Translation Strategies Used in *BCA*'s Company Profile

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ABSTRACT

This study is done to analyze the translation strategies used in order to translate *BCA* company profile from Indonesian to English. In doing the study, the writer uses Baker's (2018) eight translation strategies as the main theory. The methodology of this study is using the descriptive qualitative approach. The result of the study shows that the translator of *BCA* company profile is using six out of eight Baker's (2018) translation strategies (translation by a more general word, translation by a more neutral/less expressive word, translation by a cultural substitution, translation by paraphrase using related word, translation by paraphrase using unrelated word, and translation by omission) in order to translate *BCA* company profile. The loan word and illustration strategies are both not used in the company profile translation. There is also a part which is non-translation.

Keywords: translation strategies; bank company profile; translation

INTRODUCTION

In this globalization and modern era, companies are bound to use more digital marketing tools in order to reach more audiences from across the globe. One of the marketing tools they are using to introduce their products is a company profile on their official website. A company profile acts as an introduction to introduce the company and to build a good impression on not only new customers but also their existing customers. Having a company profile is also a chance to tell the potential customers about a company's business and about the products and services they are offering, because according to Bhasin (2020), "A company profile is important because it helps to identify markets for building sales figures and outreach investors." A bank company profile was chosen for this study because the banking sector plays an essential part in the economy. *BCA*'s company profile was chosen as the subject of the study because *BCA* is currently the biggest private bank operating in Indonesia with total assets of 1.129,49 trillions Rupiah per September 2021, meaning *BCA* have the largest number of customers and total assets in their own field (Anggraeni, 2021). *BCA* also has a good reputation in the public, making it the most suitable subject for the writer to study because to maintain their professionalism in every aspect, they must use a good translator in order to translate their company profile. In this study the propositional meaning and eight **translation strategies** by Baker (2018) are used as a major theory in analyzing the translation of *BCA's* company profiles from Indonesian into English. According to Baker (2018), propositional meaning is the type of meaning that allows us to determine whether an utterance is true or false. The eight translation strategies by Baker (2018) are "translation by a more general word", "translation by a more neutral/less expressive word", "translation by cultural substitution", "translation using a loan word or loan word plus explanation", "translation by paraphrase using related word", "translation by paraphrase using unrelated word", "translation by omission", and "translation by illustration".

METHODS

To work on this study, the writer used a descriptive qualitative approach. The data were taken from four articles in *BCA*'s "Corporation" section in *BCA*'s official website. The first step of data collection is the writer will go to *BCA*'s "Tentang *BCA*" section on

https://www.bca.co.id/id/tentang-bca. After that, the writer went to the "Corporation" section on the menu and went to the four different articles. The articles on the "Corporation" section that the writer is going to use are "*BCA* Milestones", "Vision Mission and Core Values", "*BCA* Management", and "Subsidiaries". The writer read through the Indonesian version first. After the writer is done reading the source language (Indonesian), the writer changes the language settings at the top right of the page from Indonesian to English and reads through the English translation to search for the translation strategies.all the data are transferred to the table that the writer provides and analyze them using Baker's (2018) translation strategies.

FINDINGS AND DISCUSSIONS
This chapter discusses the findings of the study. This chapter is divided into: (1) translation strategies in *BCA*'s English company profile, (2) non-translation in *BCA*'s English company profile.

Translation Strategies in *BCA*'s English Company Profile
The strategies used in order to translate the company profile from Indonesian to English are: translation by a more general word, translation by a more neutral/less expressive word, translation by cultural substitution, translation by paraphrase using related word, translation by paraphrase using unrelated word, and translation by omission.
The first strategy used in the company profile is **translation by a more general word** strategy. Below is the example:

Table 1. Example of translation by a more general word

Indonesian/Source Language	English/Target Language
*BCA telah menyelesaikan pembangunan mirroring IT system guna memperkuat kelangsungan usaha dan **meminimalisasi** risiko operasional.*	*BCA* completes the setting up of a mirroring IT system to strengthen business continuity and **reduce** operational risk.

The translator uses 'reduce', a general word instead of 'minimize', the direct equivalent of 'meminimalisasi'. 'Minimize' has a fairly similar meaning to 'reduce'. Both have the meaning 'to lessen something'. However, 'minimize' is more specific as it can also be 'to make it as small as possible'. The translator uses a word that is not as specific as it is in the source language.

The second strategy used in the company profile is **translation by a more neutral/less expressive word** strategy. Below is the example:

Table 2. Example of translation by a more neutral/less expressive word

Indonesian/Source Language	English/Target Language
*Layanan ini **memiliki** fitur-fitur yang diperlukan oleh nasabah pebisnis.*	This service **provides** features to meet the needs of business customers.

The translator uses 'provides', the English equivalent for 'menyediakan' to translate 'memiliki'. It is more formal and specific than 'has', the equivalent for 'memiliki'. The translator uses 'provide' to make it sound more customer-centered. They emphasize on what the customers can get by using their service rather than what the company has.

The third strategy used in the company profile is **translation by cultural substitution** strategy. Below is the example:

Table 3. Example of translation by cultural substitution

Indonesian/Source Language	English/Target Language
Diangkat sebagai Presiden Komisaris BCA pada **RUPS** *Tahunan 2011 dan mendapat persetujuan Bank Indonesia pada tanggal 25 Agustus 2011.*	Appointed President Commissioner at the 2011 **AGMS** and approved by *Bank Indonesia* on August 25, 2011.

The translators translated 'RUPS' in Indonesian to 'AGMS' which is the abbreviation for 'Annual General Meeting of Shareholders' in English to be more familiar with the English reader. In *Bank Of America*, they use 'Annual Meeting of Shareholders'. The translator uses the term 'AGMS' because it is more familiar for the English readers.

The fourth strategy used in the company profile is **translation by paraphrase using related word** strategy. Below is the example:

Table 4. Example of translation by paraphrase using related word

Indonesian/Source Language	English/Target Language
Pengangkatan terakhir efektif sejak RUPS Tahunan 2021 untuk **masa jabatan 5 tahun**.	Last reappointed at the 2021 AGMS for a **five-year term**.

The word "masa jabatan 5 tahun" is directly translated as 'term of five years'. The translator paraphrased 'term of five years' with related words into 'five-year term'. The translator translated it into 'five-year term' to make it short. Even though the words used in the target language are shortened, the meaning of the source language is still conveyed in target language.

The fifth strategy used in the company profile is **translation by paraphrase using unrelated word** strategy. Below is the example:

Table 5. Example of translation by paraphrase using unrelated word

Indonesian/Source Language	English/Target Language
2001-an **Penawaran Publik Kedua (Secondary Public Offering) 10% dari total saham BCA.** Kepemilikan BPPN atas BCA berkurang menjadi 60,3%.	2001 **In a Secondary Public Offering, 10% of** *BCA***'s total shares were made available to the market**. *IBRA*'s ownership of *BCA* decreased to 60.3%.

The translators paraphrased '*Penawaran Publik Kedua* (*Secondary Public Offering*) 10% dari total saham *BCA*' with unrelated words. They changed the structure of the sentence in the English version. The Indonesian version only explains that *BCA* has done the Secondary Public Offering for 10% of *BCA*'s shares, while in the English translation, the translator adds more explanation that 10% of *BCA*'s total shares were made available to the public. Both sentences actually have the same point and meaning. However, the translator adds more explanation in the English version in case the English readers do not know the meaning of Secondary Public Offering.

The sixth strategy used in the company profile is **translation by omission** strategy. Below is the example:

Table 6. Example of translation by omission

Indonesian/Source Language	English/Target Language
*Perhatian/kepedulian **yang diikuti dengan usaha memberikan layanan** untuk memenuhi **harapan** dan/atau kebutuhan nasabah secara spesifik.*	Understand, explore and fulfill customer needs in the best possible way.

The translator omitted the English version for 'followed by efforts to provide services' and 'harapan'. The reason why the translator omitted many words in the sentence might be to make it shorter. However, the meaning is still conveyed well in the target language as it still means that *BCA* wants their customer to have the best experience with their service.

Table 7. Table of findings

No.	Translation Strategies	English Translation
1.	Translation by a More General Word	✓
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 Word	✓
7.	Translation by Omission	✓
8.	Translation by Illustration	–

As listed in the table above, the English translation of *BCA* company profile uses six (6) out of eight (8) Baker's (2018) translation strategies. The most strategies used by the translator of BCA company profile to translate their Indonesian company profile into English are: Translation by Paraphrase Using Unrelated Word (20), Translation by Omission (16), Translation by Paraphrase Using a Related Word (13), Translation by a More Neutral/Less Expressive Word (10), Translation by Cultural Substitution (9), and Translation by a More General Word (4). The reason why the translator did not use loan word strategy is because it would be confusing for English readers who can not speak Indonesian to try to understand bank terminologies in Indonesian, and illustration strategy because all of the sentences are able to be translated with words, so no illustration is needed. Based on Baker's (2018) propositional meaning theory, "The propositional meaning of a word or an utterance arises from the relation between it and what it refers to or describes in a real or imaginary world, as conceived by the

speakers of the particular language", the author find that the propositional meaning in the target language English version of the *BCA* company profile is true to its source language or Indonesian version.

Some sentences are translated using the literal translation by the translator. The writer found that the translator did not use any of Baker's (2018) eight translation strategies in order to translate some of the sentences in the *BCA* company profile.

Table 8. Example of literal translation

No.	Source Language (Indonesian)	Target Language (English)
1.7	*Interaksi dan sinergi yang didasari atas pemahaman diri sendiri dan orang lain untuk mencapai tujuan organisasi.*	Interaction and synergy, based on deep understanding toward others and oneself, to achieve organization purposes.

The translator of the company profile uses literal translation to translate the words because the words have their own equivalent word in the English language and does not require any translation strategy in order to translate them.

Some of the information or content in the target language or English version is entirely different or do not match in the source language or Indonesian version. Hence, none of the Baker's (2018) translation strategies can be found during the study of this part of the company profile. This section is called the **non-translation.** Below is the example:

Table 9. Example of non-translation

No.	Source Language (Indonesian)	Target Language (English)
3.38	*2017-an-2018-an Di bidang e-commerce dan cashless payment settlement, BCA membangun kolaborasi dengan perusahaan-perusahaan fintech atau e-commerce melalui Application Programming Interface (API) platform yang memfasilitasi konektivitas antara sistem perusahaan-perusahaan tersebut dengan sistem perbankan transaksi BCA.*	2017-2018 *BCA* completed a 100% share acquisition (directly and indirectly) of *PT Bank Royal Indonesia* in October 2019. Post-acquisition, *Bank Royal*'s business model will transform into a digital-based bank, complementing *BCA*'s established digital channels.

In the example above, the contents of the Indonesian version and English version are entirely different. Both versions provide different information to their target readers. The entire content might be rewritten by the translator or another person in the English version.

CONCLUSIONS

The translation strategies that were found by the writer in the English translation of *BCA* company profile were: translation by a more general word, translation by a more neutral/less expressive word, translation by cultural substitution, translation by paraphrase using related word, translation by paraphrase using unrelated word, and translation by omission. The more general word strategy is used to translate words that people are often unfamiliar with into simpler words. The more neutral/expressive word strategy is used to translate simple words into formal/specific words to look more professional. The cultural substitution strategy is used to translate banking terminologies. The paraphrase using a related word strategy is used to

translate wordy sentences to be more direct. The paraphrase using unrelated word strategy is used in order to translate the company profile to add more information that does not exist in the source language or Indonesian version. Lastly, translation by omission strategy is used to translate the company profile to make it less wordy in the English translation. The writer also found that *BCA*'s translator did not use any translation strategies in order to translate some of the sentences in the company profile. The translator of the company profile uses literal translation to translate some sentences in the company profile. The writer also found that some of the information or content in the target language or English version is entirely different or do not match in the source language or Indonesian version.

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