

Strategies Used in the Translation of *Hidden Potential*

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ABSTRACT

In translating, difficulties often emerge during the translation process. In translating the book entitled *Hidden Potential* written by Wendy Pope from English to Bahasa Indonesia, Mona Baker's translation strategies are used to overcome the difficulties that emerge in the translation process. The strategies used are as follows: translation by a more general word, translation by a more neutral word, translation by cultural translation, and translation by omission. The strategy of translation by illustration is not used since this book contains only words without any pictures or illustrations.

Keywords: Annotated Translation, Difficulties; Source Language, Strategies; Target Language

INTRODUCTION

In a world full of different languages, translation is needed. Not everyone can read in English and to overcome it, translation is needed. The book entitled "*Hidden Potential*" (2020), a 208-page and six-chapter spiritual book written by Wendy Pope and published by David C Cook, is chosen because of some considerations. First of all, the book was specifically targeted to women on their journey with God and contains real-life stories from other women to remind them that they are not alone. Secondly, this book entitled *Hidden Potential* has never been translated before. Lastly, the translator wanted to use this opportunity to give herself more experience in translating books as this is her first experience translating a book.

Translation is the skill of understanding the source text and rendering it in the target language for the intended purpose (Kelly, 2005). There are often difficulties that are encountered in translating the book from English to Bahasa Indonesia. Those difficulties were at the same time problems faced by the translator. In this article, the writer aims to describe the strategies used while translating the book.

According to Mona Baker (2018), translation strategies are divided into translation by a more general word, translation by a more neutral word, translation by cultural translation, translating by using a loan word or loan word plus explanation, translation by paraphrase using a related word, translation by paraphrase using an unrelated word, translation by omission, translation by illustration.

METHOD

The translator read the source text thoroughly. The difficulties are dealt with the strategies set out by Mona Baker (2018). The unit of translation in this project is one sentence, but there is an exception for questions that are included in every chapter reflection that uses more than one sentence; the unit analysis is per question. When there are difficulties per sentence or question, or even word or phrase, Baker's strategies were used.

FINDINGS AND DISCUSSION

This section explains the strategies used in translating the book *Hidden Potential* by Wendy Pope. The classification is based on Mona Baker's (2018) translation strategies and the examples are given from the data.

Translation by a more general word

The use of a general word is used to overcome a relative lack of specificity in the target language compared to the source language. The examples are as follows.

Table 1. The first example of the strategy by a more general word

Source Text	Target Text
Oh, and to be smart, you know, on the <u>A/B honor roll</u> .	<i>Dan untuk menjadi pintar, kamu tahu, memiliki nilai A ataupun B.</i>

A/B honor roll is a term that means a student will receive this A/B honor roll if their report card is all A's and B's for the following nine weeks. In Indonesia, A, B, C, D, and F are used in university grading. However, for kindergarten, elementary, high school, etc, numbers are often used in grading (0-100). Therefore, the strategy of more general words is used, e.g. memiliki nilai A ataupun B. Getting an A is considered smart. If the word A/B honor roll is translated literally, the readers would not understand since there is a difference between American grading and Indonesian grading.

Table 2. The second example of the strategy by a more general word

Source Text	Target Text
He delivered his first <u>phonograph</u> three weeks later.	<i>Dia mengirimkan <u>pemutar rekaman</u> pertamanya tiga minggu kemudian.</i>

Phonograph means *fonograf* in Bahasa Indonesia. But the phonograph is also known as a record player. Rather than using words that are not commonly used, it is better to use a more general word such as '*pemutar rekaman*' as an explanation.

Translation by a more neutral word

In this strategy, the word in the source text is replaced with a word carrying less expressive meaning. This can be considered a compromise when there is a risk of a word being perceived differently in the target language, despite seeming to be equivalent to the word in the source language. The examples are as follows.

Table 3. The first example of the strategy by a more neutral word

Source Text	Target Text
The same God who cleared out the enemies for the tribes of Israel in order for them to move into the Promised Land also raised the dead to life, gave sight to the <u>blind</u> , healed the lame, and made the sick well.	<i>Tuhan yang sama yang mengalahkan musuh agar suku Israel dapat pindah ke Tanah Perjanjian. Dia juga membangkitkan orang mati, memberikan penglihatan pada yang memiliki <u>gangguan penglihatan</u>, menyembuhkan orang lumpuh, dan menyembuhkan orang sakit.</i>

Blind means not able to see. The translator chose to translate it using a more neutral word such as '*gangguan pada penglihatan*' because '*buta*' has a more negative connotation. The word itself is more blunt and may be offensive to some people. Therefore, the translator can use this translation strategy by a more neutral word to make the target text neutral and does not give any connotation that may give any misunderstanding to the target readers. As a translator, it is important to keep neutral and to make sure not to take sides.

Table 4. The second example of the strategy by a more neutral word

Source Text	Target Text
J.K. preserved through rejection and the fear of not publishing Harry Potter and Marlee defied the odds to become a well-known actress, even though <u>she was deaf</u> .	<i>J.K. bertahan terhadap penolakan dan ketakutannya atas tidak diterbitkannya buku Harry Potter dan Marlee menentang kemungkinan yang ada untuk menjadi aktris terkenal, meskipun ia seorang tuna rungu.</i>

Deaf means not able to hear or '*tuli*' but the translator chose to translate it using a more neutral word such as '*tuna rungu*'. Because '*tuli*' has a more negative connotation. The word itself is more blunt and may be offensive to some people.

Translation by cultural translation

This strategy involves replacing a culture-specific item or expression with a target-language item that does not have the same propositional meaning but is likely to have a similar impact on the target reader, for instance by evoking a similar context in the target culture.

Table 5. The first example of the strategy by cultural translation

Source Text	Target Text
The red Bic felt-tip ink just made it worse, as if that <u>F</u> were shouting, "You are stupid! You are a failure!"	<i>Tinta merah pulpen Bic justru memperkeruh keadaan, seakan-akan <u>nilai 0</u> sedang berteriak, "Kamu bodoh! Kamu gagal!"</i>

The translator uses '*nilai 0*' to represent '*F*' due to cultural differences. In Indonesia, it often to use A, B, C, D, and F in university grading. But for kindergarten, elementary, high school, etc, it is often to use numbers in grading (0-100). By using the word '*nilai 0*' the readers can already conclude that it means that the person failed in this subject. There can be a slight difference in '*Indeks Prestasi*' in every school, some may have a higher or lower '*Indeks Prestasi*', which is why rather than using '*Indeks Prestasi*' from one school, it is better to use 0. Anyone can interpret that 0 means that you failed.

Table 6. The second example of the strategy by cultural translation

Source Text	Target Text
Current me wants to be <u>twenty pounds lighter</u> and have wrinkles only in clothes.	<i>Diriku yang sekarang ingin <u>turun 9 kilo lebih ringan</u> dan memiliki kerutan hanya pada pakaian saja.</i>

Pounds is a unit of weight that is commonly used in British and United States systems of measurement. As in Indonesia, it is common to use kilograms as a unit of weight. 1 Kg

equals 2.20462 pounds. So 20 pounds is equal to 9.07185. The numbers were rounded into 9 kilograms.

Translating by using a loan word or loan word plus an explanation

This strategy is particularly common in dealing with culture-specific items, modern concepts, and buzzwords. Following the loan word with an explanation is very useful when the word in question is repeated several times in the text.

Table 7. The first example of the strategy by using a loan word or loan word plus an explanation

Source Text	Target Text
When the sky is blue and the clouds are shaped like carousel ponies, when our boss sang our praises at the weekly staff meeting, when we cleaned our house from top to bottom in one day, when the laundry basket is finally empty, and <u>dinner, all four courses</u> , are ready for our people at the dot of 6:00 p.m.	<i>Saat langit berwarna biru dan awan berbentuk komidi putar, ketika atasan kita memberikan pujian pada kita, saat kita membersihkan rumah sampai bersih, ketika tidak ada lagi cucian, dan ketika makan malam <u>dengan hidangan yang terdiri atas sup, makanan pembuka, makanan utama, and makanan penutup sudah siap sebelum pukul 6.</u></i>

A four-course meal is a dinner consisting of multiple dishes or it is known as a meal that consists of four parts served one after the other. It consists of soup, appetizer, entrée, and dessert. The word 'four courses' could also mean another thing, which is '4 sks'. It is regarding taking four courses in college. So to prevent wrong interpretation, the translator chose to add an explanation to the target text since the four courses are related in food and beverage terms. Some target readers may be familiar, some target readers still do not understand what this means. The source text is clear enough since it explains that these four courses are related to dinner, not something else.

Table 8. The second example of the strategy by using a loan word or loan word plus an explanation

Source Text	Target Text
As you make peace with God and with others, the enemy will be hotter and firecracker on the <u>Fourth of July</u> that you have discovered the freedom found in confession and forgiveness.	<i>Ketika kamu berdamai dengan Tuhan dan dengan orang lain, setan akan panas seperti petasan pada tanggal <u>4 Juli (hari kemerdekaan Amerika Serikat)</u> pada saat kamu telah menemukan kebebasan dari pengakuan dosa dan dari pengampunan.</i>

Independence Day (United States) is known as the Fourth of July. What happened on the fourth of July was explained and what is the relation to this sentence. If the 'Fourth of July' is not explained, it may be confusing to the readers.

Translation by paraphrase using a related word

This strategy tends to be used when the concept expressed by the source item is lexicalized in the target language but in a different form and when the frequency with which a certain form is used in the source text is significantly higher than would be natural in the target language.

Table 9. The first example of the strategy by paraphrase using a related word

Source Text	Target Text
We have trusted each other with <u>information</u> we've never told another living soul.	<i>Kita saling mempercayakan <u>rahasia</u> kita masing-masing.</i>

The word 'information we've never told another living soul' is also known as a secret. Which is why the translator translates it as '*rahasia*'. 'Secret' means not known or seen or not meant to be known or seen by others or it could also mean something that is kept or meant to be kept unknown or unseen by others. Rather than translating word by word, the translator used a word that has the same meaning as the sentence explained in the source text. Sometimes in translating a text, keeping the words simple and clear is much better than using complicated words.

Table 10. The second example of the strategy by paraphrase using a related word

Source Text	Target Text
But then, often without warning, an accusing memory targets our belief that God can really wash away our sin and <u>make us new</u> .	<i>Tetapi, seringkali tanpa aba-aba, ingatan penuh tuduhan mengguncang kepercayaan kita mengenai kuasa Tuhan yang dapat <u>menghapus dosa dan menyucikan kita.</u></i>

The word 'make us new' means '*menjadikan kita baru*' but the translator translates the word 'make us new' as '*menyucikan kita*' because the word '*menyucikan*' is related to 'sin'.

Translation by paraphrase using a unrelated word

If the concept expressed by the source item is not lexicalized at all in the target language, the paraphrase strategy can still be used in some contexts. Instead of a related word, the paraphrase may be based on modifying a superordinate or simply on unpacking the meaning of the source item, particularly if the item in question is semantically complex.

Table 11. The example of the strategy by paraphrase using a unrelated word

Source Text	Target Text
This is what happens when you have a <u>past</u> as colorful as mine.	<i>Ini yang terjadi jika kamu memiliki <u>masa lalu</u> yang suram sepertiku.</i>

A past colorful as mine does not mean to have a beautiful past, but it means to have a dark past or to be translated as *masa lalu yang suram*. Since this chapter talks mainly about faults, it leads to the conclusion that this person had a dark past with faults. It is also related to the previous sentences to conclude whether this 'past as colorful as mine' has a negative or positive connotation. The translator needs to understand the context of the text. If the source text is translated literally, then the target text will have a completely different meaning from the source text. There is some hidden message in the sentence. So, it is necessary to reread the sentence to make sure whether this sentence can be translated literally or it needs to be paraphrased.

Translation by omission

If the meaning conveyed by a particular item or expression is not vital enough to the development of the text to justify distracting the reader with lengthy explanations, translators can and often do simply omit to translate the word or expression in question.

Table 12. The first example of the strategy by omission

Source Text	Target Text
<u>Oh</u> , I hope so!	<i>Semoga!</i>

'Oh' here is an exclamation that is used to express a range of emotions, including surprise, anger, disappointment, or joy, or when reacting to something that has just been said. But it is not necessary to translate 'Oh' in every sentence because there are some 'Oh' that don't bring any significance to the sentence. Without 'oh', the target text can still convey the meaning from the source text without giving impact. There are a lot of 'Oh' in the book, but the translator took one of the examples from the book as an example that 'Oh' here can be omitted and it does not change the meaning of the sentence.

Table 13. The second example of the strategy by omission

Source Text	Target Text
Failure reaction number 2: <u>Debug</u> -act quickly to fix the situation or at the very least minimize the effects.	<i>Reaksi kedua : Menemukan dan memperbaiki masalah-bertindak cepat untuk memperbaiki situasi atau setidaknya meminimalkan dampaknya.</i>

The translator omits the word 'debug'. Debugging means identifying and removing the error from computer hardware or software. The translator couldn't find the word that has the closest meaning, so the translator explained it briefly to explain the meaning. In this sentence debug here is also being explained, but since there isn't any word that has the closest meaning to debug, it is better to just translate the explanation.

CONCLUSION

In conclusion, when the translator encounters difficulties during the translation process, the translator uses the translation strategies by Mona Baker. This strategy is applicable to be used in this Christian book entitled *Hidden Potential*. During the translation process, the translator realizes that it is important to be careful as there could be a hidden meaning behind the word. It is also important to make sure the target readers can understand the translation.

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