

IDEOLOGY IN TRANSLATION PROCESS OF NEWS CONTENT IN ENGLISH INTO INDONESIAN: A CASE OF PIKIRAN RAKYAT DAILY NEWSPAPER

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Abstract: This study aims to reveal another side that is more in-depth than just translation, especially translation in print media. In this regard, the researcher studied translation in one of the leading print media in Indonesia based in Bandung, West Java, namely the Pikiran Rakyat Daily News. The researcher explores ideology in maintaining meaning in the translation of news content in Pikiran Rakyat. This research needs to be done because the translation of international news from English to Indonesian for the sake of print media has many dimensions and problems. The research was conducted using descriptive qualitative methods. There are eleven news of the Pikiran Rakyat examined in this study. The news sourced from foreign news agencies was published in the 2018-2020 range. This research combines two theories, namely translation theory of Newmark and critical discourse analysis (CDA) theory of Van Dijk. Specifically, this study examines ideology and the maintaining of meaning in translating English news content into Indonesian. The results of this study indicate, with the existence of partiality, translation becomes very ideological. This can be seen from the diction, placement of news, and the addition or removal of certain elements in the news. It can be concluded that the translation of international news in Pikiran Rakyat is very ideological. From the linguistic data studied, it appears that Pikiran Rakyat consistently carries the ideology of peace.

Keywords: *ideology; meaning; news; translation.*

INTRODUCTION

As technology continues to advance quickly around the world, there is a growing demand for information. Higher educated people are interested in the most recent informational advancements, particularly when it comes to topics that interest them, such as politics, human rights, humanitarian challenges, and other topics. The material relates to both domestic and international events, in addition to those that take place in the nation.

The public chooses newspapers as their preferred source of information among the different mass media outlets that are readily available in our culture. The public wants accurate information amidst the flood of news that is rushing in all ways. Because the editing process is multi-layered and the news they publish can be trusted, formal newspapers are media that can be relied upon. International news continues to hold great interest, particularly when it is connected by psychological proximity, such as parallels in race or religion.

Human life depends heavily on translation (Riyono *et al.*, 2018). Knowledge and information

are widely disseminated through translation (Felisia, 2023). For instance, Indonesians, who are predominately Muslims, have long paid close attention to the news regarding the Palestinians' fight.

Since the message's contents must be transferred from one language to another, translation is not an easy task (Boustani, 2019; Hidayati, 2020). According to Bassnett, 2022, Efendi, and Hardjanto, 2023, Rosa *et al.*, 2020, Sabila *et al.*, 2023, and Sari *et al.*, 2022, it is difficult since it must be semantically and stylistically identical.

According to Supatmiwati and Abdussamad (2020), equivalence is related to units of equivalence, which might be morphemes, words, phrases, sentences, idioms, proverbs, etc. However, units that are more complicated than a single word, as well as different linguistic devices and structural elements, can be used to understand meaning (Baker, 2018). Cultural equivalency (Supatmiwati & Abdussamad, 2020) and the employment of language tools in particular contexts (Kajumova *et al.*, 2018) are significant

criteria that should be taken into account when translating.

The speech and ideology of media institutions are frequently linked to news translation (Ethab, 2020). Whether or if the lexical meaning is retained during the news translation process has to do with meaning maintenance (Felisia, 2023; Hadi *et al.*, 2020). It should be known to the general public as well, which is why it is worthwhile to do this study. As Allababneh (2021) noted, it's critical to understand the discourse that translators and writers use to communicate their ideologies in order to fully acknowledge ideology in translation and its significance for identifying the authorial component of translators' performance.

Interaction exists between ideology and translation (Bian & Li, 2021; Min, 2021). Numerous academics have extensively discussed and researched the relationship between these two (Güldal, 2023). Ideology is the translator's paradigm of thought when translating, according to Hunadah and Lidinillah (2023). In order to convey information to readers clearly, it is essential to have knowledge of ideology in translation (Hanani *et al.*, 2021).

The ideologies of translating and translating ideologies are two distinct ideas. The source language text's contents, its significance to the reader, and some speech acts in the translated text that discuss the context of the target language and any discrepancies between the two constitute the ideology of translation (Hadi *et al.*, 2020). Ideological translation, on the other hand, is a translator's intervention in the translation process (Shofa *et al.*, 2018).

Beyond the text, translation ideologies exist (Nurlaila *et al.*, 2019). Two ideologies, Domestication and Foreignization, can be used in translation as references to represent ideas correctly (Pertiwi *et al.*, 2021). Translators typically use foreignization to preserve the integrity of the original text. This concept is used to preserve the author's original voice by making the target text appear as though it were originally written in the source language (Jaya, 2021). In contrast, during domestication, a translator makes as many transparent adjustments to the source text as they can (Muallim *et al.*, 2023). Two fundamental translation ideologies—foreignization and domestication—involve linguistic and cultural perspectives (Harared, 2018).

People have a tendency to believe news stories that are published in newspapers right away without having sufficient knowledge on how to translate them from English to Indonesian or understanding its philosophy. The removal or substitution of sentences when translating news from foreign news organizations takes into account both linguistic correction and media ideology. Omission in translation serves to make the meaning implicit as well as generalize it (Dickins in Alrumayh, 2021) as well as to omit any language that might be considered unpleasant or even just mildly irritating (Davies in Havumetsä, 2022). This is consistent with Ethab's (2020) research showing that the competency of news translators is unimportant because they just adhere to the editorial standards of a news organization. Additionally, the process of news translation is quite similar to that of editing and comprises proofreading, editing, revising, polishing, and preparing news materials for publishing (Dorrimanesh *et al.*, 2023).

Not only that, but each translator has a unique worldview based on their perspectives, cognitive abilities, life experiences, cultures, races, societies, and more. According to Rujiah *et al.* (2023), the ideology can influence readers or the public through its application. Depending on the translation and the patronage used to play the ideology, this can be positive or detrimental.

As a result, the researcher has a good justification for conducting this study. This study attempts to investigate how much ideology can impact how meaning is maintained when translating English-language news information into Indonesian. *Pikiran Rakyat* Newspaper was picked because it is a well-known publication with a lengthy history dating back to 1966.

In this study, two important theories—translation theory from Newmark (1988) and critical discourse analysis (CDA) from van Dijk (1983)—are combined. Both of these theories suggest that there would be a battle for meaning, a theory that has also been put forth by van Dijk.

Setiawan *et al.*'s research from 2022 on this subject examines the social cognition, social context, and textual organization of news articles. The findings demonstrated that the news satisfied the criteria for discourse analysis according to van Dijk's (1983) model, specifically: macrostructure, superstructure, and microstructure.

In a related study, Risnawaty *et al.* (2022) used van Dijk's (1983) Critical Discourse Analysis paradigm at the macrostructure level to

investigate if parallelism in the two versions of the same text presented differences in the global meaning. The outcomes showed that there are some discrepancies between the original English text and the Indonesian text.

In another study by Nurkhazanah *et al.* (2022), the representations of Lee Jae-Myung and Yoon Suk-Yeol in the Chosun and Hankyoreh media are examined in terms of the microstructure text dimensions based on van Dijk's (1983) theory of critical discourse analysis. The findings showed that the Hankyoreh news lacks a number of features, including the semantic component known as presupposition.

The following research questions were put forward: (1) How does the *Pikiran Rakyat* maintain meaning through translation strategies in translating news content in English into Indonesian? (2) How does the *Pikiran Rakyat* maintain lexicogrammatical meaning in the translation of news content in English into Indonesian? (3) What ideology emerged from the translation of news content in English into Indonesian?

METHOD

This study proposes the answers to the three problems studied. The three problems are the maintaining meaning carried out by *Pikiran Rakyat* through a translation strategy in translating English-language news content into Indonesian; the maintaining meaning carried out by *Pikiran Rakyat* lexicogrammatically; and the ideology that emerged from the translation of news content in English into Indonesian.

This study uses a qualitative approach because the translation units studied are at the lexicogrammatical level, namely words, phrases, clauses, and sentences. It can also be said that this study is a descriptive qualitative research because the data presented emphasizes meaning and can provide a more real understanding than numbers.

This research instrument is determined through: (1) The policy of Editor-in-Chief of *Pikiran Rakyat* (2018-2021) Noe Firman Rachmat regarding the translation process applied in *Pikiran Rakyat* that translation is adapted to the context prevailing in Indonesian society. (2) The relationship between the policy and the result of the translation, is it consistent?

This is where the urgency of this research is because it will reveal how far media ideology can influence the linguistic aspect, namely the maintaining meaning. The data were analyzed using translation theory from Newmark (1988)

and critical discourse analysis theory (CDA) from van Dijk (1983).

Qualitative research is analytical descriptive in nature, the data obtained such as observations, document analysis, or field notes compiled by researchers at the research location, are not stated in the form of numbers. Researchers perform data analysis by enriching information, looking for relationships, comparing, and finding patterns on the basis of the original data. The results of data analysis in the form of exposure to the things studied are presented in the form of narrative descriptions.

Creswell (2018) explain that qualitative research is a study that employs a natural environment with the goal of comprehending the events that take place. A qualitative approach is crucial for comprehending a social phenomenon. The research process generates verbal and written descriptions of the things or people being observed as descriptive data.

On the other hand, this research explores the lexicogrammatical aspects thoroughly, completely, and in detail. This research also prioritizes objectivity because the data disclosed and analyzed are data that actually exist and become news material in *Pikiran Rakyat* Daily. The choice of *Pikiran Rakyat* as the data source is based on the fact that *Pikiran Rakyat* Daily is a national-scale newspaper published from West Java.

The data used in this study are in the form of words, phrases, clauses, and sentences in the news published as international news in *Pikiran Rakyat* Daily, Bandung.

The research data sources are:

Documents, namely news data that has been published by the Foreign Affair Desk of *Pikiran Rakyat* Daily. The data were selected according to the interests of this research, namely news (especially politics, human rights, humanitarian issues, and international relations) that contain relatively heavy ideological content, for example news about conflicts in the Middle East involving Palestine and Israel, or political conflicts in superpowers such as the United States, Russia, Turkey, Iran, Iraq, and so on.

International coverage from various news agencies, namely leading news agencies such as Reuters (UK) and Associated Press (US). These well-known news agencies routinely supply news to *Pikiran Rakyat* Daily every day, including their photos.

In the following, the researcher conveys eleven eleven selected news titles are as follows. news headlines that are the research material. The

Table 1. *Translated news titles*

Number	News Titles
1	Australia Recognises West Jerusalem as Israeli Capital
2	Khashoggi Murder: Calls to Remove Saudi Crown Prince 'a Red Line'
3	Macron Warns of Rising Nationalism as World Leaders Mark Armistice
4	Russia 'Meddled in All Big Social Media' around US Election
5	Pentagon Prepares to Welcome Once-banned Indonesian Minister, Despite Rights Concerns
6	Novel Coronavirus Survives 28 Days on Glass, Currency, Australian Researchers Find
7	UK Study Tests if BCG Vaccine Protects against Covid
8	Iraqi President Salih Condemn Attempt to Breach US Embassy
9	Ugandans Melt Plastic Waste Into Coronavirus Face Shield
10	Nagorno-Karabakh: Iran Warns of 'Regional War' as Fighting Rages
11	US Unleashes Sanctions on Iran, Hitting Oil, Banking and Shipping

The data were analyzed using Newmark's (1988) translation strategy to see the lexicogrammatical elements of the English text as the source language to the Indonesian text as the target language. It will also be seen which words are translated lexically and words that are translated with the influence of the ideology of *Pikiran Rakyat Daily*

RESULTS AND DISCUSSION

This section presents two main subsections, namely Data Analysis and Findings, and Discussion. The data and findings analysis subsection displays the findings and results of the analysis during the research. Meanwhile, the discussion subsection aims to answer three research problems, namely how *Pikiran Rakyat* maintains meaning through translation strategies in translating English-language news content into Indonesian; how *Pikiran Rakyat* maintains meaning lexicogrammatically; and what ideologies emerge in the translation of news content in English into Indonesian.

Data analysis and findings

The following shows the findings and analysis of research data, namely from the aspect of maintaining meaning through translation strategies, maintaining meaning through lexical strategies, and maintaining meaning through grammatical strategies.

Maintaining meaning through translation strategies

This section describes the translation strategies applied to the translation of news content from English to Indonesian. Of the 17 strategies written

by Newmark (2001), only four were used in the translation of the texts discussed in this study, namely literal translation, transposition, modulation, and recasting sentences. The following Table 2 shows the frequency of occurrence of translation strategies.

Table 2. *Frequency distribution of maintaining the meaning through translation Strategies*

	Frequency	Percentage
Literal Translation	5	19,23
Transposition	6	23,08
Modulation	11	42,31
Recasting Sentence	4	15,38
Total	26	100

The following is a visualization of the frequency distribution of maintaining meaning through translation strategies according to the research data.

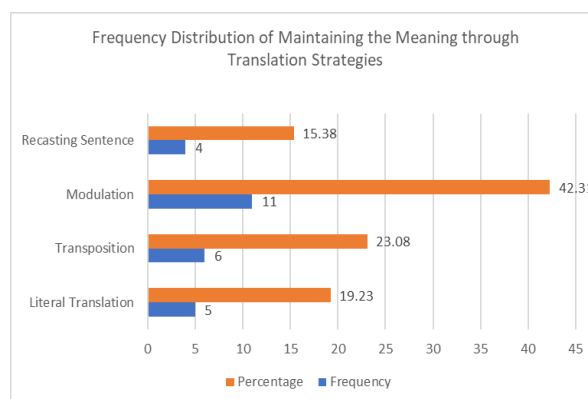


Figure 1. *Frequency distribution of maintaining the meaning through translation strategies*

From the analysis of the translations carried out, it appears that modulation, transposition, literal translation, and recasting sentence are the most frequently used. For details, from a total

of 26 samples for translation strategies, literal translation appears 5 times or 19.23 percent of the 26 samples. Translation with transposition strategy appears 6 times or 23.08 percent. The modulation translation strategy (point of view variation) appeared the most, namely 11 times or 42.31 percent. While the strategy of recasting sentences appeared 4 times or 15.38 percent of the total 26 samples for the translation strategy.

Maintaining meaning through lexical strategy

Lexical strategy is an important thing that cannot be separated from lexical cohesion. Lexical cohesion is obtained by choosing a suitable vocabulary. There are several lexical strategies, such as repetition, synonymy, antonymy, hyponymy, collocation, and equivalence. Table 3 below shows the frequency and percentage of occurrences of hyponymy and equivalence.

Table 3 *Frequency distribution of lexical strategies of maintaining the meaning*

Lexical Strategies of Maintaining the Meaning		
	Frequency	Percentage (%)
Hyponymy	1	9
Equivalency	10	91
Total	11	100

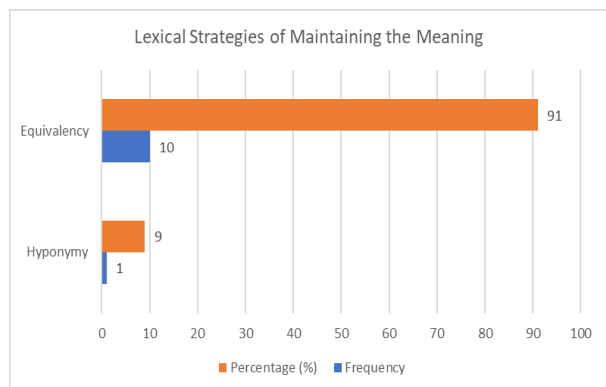


Figure 2. *Frequency distribution of lexical strategies of maintaining the meaning*

Maintaining meaning through grammatical strategy

The following Table 4 describes the use of grammatical strategies of maintaining meaning in translating news from English to Indonesian in *Pikiran Rakyat*. Substitution occurs most often, which is 11 times or 42 percent of the total sample in that section.

Table 4. *Distribution of grammatical strategies of maintaining the meaning*

Grammatical Strategies of Maintaining the		
	Frequency	Percentage (%)

Meaning		
	Frequency	Percentage (%)
Substitution	11	42
Ellipsis	8	31
Conjunction	1	4
Passivation	1	4
Nominalization	1	4
Substitution & Ellipsis	4	15
Total	26	100

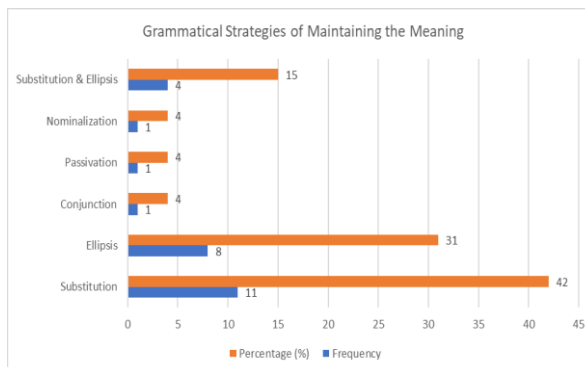


Figure 4. *Distribution of grammatical strategies of maintaining the meaning*

In this study, it was revealed that the realization of the various strategies, especially the realization of substitution and ellipsis, mostly occurred in the headline or news lead, or at the most, the second paragraph of the translated news text. Changes to the title, either through substitution or ellipsis, have a very strong ideological content.

From the various data that have been studied, it seems true that there is a consistent pattern shown by *HU Pikiran Rakyat* when presenting international news translated from various sources. All of them refer to the same thing, namely *Pikiran Rakyat* wants to show its uniqueness as a media that carries the ideology of peace. *Pikiran Rakyat* Daily has also shown its consistency to always support government policies on various issues, both at home and abroad. Issues concerning Palestine have always received the attention of *Pikiran Rakyat*. This ideology is in line with the state policy to always support Palestinian independence.

When there are other countries in the news that support Israel's policy, *Pikiran Rakyat* will consistently frame the news so that Palestinians feel calm and feel supported. It also has a good effect on bilateral relations between Indonesia and Palestine. When Australia supported the ratification of West Jerusalem as the capital of Israel and it endangered the existence of Palestine on the international political stage, *Pikiran Rakyat* came up with a big news framing entitled *The*

World Criticizes Australia's Recognition. With the title of the news, *Pikiran Rakyat* showed its side with the Palestinian struggle.

Based on the data revealed in this study, the team of translators and editors at the Foreign Affair Desk of *Pikiran Rakyat* also showed a strong intention to add material needed to complement the news that had been adapted to its ideology. Judging from the news content, this legendary newspaper in West Java carries the ideology of peace.

Meanwhile, the Translation Ideology (TI) analysis of all study units, both translation strategies, lexical strategies, and grammatical strategies shows that the domestication ideology is more dominant with 45 occurrences, while the foreignization ideology only appears 18 times in the analyzed research samples. Thus, it is clear that the translated news in *Pikiran Rakyat* is more oriented towards the target language text or more prioritizing the interests of the readers.

Likewise, from the data and facts that have been studied in this study, including the descriptions in other segments regarding the results of this research, it is clear that the ideological attitude of *Pikiran Rakyat*. Even though there were only eleven international news analyzed, the trend remained the same because the data showed substitution strategies and ellipsis were present in every translated news in *Pikiran Rakyat*. Even the two grammatical strategies are present together in one news, four times.

From any translation strategy, the dominant one is the modulation or the variation of point of view between the text writer and the translator. Modulation appears 11 times or 42.31 percent of the total sample on meaning retention through translation strategies. In the modulation translation strategy there is a transfer due to the movement of meaning due to changes in the way or point of view and mindset between the text writer and the translator.

The modulation and transposition strategies show the strong role of the translator in determining the translated text that leads to a certain ideology. The role of modulation and transposition is stronger than literal translation and recasting sentence.

From the various stages that have been carried out, in terms of maintaining meaning in terms of translation strategies, this study found that there are four strategies used by the translation team and editors of *Pikiran Rakyat* in various international news, namely literal translation,

transposition, modulation, and recasting sentences.

Based on the research conducted, modulation is most often used by the translation team/editor of *Pikiran Rakyat* with a frequency of 11 occurrences or 42.31 percent of the total 26 samples used to study translation strategies. Transposition is in second place with a frequency of 6 occurrences or 23.08 percent. Literal translation is in third place with a frequency of 5 occurrences or 19.23 percent. The fourth position is occupied by recasting sentences with a frequency of 4 occurrences or 15.38 percent.

From this research, it was revealed that the team of translators and editors at the Foreign Affair Desk of *Pikiran Rakyat* Daily, consciously or not, used more grammatical strategies. Of the six strategies or techniques, five of them are used by *Pikiran Rakyat* team. Only reference techniques are not used.

The data is very suitable to answer research question number 1 about the translation strategy used by *Pikiran Rakyat* in translating news content in English into Indonesian. When associated with Newmark's theory of translation, the strategies most often used by *Pikiran Rakyat* are modulation, transposition, literal translation, and recasting sentences.

Research question number 2 is how *Pikiran Rakyat* maintain lexicogrammatical meaning in translating English-language news content into Indonesian. The answer is, *Pikiran Rakyat* try their best to maintain the meaning lexicogrammatically if the news does not contain a heavy ideological burden. If there is an ideological burden, the priority is the ideological aspect so that the commitment to the lexicogrammatical paradigm is reduced or "flexible".

While research question number 3 is about ideology that arises from the translation of news content in English into Indonesian, it was only read at the final stage of this research, that *Pikiran Rakyat* is a media that carries the ideology of peace.

CONCLUSION

This conclusion directly answers the research objective, namely to reveal ideology in maintaining meaning in the translation of English-language news content into Indonesian, a case study in *Pikiran Rakyat* Daily. From all the analyzes that have been done (translation strategy,

lexical, grammatical), it is clear that *Pikiran Rakyat* carries the ideology of peace.

This was preceded by the finding that all these analyzes lead to a tendency to accommodate the interests of the reader so that the reader feels comfortable and feels a sense of peace. Even from the choice of words, *Pikiran Rakyat* tend to prioritize the humanitarian aspect, avoid conflict, and show resistance to parties who are anti-peaceful.

It can also be seen from the linguistic data, both in the title and in the body of the translated news. Tendentious and provocative words are "adjusted" into words that are more neutral and do not cause unrest in the community. From their choice of words, the translation team/editor of *Pikiran Rakyat* also did not want the public to be restless when reading news concerning Islam and the struggles of the Islamic community, including the struggle of the Palestinian people who want to defend their ancestral land from Israeli occupation.

Therefore, the news about Islam is placed in accordance with the proportions so as not to cause unrest in the community. For example, even though the source text contains the phrase Radical Islamic Terrorism (foreign media use capital letters at the beginning of words), *Pikiran Rakyat* does not translate it like the source text because that designation will hurt the feelings of Muslims who are the majority citizens in Indonesia, including *Pikiran Rakyat* readers. With its reporting style, *Pikiran Rakyat* consistently carries the ideology of peace.

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