat usus, limpa atau dalaman, or the internal organ of beef. It is relevant with the finding from Dewi (2016) in translation procedures in the English novel The Hunger Game, which found that the cultural equivalent procedure is used in the translation process when there is an equivalent meaning of the cultural term in the TL. The main thing to note is the unique culture words of the SL are

replaced by the distinctive culture words of the TL. Therefore, the translator uses the specific word or term in the TL to replace the particular word in the SL. These finding connected with Tacazely et al (2019) and Ismawati (2013) that in translation, cultural differences become a huge obstacle for the translator to create a good translation.

The Implementation of Synonymy Procedure

This procedure is used for an SL word when there is no clear one-to-one equivalent, and the word is not essential in the text. For example, the word 'people' in the SL translated into 'masyarakat' in Bahasa Indonesia as the TL of this study.The word 'people' could generally be identified as a human being. On the contrary, the term 'masyarakat' means the community of people living together in a unique country or region and having shared laws, customs, and organizations. The meaning 'people believe' in the source text may cause a non-equivalent translation when the target text becomes 'masyarakat setempat meyakini'. Literally, the translation in Bahasa Indonesia would be 'orang-orang percaya'. To spare the problem in translation, the word *masyarakat* in the TL is used as the synonymy of the word *people*. Therefore, the meaning in the TT is more appropriate. In short, it can be asserted that the translation process using the synonymy procedure can be achieved by observing the context of the text to find the closest equivalence.

The Implementation Of Modulation Procedure

Modulation is a change of viewpoint or perspective to deliver the SL message. Putranti (2018), stated that this is a translation method to obtain naturalness in target language text based on society point view. This procedure can be helpful to overcome problems of message transfer between two different cultures. The following example may show how free modulation is applied. When the phrase is translated into Indonesian as the TL literally, it will give a different meaning. 'Here you

go' means when handing something over to someone or doing a favor to them. To produce a natural sense, the translator changes the meaning based on society's point of view. The meaning is equivalent because between SL and TL ; there are different cultures and expressions. Free modulation is supposed to explain the purpose, obtain the meaning relation between SL and TL, and achieve the equivalence meaning as natural as SL. Another example is the translation of an active sentence of the SL text to a passive sentence. The sentence '*a fireworks display takes place before the ceremony*' is translated into '*acara dimulai dengan pertunjukan kembang api*'. If the translator translates the sentence into an active form, it would be '*kembang api berlangsung sebelum upacara*'. In the ST, '*fireworks*' is the subject, and '*ceremony*' is the object. Changing the ST active sentence into the TL passive sentence would make the translation result more natural to solve such a problem. The translator uses an absolute or obligatory procedure to translate the sentence. It occurs when there is no equivalent meaning of a word, phrase, or the SL structure into TL.

The Implementation of Couplets Procedure

Couplets method means that the translator combines two translation procedures in a single sentence (i.e., *Special music for dance, traditional Gulai, traditional crafts, the island of Java,* etc.). The following is a further explanation of the couplets procedure. If we look at the phrase, '*traditional Gulai*' in the SL is translated into '*Gulai_tradisional*' in the TL version. The translator combines two procedures to get equivalence meaning in the TL. First, the word '*gulai*' is translated into '*gulai*' in the TL. Here, the translator uses a transference procedure. The transference procedure is used by the translator when the SL word transfers into the TL without any change. Second, the word '*traditional*' is translated to '*tradisional*' in the TL, using a naturalization procedure.

The Grammatical Equivalence Achievements Through 6 Procedures

This study focuses on three categories of grammatical equivalence: number, tense and aspect, and voice.

Number Equivalence

The grammatical category of the number designates singular or plural. In showing singularity, English singular nouns are preceded by '*a/an*' for countable nouns. In Bahasa Indonesia, the singular is marked with '*satu, sebuah, sesuatu*'. Here is an example;

SL But from whatever angle you approach, the first impression is **an isolated island paradise** that feels far from the mainland bustle.

TL Tetapi dari mana pun titik tolak Anda, kesan pertama pulau ini adalah **sebuah pulau surgawi yang terpencil** yang jauh dari hiruk-pikuk pulau utama.

The article 'an' is used to indicate a singular or one. It is translated into 'sebuah' in which 'se' as an Indonesian singular marker has the same meaning as the word 'satu'. This example shows that English singular nouns are preceded by 'a/an' for countable nouns. In Bahasa Indonesia, as the target language of this research, the singular is marked with 'satu, sebuah, sesuatu'.

Tense and Aspect Equivalence

English has two tenses (past and present) and two aspects (perfect and progressive). Meanwhile, Bahasa Indonesia does not have tense and aspect. Sometimes past sentences of English are translated into Bahasa Indonesia without any adverbs of the past time following them. This finding is revelant with Iqbal et al. (2016) Based on their research, tense and aspect in English have many variations. Some of the translation are difficult to reflect in Bahasa Indonesia because the form does not exist. However, it keeps showing equivalence that is equivalence at a higher level. For example;

ST However, in the 1980s, there **was** a sculptor Isbenzami Usman, who **had perfected** it.

TT Namun pada tahun 1980-an, seorang pemahat Isbenzami Usman, **telah** menyempurnakannya.

The verb phrase '*had perfected*' shows past perfect which has the formula '*had*' plus past participle (V3). Past perfect means that an activity was completed before another activity or time in the past. The word '*telah*' is an Indonesian adverb of time that indicates past time. In other words, the translation is equivalence.

Voice Equivalence

Voice is a grammatical category that defines the relationship between a verb and its subject. Here is an example;

SL The Old Town and Gunung Padang *are separated* by the mouth of the Batang Arau.

TL Kota Tua dan Gunung Padang **dipisahkan** oleh muara sungai Batang Arau.

Here, the focus of the sentence is the term '*separate*'. The use of present be (are) and past participle (separated) shows that it is a passive sentence. The term '*dipisahkan*' (are divided) in TL indicates a passive clause. It shows how English passive is still translated into Indonesian passive. The Old Town and Gunung Padang are the subjects or the affected entity. In Bahasa Indonesia, the prefix '*di-*' is used to indicate a passive sentence. Both ST and TT have the same meaning. The equivalence is achieved in this sentence. However, Sudartini (2006) stated that the active forms in English are not always translated into active forms in Bahasa Indonesia, and vice versa. The English active and passive forms do not always have the same forms in Bahasa Indonesia.

CONCLUSIONS

This study aims to review the translation procedures implementation and their influences on grammatical equivalence achievement. After analyzing the data, which consists of 150 excerpts from tourism articles in *Colours* magazine, to transfer the message clearly from the SL into the TL, translation procedures are needed to translate the information from one language into another. The translator can apply not only one approach to translate each sentence but also more. Two or three procedures in translating a sentence are done to find the TL's appropriateness, equivalence, and naturalness form or meaning.

On the other hand, the researchers also found that implementing those procedures has resulted in 82 number equivalents, 126 tense equivalents, and 125 voice equivalent sentences. Twenty five non-equivalent sentences in the number category happened because there are different habits of delivering singularity and plurality between ST and TT. In the tense grammatical category, there are 10 non-equivalent sentences caused by different rules between the source and target languages. While in the voice category, there are 8 non-equivalent sentences caused by the changing of the words, the use of specific terms, and the changing of subject position.

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