Translation Strategies of News Articles in Universitas Gadjah Mada Official Website

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ABSTRACT

This research examines the translation strategies applied in the translation of Indonesian articles published on the official website of Universitas Gadjah Mada English into English. The data were collected from 15 articles published in Bahasa Indonesia on the website and their English translations. The analysis and categorization were based on the news translation theory proposed by Bielsa and Bassnett (2009). The results show that all the news translation strategies were applied in the translation of the Indonesian news articles into English. Out of 227 data found in the research, 69 (30.40%) were translated using the elimination strategy, 57 (25.11%) the addition strategy, 24 (10.57%) the summarizing information strategy, 37 (16.30%) the change in the order of paragraphs strategy, and 40 (17.62%) the change of title and lead strategy.

Keywords: *Indonesian-English translation, news translation, translation strategy, university website, Universitas Gadjah Mada.*

INTRODUCTION

Translation has become an essential help that bridges knowledge from one language to another. In Western history, the practice of translation was predominantly marked by Cicero's Roman translation of classical Greek oratory and St. Jerome's Latin Bible translations of the Christian New Testament (translated from Old Latin) and the Christian Old Testament (translated from Hebrew and Greek) (Munday, 2009, pp. 1-2). Nowadays, following the rapid globalization of the twenty-first century, translation is used not only to spread religious and academic matters but also to disseminate information or news of a certain country, with a certain language and culture, to people all over the world, making the information available for global readers. This phenomenon has induced the news industry to regard news translation as a necessity. As a result, the number of news media that equips their news article with translation has increased.

The English version of Universitas Gadjah Mada's official website has succeeded in making its website the main gateway for all students from within and outside the country, registrants, and the public to get information about the University and domestic and foreign issues. It provides the translated version of all the information posted on the University website. Consequently, the translators in-charge need to employ several translation strategies in order to break through the language and cultural

barrier between Indonesian and English. The strategies help the translators preserve the similar nuance, tone, and meaning of the original text without changing the focus of the news itself or even damaging the transmission of the news.

This research investigates strategies for the translation of news articles from Indonesian into English published on the official website of Universitas Gadjah Mada. The objectives of this research are 1) to identify and classify the strategies used in the translation of news articles published on the official website of Universitas Gadjah Mada from Indonesia into English, and 2) to investigate how the strategies were applied in translating the news articles from Indonesian to English.

LITERATURE REVIEW

There have been several studies aimed at investigating news translation. Handoyo (2016) examines the techniques and quality of the translation of articles published on BBC News Indonesia website. Five news articles published on December 25th, 2013, were selected as the data source. The techniques were classified based on the theory of translation techniques proposed by Molina and Hurtado Albir (2002), while the translation quality was measured using Nababan, Tsuji and Nakamura's scoring standards. The findings reveal that the most frequently used strategies are reduction and omission. In terms of the translation quality, Handoyo found that, in general, news translation in BBC News Indonesia is considered moderate in quality.

Another study by Dewi (2014) examines the news translation strategies applied in news articles about the US government's initial rescue of the US banks, originally published on CNNMoney.com and later translated by Kompas on October 14th, 2008. Unlike Handoyo (2016), Dewi (2014) classified the strategies based on Kang's theory (2007) and found that the translators applied free translation. The findings show that free translation is applied alongside the method of domestication, foreignization, and borrowing in order to adjust the text to the ideology and expectations of the target readers.

The next study is Mariska (2017). This study investigates the oblique translation method applied in the English to Indonesian National Geographic magazine. Using only three articles as the data source, Mariska discovered 92 data with 25 data of transposition, 40 data of modulation, 14 data identified as equivalence, and 13 data of adaptation. Not all the translation procedures can be found in the English to Indonesian translation.

Next, Christy (2015) focuses on the analysis English active voice translation in Indonesian. She explores whether English actives are translated into Indonesian passives or rendered literally into actives. The data were obtained from non-scientific news uploaded on DetikNews website in January 2015. The results show that most English active sentences in DetikNews are translated into Indonesian actives as well.

Another study by Nisa (2020) examines translation strategies applied in the translation of articles published in Tempo magazine into English. The analysis and categorization of the data were based primarily on news translation strategies proposed Bielsa and Bassnett (2009), along with Joan Cutting's context theory. The results revealed that all translation strategies were used in the translation of Indonesian articles into English. Nisa argues that Tempo English magazine tends to use sequence modifications on the word and sentence level in place of on the paragraph level.

Unlike these studies, which focus on the translation of English articles into Indonesian, the present research explores the application of translation strategies in the translation of Indonesian articles into English.

THEORETICAL FRAMEWORK

This research applies the theory of news translation proposed by Bielsa and Bassnett (2009). According to Bielsa and Bassnett, there are five key strategies in translating news articles: change of title and lead, elimination of unnecessary information, addition of important background information, change in the order of paragraphs, and summarizing information. All of the strategies focus on tailoring the information of the source language (SL) to the target

language (TL) by emphasizing the pivotal element not only to the interlingual transfer but also to the fulfilment of the cultural understanding and knowledge of the target audience. In addition, Bielsa and Bassnett (2009) believe that the main objective of news translation is "to bring a message to the target audience in a clear, concise and totally comprehensible way" (p. 17).

In general, news translation is a term to define the process or the practice of translating a news text of a different language into another. This task is usually executed by the same person or team involved in news production, be it the journalist who writes the text itself, the language team with a certain degree of expertise in both SL and TL, or the editor of the news for they "do not see translation as a separate process from the edition of texts" (Bielsa & Bassnett, 2009, p. 65). Stetting (in Bielsa & Bassnett, 2009, p. 65) considers translation as trans-editing concerning the collaboration act between text-editing and translation within its practice. Therefore, news translation includes the act of editing as a part of translating the news.

In addition, this research also applies the theory of context proposed by Cutting (2002) in order to get thorough knowledge and understanding of the target text that the translator intends to present. Since the data of this research range from words to paragraphs, an understanding of the whole context of the text is needed in order to be able to explain why such data exist. Joan Cutting divides context based on three types: Situational Context, Background Knowledge Context, and Co-textual Context.

METHODS

The primary data sources for this research were obtained from the official website of Universitas Gadjah Mada (https://ugm.ac.id) and its English version. Fifteen news articles in Indonesian and their English translations were collected from the website.

In the data analysis stage, Bielsa and Bassnett's (2009) theory of news translation strategies was applied. The analysis and classification of the data, which are in the form of words, phrases, sentences and even paragraphs, were based on this theory. In addition, the theory of context proposed by Cutting (2002) was adopted in the process of analyzing the data. Dictionaries such as *Kamus Besar Bahasa Indonesia Online* (https://kbbi.kemdikbud.go.id/) and *Cambridge Online Dictionary* (https://dictionary.cambridge.org/) along with other books related to news reporting, news translation, and contextual and co-textual analysis were used during the data analysis.

RESULTS AND DISCUSSION

Altogether 227 data of translation strategies were found from the 15 articles translated from Indonesia into English in the official website of Universitas Gadjah Mada. The most frequently used strategy is the elimination strategy with a total of 69 occurrences (30.40%) and the least frequently used strategies are the summarizing information (10.57%). Table 1 below summarizes the research results.

No.	Strategies	Token	%
1	Change of title and lead	40	17.62
2	Elimination of unnecessary information	69	30.40
3	Addition of important background information	57	25.11
4	Change in the order of paragraphs	37	16.30
5	Summarizing information	24	10.57
	Total	227	100.00

Change of Title and Lead

As news translation is a target-oriented practice, it allows the change of titles and leads if the target context requires any kind of adjustment. The title, or usually referred to as the headline, may undergo certain changes in favor of representing the whole news better in the target language or attracting the target readers more. Similarly, the lead, defined as an "informative subtitle" that mentions the key issues of the news, can be modified as per the translator's wish if it is necessary. Below is an example.

(1)   *Context*: *Dean of the UGM Faculty of Biology, Prof. Budi Setiadi Daryono, M.Agr.Sc., Ph.D., a*

lecturer from the Laboratory of Genetics and Breeding, is the winner of the 2020 UGM Best Science and Technology Cluster Collaborative Research category, namely "Academic Integrative Collaboration in the Development of Raw Materials for the Cosmetics Industry with PT. Gizi Indonesia. This collaborative research was carried out in the development of cosmetics made from melon fruit from a newly discovered type, namely Gama Melon Parfum (GMP). Gama Melon Perfume, which is used as a raw material for cosmetics, has long been developed by Prof. Budi Daryono.

SL Title: Tekun Teliti Melon Hantarkan Budi Daryono **Raih Penghargaan Penelitian Kolaboratif Terbaik UGM** (1) (A/ID/III)

TL Title: Budi Daryono Wins UGM Best Collaborative Research Award (1) (A/ENG/III)

SL Lead: Dekan Fakultas Biologi UGM, Prof. Budi Setiadi Daryono, M.Agr.Sc., Ph.D., **memperoleh penghargaan insan UGM berprestasi** (2) [...].

TL Lead: Prof. Budi Setiadi Daryono, M.Agr.S c., Ph.D., as the Dean of the Faculty of Biology UGM, **triumphantly won the 2020 UGM award** (2) [...].

In the TL, the translator affixes the subject or main character in this article, namely *"Budi Daryono"*, but still not as complete as the SL title. The deleted part of the SL title, *"Tekun Teliti Melon"* indicates clearly that Budi Daryono is entitled to receive the Best Collaborative Research Award from UGM. The TL title seems to be less attractive because it only reveals the name *"Budi Daryono,"* which readers might be less familiar with. It would be better if the words *"Tekun Teliti Melon"* were also translated and put in the title so that the readers first understand who Budi Daryono is and what makes him in the news.

As for the lead, in the source language, part of the lead reads *memperoleh penghargaan insan UGM berprestasi*. If it is translated literally into English, it reads "received awards for UGM human achievement". According to the news context, the word *insan UGM berprestasi* refers to the entire academic community, including students, staff, lecturers, and alumni. However, the phrase was

translated into "triumphantly won the 2020 UGM Award". If each word is dissected one by one, "Triumphantly" could be translated into *dengan penuh kemenangan'* then the base word "Triumphant" means *berjaya* and "Triumph" can be translated into *kemenangan'* This translation is clearly distinct from its source text and undergoes a change in translating it more poetically, considering that this award is very honored both for the addressee and the mandate UGM. The translation "triumphantly won the 2020 UGM award" is poetic and considered more worthy.

Elimination of Unnecessary Information

The strategy of eliminating information that is considered unnecessary, redundant, irrelevant, too detailed, or too common grants the authority to the translator to edit the news text based on the target language reality. It requires a greater understanding of the context, main purpose, and surroundings of both the source text and the target text so that there is no missing information occurred.

(2) **Context**: *The article talks about how the CEO of Kilang Pertamina Internasional Ir. Ignatius Talluembang shared some tips to achieve a successful career for fresh graduates. He also gave out his principles that had always been instilled in his life called CIPS, Change, Innovation, Professional, and Speed that had driven him to achieve his dream job.*

SL: CEO **PT.** Kilang Pertamina International, Ir. Ignatius Talluembang, [...]. (B/ID/VII)

TL: CEO of **[...]** (1) Kilang Pertamina Internasional Ir. Ignatius Talluembang [...]. (B/ENG/VII)

This particular example presents the elimination of *PT* in the target text. *PT* in the source language reality is an abbreviation of *Perseroan Terbatas*. It is a term that is commonly used in Indonesia to refer to a type of business entity of a limited liability company in Indonesia. *PT* in its practice and definition is equivalent to a limited liability company (LLC) in the United States and a public limited company (PLC) in the United Kingdom and the Republic of Ireland, despite several

fundamental differences concerning the governing law (Kagan, 2018).

PT was omitted in the target text as the term is closely related to the source language specific reality. The term was not replaced by, for instance, LLC or PLC, in the translation because it was not compatible with the entire element of the target readers. LLC and PLC might only cover the target readers from certain areas such as the United States, United Kingdom, and the Republic of Ireland. Therefore, the terms was eliminated without rendering it into a specific term related to certain countries, making it generally available for more target readers all over the world.

Addition of Important Background Information

When translating a source text into a target text, the translator has the privilege to edit the text by, as mentioned previously, changing the diction of its title and lead, eliminating the unnecessary information, or adding certain background information that will help the target readers in understanding the context intended in the source text. This strategy requires the translator to be earnestly mindful in selecting the information that is actually needed without being redundant. Moreover, this strategy also allows the translator to give an explanation of the 'less-familiar' term if needed so that the target readers can grasp the full context of the text.

(3) **Context**: *The article reports news about The Undergraduate Study Program of the Department of Communication, Faculty of Social and Political Sciences, UGM, hosting their Ajisaka Festival 2020+. This is a communication festival that covered online creative markets, talk shows, webinars, competitions, and roadshows at 50 universities and 90 faculties which all college students around Indonesia could attend.*

SL: Program Studi Sarjana Departemen Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik UGM [...] (1) kembali menggelar Festival Ajisaka UGM 2020+. (C/ID/X)

TL: The Undergraduate Study Program of the Department of Communication, Faculty of

Social and Political Sciences UGM (**FISIPOL**) (1) reorganized the UGM Ajisaka Festival 2020+. (C/ENG/X)

It should be noted that The Undergraduate Study Program of the Department of Communication, Faculty of Social and Political Sciences UGM in Indonesian is *Program Studi Sarjana Departemen Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik UGM*, which is commonly abbreviated into FISIPOL UGM. It can be seen in the source language, the name *Fakultas Ilmu Sosial dan Ilmu Politik UGM* was used because it is widely known among campuses even without mentioning the abbreviation *FISIPOL*. Yet, in the target language, this abbreviation was added because even though the readers of the English version are commonly foreigners, some of them might be UGM students or lecturers who are familiar with the abbreviation. The addition of *FISIPOL* in the English translation provides clear information for overseas readers. This is one of the examples of adding cultural context, providing the target text with background knowledge of the source language.

Change in the Order of Paragraphs

The strategy of changing the order of paragraphs aims at helping both the translator and target readers to reach the maximum coherence of a text. Some paragraphs in the source text may become less relevant in the order of the target text, to some extent. Therefore, aside from using other strategies of adding or eliminating the information, the translator is actually allowed to reorder the information as long as the text is still coherent and understandable.

Through this strategy, the translator is able to edit the text by rearranging the order based on the target readers' most relevant realities or simply based on what is required by the text. The translator also needs to understand the whole context and main idea of the article; otherwise, the change of order will perplex the target readers.

(4) **Context**: *Since May 2020, a laboratory assistant at the Faculty of Medicine, Public Health, and Nursing (FKKMK) UGM named Yuenleni (42) has been invited to be a scientist examining the swab samples from suspected COVID-19 patients. The prize of her job, she often*

received hundreds of samples from across health centers and facilities in Yogyakarta. Therefore, in order to prevent transmission, every sample was required to be wrapped in a VTM tube in large quantities and then put into a cool box.

SL: **Untuk menjaga agar tidak terjadi penularan,** setiap sampel yang masuk, <u>kata Leni</u>, dimasukkan dalam tabung VTM atau Virus Transport Medium. (D/ID/II)

TL: <u>Leni also revealed</u> that **in order to prevent transmission,** every sample that comes in is placed in a VT M tube or Virus Transport Medium. (D/ENG/II)

This example shows the change of a phrase order in a sentence. In the source text, the phrase *kata Leni* was placed in the middle of the sentence. However, in the target text, the phrase "Leni also revealed" was reordered and put at the beginning of the sentence. From this example, it can be seen that the strategy of changing the order polished up the source text in a way that united the components of the sentence into a more coherent, intelligible, and clearer output.

Summarizing Information

Summary or synthesis of information provides the target readers with the comfort of reading news articles in a concise and cohesive way. The goal of this strategy is to carefully select the most important information to fit the available space in the target text. This strategy also reduces the possibility of redundancy that advantages the text to become less wordy and more direct.

(5) *Context: Emanuel Melkiades Laka Lena, the Deputy Chairman of Commission IX of the Indonesian Parliament (DPR) promised that his party will continue to oversee, support, and strive so that GeNose C19 can be widely used at all levels of society. His party encourages GeNose C19 to be used in every health facility in Indonesia. This is because the tool is a domestically made diagnostic device that has the ability to detect COVID-19 at affordable prices.*

SL: "Komisi IX secara politik, produk ini akan kita dorong. Produk kesehatan dari hasil rapat **Dewan Perwakilan Rakyat** bersifat mengikat. Tugas kami memantau sertifikasi yang diperoleh (GeNose) dan dukungan anggaran diberikan," katanya. (E/ID/XV)

TL: "Politically, Commission IX will promote this product. The health products from the **DPR** conferences are requisite for the government. We have duties on monitoring the certification acquired (GeNose) and providing funds raise, "he said. (E/ENG/XV)

It was found that the English version of the UGM website used two styles in translating the names of institutions, figures, or political parties. First, the name would be translated into the target language and be followed by an abbreviation. Second, the name would not be mentioned. Instead, only the abbreviation was used in the target text. The first style usually acts as the source of reference and appears in the beginning sentences of the article. Through this style, the abbreviation of the name of an institution can then be used to refer to the name of the institution. On the other hand, the second style usually occurs after the presence of the first style, such as in the middle and at the end of the article.

For instance, in this example, in the source text, the complete name *Dewan Perwakilan Rakyat*, or *the House of Representatives*, was used, while in the target text, only its abbreviation was used. This is because, in the English version, the complete name has already been mentioned several times. This example illustrates the application of summarizing information strategy because referring to the name of an institution with an abbreviation is one way of summarizing information so that the text would not sound repetitive. Moreover, this could be regarded as a unique phenomenon since there was no addition nor elimination, but the reference was altered through another means, namely by the abbreviation of the name of an institution.

CONCLUSION

This study explores the application of strategies in the translation from Indonesian into English of news

articles published in the official website of Universitas Gadjah Mada. The results reveal that the elimination and addition strategies are the two most common strategies used to translate the news. The elimination strategy tends to undergo certain patterns of omission, such as deletion of days, *PT*, locations of villages or sub-districts, and institutions' names, including changes from words to sentences.

The Addition strategy involves the repeated addition of parties' abbreviations, location details, and background information related to the topic of the articles. Most additions are in the form of phrases, but some additions are in the form of words and sentences. In this strategy, context theory plays a significant role in assisting the contextual analysis of the data.

The change of paragraphs order is applied to phrase, sentence and paragraph reordering. The translators mostly restructure the phrases in a sentence, reordering it based on their preference. This phenomenon happens for several reasons. First, it is related to the Universitas Gadjah Mada English translators' style. Second, since the person(s) who translate the news along with the journalists who write the articles belong to the same editorial team, they seem to have a similar vision of the value of the content they produce. In other words, there are certain agreed standards over the procedure of translation among the translators and the journalists themselves. Consequently, the agreed standards generate minimal changes over the content-writing. This provides evidence to Bielsa and Bassnett's (2009) argument that the process of writing, editing, and translating news articles cannot be produced separately.

In short, the translation of news articles greatly depends on the context of the articles as well as on the target readers' understanding. The strategies deal with textual analysis along with the contextual clues at the word, phrase, and even paragraph level. As a result, the translators need to understand the whole context of the article, along with the in-depth knowledge of both source and target language, in order to be able to deliver the text to the target readers without missing any important information.

APPENDIX

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