

THE IMPLEMENTATION OF DOMESTICATION STRATEGY TO MAINTAIN BAHASA'S ROLE IN ADOPTING NOVEL TERMINOLOGIES FOR SCIEN-TECH UNDERTAKING

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Abstract

The advancement of science and technology (scien-tech) is always accompanied by creation of novel terminologies. The more a language is used as a means of conveying information on new findings the more the language is enriched with new meaning, be it represented in a form of borrowing, new invention, blend, coinage, or common words with new meaning. This has necessitated scien-tech stakeholders to face the challenge of whether to borrow through transliteration or to adopt as well as adapt such terminologies for the benefit of utilizing information to flow effectively. A problem that appears is how to provide counterparts of such terminologies considering that the supply of scien-tech terminologies in Bahasa is relatively limited compared to that in English while borrowing can be inappropriate or even misleading. This paper intends to explain a number of ways in which endeavors to provide tentative supplies of terminologies through domestication strategy have always been made for scien-tech adoption as well as adaptation to proceed appropriately while enhancing the role of Bahasa in maintaining its function to deal with scien-tech undertaking.

Key words: domestication, foreignization, scien-tech terminologies

INTRODUCTION

The advancement of science and technology (scien-tech) is always accompanied by creation of novel terminologies. The more a language is used as a means of conveying information on new findings the more the language is enriched with new meaning, be it represented in a form of borrowing, new invention, blend, coinage, or common words with new meaning. This has necessitated scien-tech stakeholders to face the challenge of whether to borrow through transliteration or to adopt as well as adapt such terminologies for the benefit of utilizing information to flow effectively.

A problem that almost always appear in the field of scien-tech is how to provide counterparts of such terminologies considering that the local supply in a community in which its members are merely scien-tech consumers or even laymen rather than creative producers. Bahasa, for instance, is among languages of developing countries that is relatively left behind in generating novel terminologies compared to that of advanced counties while

adoption or borrowing can be inappropriate or even misleading.

This paper intends to explain a number of ways in which endeavors to provide tentative supplies of terminologies through domestication strategy have always been made for scien-tech adoption to proceed appropriately while enhancing the role of Bahasa in maintaining its function to deal with scien-tech undertaking.

DOMESTICATION STRATEGY

The terminologies 'domestication' and 'foreignization' are two foci that have long been exhaustively discussed in the field of translation. To quote Venuti (1995; also see among others Zare-Behtash 2009; Yang 2010; Schmidt 2013; Mujiyanto 2013), domesticating translation refers to the translation strategy in which a transparent and fluent foreign text is created for the convenience of the target-text readers. This style is adopted in order to minimize the strangeness of the foreign text for target language readers. It means making the text recognizable and familiar and thus bringing

the foreign culture closer to that of the readers. Venuti (1995) points out that “all translation is fundamentally domestication and is really initiated in the domestic culture”. According to Munday (2008: 144), domestication is a translation strategy of using a transparent, fluent, ‘invisible’ style in order to minimize the foreignness of the target text. Machali (2012) suggests that “unless the foreign elements are ‘domesticated’, they would not be as accessible to the target readers”.

As opposed to domesticating translation, foreignizing translation refers to the type of translation in which a target text deliberately breaks target conventions by retaining “something of the foreignness of the original” (Venuti, 1995). It means to take the reader to the foreign culture and to make him or her feel the linguistic and cultural differences. It encourages a translation practice in which traces of the foreign are left as much as possible within the translated text.

Schmidt (2013) claims that both domestication and foreignization implicate manipulation of the text. Quoting Venuti (1995: General editors’ preface), “Translation is, of course, a rewriting of an original text. All rewritings, whatever their intention, reflect a certain ideology and a poetics and as such manipulate literature to function in a given society in a given way”. Therefore, from the ethical point of view, both strategies are equally biased. Whether one or the other strategy will be applied depends on variables such as the purpose of the translation, the status of the receiving literary system, i.e. the power relations between the source and the target literary systems, and other variables of the historical, social and cultural setting in which the translation takes place.

Schmidt (2013, quoting Wang 2002: 24) suggests that the conflict between domestication and foreignization is cultural as well as political rather than just linguistic. It is domesticating because the target text is rendered in a domestic language of the target culture, and it is foreignizing because what is being translated and presented to the target culture is a text originating in a foreign

language and culture. If there are no differences in cultural connotations, translation is then simultaneously domesticating and foreignizing.

In practice, according to Machali (2012), power relation is unequal, and the inequality is shown by the fact that English is an international language while Indonesian is a language that does not have such a wide readership. Therefore, when there are formal correspondences (as in the use of honorifics) between English and Indonesian, the forms being used are English (as in the case of Harry Potter’s translation).

Schmidt (2013) views that the dichotomous strategies are comparable to free vs. literal translation although those two dichotomies are not exactly synonymous; while the former concerns whether a source text is adapted to the target culture, or the foreign cultural elements are preserved, the latter refers to linguistic form. According to Venuti (1998: 240–241) the domestication strategy has been implemented at least since ancient Rome, when “translation was a form of conquest” and Latin poets like Horace and Propertius translated Greek text ‘into the Roman present’.

Closely related to the concept of domestication and foreignization, House (N.D.) introduces the concept of overt as opposed to covert translation. She points out that an overt translation is not as it were a second original, hence its new addressees are not directly addressed. In this type of translation, according to Venuti, “the original is tied in a specific way to the culture enveloping it; it has independent status in the source culture, and is both culture-specific and pointing beyond the source culture because the original text is also of potential general human interest.” A covert translation, on the other hand, is a translation which enjoys the status of an original text in the receiving culture. The translation is covert because it is not marked pragmatically as a translation at all, but may, conceivably, have been created in its own right. It is thus a translation whose original is not particularly tied to the target culture. An original and its covert translation are “universal” in the

sense that they differ “only” accidentally in their respective languages.

In aiming at “originality” in covert translation, the translator employs a so-called *cultural filter*. With the use of this filter, the translator can make systematic allowances for culture specificity accommodating for differences in socio-cultural norms and differences in conventions of text production and communicative preferences. This *cultural filter* is thus the means with which the translator tries to *compensate* for the culture specificity that is foreign to the target community.

FACTS ABOUT SCIEN-TECH TERMINOLOGY ADOPTION

The word ‘terminology’ is defined as ‘special words or expressions used in relation to a particular subject or activity’ (CALD). This particular word is also used to refer to the expressions and words, or a set of expressions and words, used by people involved in a specialized activity or field of work. Microsoft® Encarta® 2009. © 1993-2008 Microsoft Corporation. All rights reserved. Based on the two definitions, the compound ‘scien-tech terminology’, can then be defined as terminology that covers special words or expressions used in relation to the fields of sciences and technologies.

In the field of translation, both domestication or dynamic or covert strategy and foreignization or formal or overt one are generally implemented to adopt terminologies in the two fields from English or other foreign languages as the source language to Bahasa as the target language. The former is implemented when the target language along with its socio-cultural as well as political and ethical background all support the application of cultural filter resulting in second original terminologies in the target language. On the other hand, the second strategy is implemented when stock of terminologies in the target language is inadequate to equalize those in the source language without much deviation or even nonequivalence. Hybrid strategy may of course be employed to adopt scien-tech terminologies providing that such strategy

matched with the needs for equivalence, naturalness, and readability standard.

In the field of information technology, specifically in statistics, Suliyanto (2012; also see Minasi, 1993 for the use of such terminologies in *Hard Disk Maintenance Guide*) wrote a paragraph as extracted in Sample 1.

Sample 1:

... untuk itu, pasang tombol **Open, Save, Sort Ascending, Sort Descending, Redo, Undo, Print Preview, dan Quick Print**. Berikut cara menampilkan tombol-tombol tersebut: (1) **Klik** anak panah di sebelah kanan **simbol Microsoft Excel** sehingga muncul **pulldown menu Customize Quick Access Toolbar**, pilih **More Command**; (2) Setelah dipilih **More Command** akan muncul kotak **dialog Excel Option**, pilih **Quick Access Toolbar**; (3) Pada bagian **Choose Commands from** pilih **opsi** yang tersedia, misalnya **Popular Command ...** (Suliyanto pp. 4-5)

In the extract above, out of 71 words, 38 (53%) words are in fact English terminologies while the rest (33 or 47%) are Bahasa’s words. In the extract, the terminologies which are generally used in the field of computer technology are directly borrowed from the source language without any modification. Words like ‘open’, ‘save’, ‘redo’, ‘undo’ etc. are applied as they are in the Bahasa. They easily go hand in hand with terminologies that have been transliterated. For example, ‘klik’ (click), ‘simbol’ (symbol), ‘dialogue’ (dialog), and ‘option’ (opsi).

To be more extreme, Sample 2 which has been extracted from Winotopradjoko (2006) shows a lot number of medical terminologies that had been directly borrowed or transliterated from English or other foreign languages.

Sample 2:

In: Keputihan dengan berbagai etiologi, vaginitis, servitis, ektopia, erosi bagian servikal, hemostatik setelah biopsi, pengangkatan polip di serviks, pendarahan, dekubitus, tukak krusis, kondiloma akuminata, mempercepat regenerasi

jaringan nekrotik; hemostatik setelah tonsilektomi, polipektomi, epistaktis, stomatis, gingivitis, gingivitis ulceratif, nekrotik akut, osteitis alveolar, herpeslabialis, rhagades; hemostatik setelah ekstraksi gigi ... (Winotopradjoko et al. 2006:437)

In the extract, there are only four out of 36 terminologies that have been translated to Bahasa, i.e. 'keputihan' (fluor albus), 'pendarahan' (bleeding), 'tukak' (ulkus), and 'jaringan' (tissue) implying that efforts of domesticating medical terminologies can be in vain; it is hardly possible to keep up with the ever increasing number of novel terminologies in the source language.

On the other hand, in Suryanto's paragraph (in Butler 1985), which is actually translation of an English text of *Statistics in Linguistics*, it is found that English terminology is capable of going hand in hand with their Bahasa counterparts, the translator of which has strived hard to invent terminologies in Bahasa to equalize their English counterpart minimizing the potentiality of deviation, mismatch, or nonequivalence in meaning.

Sample 3:

Ada kerumitan mengenai perbedaan antara **parameter populasi** dan **statistik terok**. **Simpangan baku peubah** dalam **populasi** dinyatakan dengan **lambang** σ , dan **variansi** dinyatakan dengan **lambang** σ^2 (huruf Yunani digunakan untuk **parameter populasi**). Namun, sering kita tidak mengetahui ciri seluruh **populasi**, hanya mengetahui ciri **terok**. Kita mempunyai **statistik** yang dilambangkan sebagai s , yang merupakan taksiran **parameter populasi** σ , dan **variansi terok** s^2 ... (Butler, 1995)

In Sample 3, English terminologies are used side by side with Indonesian terminologies as a result of adopting English terminologies as well as maintaining Bahasa's role. Out of 60 words contained in the paragraph, only 12 words had been transliterated directly from English. In the extract, the words 'parameter' (parameter), 'populasi' (population), 'statistik' (statistic), and 'variansi' (variance), which are

results of such transliteration, go hand in hand with 'terok', 'simpangan', 'baku', 'peubah', and 'lambang' which are actually the counterparts of 'sample', 'deviation', 'standard', 'variable', and 'symbol' respectively.

In Sample 4, more terminologies in Bahasa have been invented in order to equalize English terminologies no matter whether such equalization causes unfamiliarity to the readers compared to their counterpart in the source text.

Sample 4:

Untuk memahami akibat **prakiraan** itu pada pelaksanaan **uji kebenaran**, kita perlu menyadari bahwa semua nilai yang mungkin dicapai oleh **statistik uji** membentuk **sebaran kekerapan**, yang **dirujuk** oleh **tabel statistik** yang digunakan dalam **pengujian kebenaran**. Misalnya, kita akan **memeriksa uji** yang menggunakan **sebaran normal** dan juga yang menggunakan **sebaran t**, yang kita jumpai ketika kita membahas **penaksiran dari terok** kecil... jika kita memilih **taraf kebenaran** sebesar < 0.05 , hal ini berarti bahwa untuk **uji berarah nilai gawat statistik uji** akan memotong satu **ekor** yang memuat 0,05 dari luas daerah di bawah **lengkungan**; sedangkan untuk **uji tidak berarah** luas daerah yang dipotong akan terbagi pada dua **ekor** ... (Butler, 1995: 75)

For instance, the words like 'prakiraan', 'uji', 'sebaran', 'kekerapan', 'ekor' can easily be back-translated to 'assumption', 'test', 'distribution', 'frequency', 'tail'. Meanwhile, it may take a little while to find out the counterparts of such words as 'kebenaan', 'memeriksa', 'uji berarah', and 'nilai gawat' in English.

Noor Cholis (2008) listed **337** terminologies which are used in the translation of *Principles of Language Learning and Teaching* (Brown, 2007). They are in form of single words like 'hipotesis' (hypothesis) and 'kefasihan' (fluency) or compounds of two words such as 'kompetensi heterogen' (heterogeneous competence), 'kesalahan global' (global error),

and 'pandangan dunia' (world view) or more words like 'Pembelajaran Bahasa Komunitas' (Community Language Learning) and 'Pembangkit Masukan Rendah' (Low Input Generators). The terminologies can be categorized into three classes, i.e. 129 terms (38.3%) in form of transliteration such as 'dialek' (dialect) and 'bilingualisme subtraktif' (subtractive bilingualism), 91 (27%) terms which are combination between transliteration and direct translation as the counterpart of the source terms like 'daya ilokusioner' (illocutionary force) and 'kecemasan fasilitatif' (facilitative anxiety), and 117 (34.7%) terms which are Bahasa's terms like 'gaya pembelajaran' (learning style) and 'lingkar dalam' (inner circle).

All the facts presented above have led us to consider whether domestication strategy is still a significant tool to equalize foreign terminologies in various fields of study. If we still believe in the strength of Bahasa to keep up with the ever increasing advancement of scien-tech throughout the world, the implementation of such strategy may be quite useful to enrich Bahasa with invention as well as discovery of novel terminologies.

Endeavor to Maintain Bahasa's Role

A number of endeavors have been employed to maintain Bahasa's role in domesticating scien-tech domain by means of domesticating terminologies commonly used in the domain. Using Bahasa's words which are commonly used in everyday or general situation can be an easy way of doing such effort of equalizing English terminologies providing that both refer to the same entity. For instance, the word 'bahasa' is used to equalize 'language'; both of which refer to the same entity.

Indonesian monolingual Bahasa dictionaries such as KBI can be considered as a relatively rich source of common as well as far-fetch words that can be used as counterparts of English terminologies. Common words like 'gegar', 'gawat' and 'asing' have been used to match 'shock', 'critical', and 'foreign' respectively. The problem rests on people's habit of collocating them with other common

words forming compounds with common references. For example, each of the three words collocates with 'otak' (brain) in 'gegar otak', 'emergency' in 'gawat darurat' and 'bahasa' (language) in 'bahasa asing' (foreign language). The formation of such compounds as 'gegar budaya' (culture shock), 'nilai gawat' (critical value), and 'saling asing' (mutually exclusive) has provided new insight and at the same time has encouraged us to think about their appropriate meanings.

Words may be available in a Bahasa's dictionary, but a lot may be unfamiliar to the language users; they may even be strange due to their rarity in scien-tech undertaking. Words like 'terok', 'bena' and 'galat' may challenge us to guess what do such words refer to. Their counterpart in the source language i.e. 'sample', 'significant', and 'error' may be more common among us. As a result, the English terminologies are more preferable than their counterparts in Bahasa.

It is of course possible to generate novel meaning to common words so as to equalize source language terminologies which refer to relatively uncommon entity. For example, the compound 'nonlinear relationship' is translated to 'hubungan tan-gemaris' in which the infix 'em' is inserted to the word 'garis' (line) resulting in new creation 'gemaris' which means 'nonlinear'.

Local languages may also provide a rich source of words that can be used to equalize English words whose counterpart in Bahasa is very rare or even unavailable. The words 'santai', 'begadang' have long been used to equalize 'relax' and 'stay up' respectively. 'gemaris' (linear), 'lampanan (spread), 'tangkil' (file)

Words that have been borrowed from foreign languages like Arabic and Dutch may also provide supply counterparts of English terminologies. 'Azas' (Arabic), 'khuluk' (Arabic) and 'persneling' (Dutch) may be appropriate to equalize the English terminologies 'principle', 'nature', and 'gear' respectively.

If it is impossible to find out any counterpart of foreign language terminologies, transliteration is generally employed. English

common terminologies like 'frequency', 'instruction', and 'statistics', are commonly transliterated to 'frekuensi', 'instruksi', and 'statistik' respectively. The Language Center in Jakarta has published general guide to the formation of Indonesian terminologies which contains rules on how transliteration should better be undertaken in equalizing foreign terminologies (for the complete guide see Pedoman Umum Pembentukan Istilah 3rd Edition).

There can be chances in which it is quite hard or it may be impossible to find out the counterpart of such expression as 'I am Lord Voldemort' whose letters can be rearranged to create another expression 'Tom Marvolo Riddle'. Facing his type situation, the only possible way is just directly borrowing it providing additional explanation or creating a new word. An expression 'erised mirror' has been equalized with 'cermin tarsah' in Bahasa in which the word 'tarsah', which looks like an Arabic word is only the reversal of 'hasrat' (desire).

In the effort of equalizing English terminologies with Bahasa, a number of problems or constrains may have to be anticipated. Such problems as inappropriate-ness of Bahasa's term, additional meaning, lost of meaning, deviation, nonequivalence, or even unavailability/limitation in number of Bahasa's words are common problems which translators have to face throughout their time. Besides, such psychological conditions like users' attitude, prestige in using Bahasa, reluctance to struggle for Bahasa enrichment are among the constraints that have to be overcome in order to encourage people to maintain or even enhance the role of Bahasa to occur side by side with foreign languages in creating terminologies to support the development of sciences and technologies.

CONCLUSION

In the field of scien-tech undertaking, experts everywhere in the world are faced with rapid scien-tech advancement. This has brought with it more and more novel terminologies. The inadequacy of stock in Bahasa to balance the

ever increasing number of scien-tech terminologies English and other languages have hampered the development of scien-tech particularly with regard to its distribution among laymen who are Indonesian monolingual.

Among the efforts of providing the counterparts of foreign terminologies in Bahasa have been done by employing common as well as far-fetched words which have already been available in KBBI. Local languages as well as a number of familiar foreign languages may also be sources to supply the need of matching English terminologies. If invention of novel terminologies by employing common words with new meaning or engineering novel terminologies is not successful, adopting source language terminologies by means of transliteration or direct borrowing is unavoidable.

No matter which strategy is employed to present scien-tech terminologies in Bahasa – be it domestication or foreignization – a number of constraints tend to accompany the effort. They can be inadequacy or even unavailability of stock, inappropriateness in meaning, acceptability, etc.

Availability of monolingual (encyclopedic) dictionary of novel terminologies in scien-tech fields may be quite significant. It may not only be useful to cater the thirst of scientists in this country for domestic terminologies but also enrich the scien-tech domain with native language resources. While inappropriacy of meaning can be overcome by employing additional information, acceptability may be overcome by implanting a new habit of introducing as well as utilizing them.

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