

ANALYSIS OF TRANSLATION TECHNIQUE IN TRAVEL SECTION OF FLIGHT MAGAZINE COLOURS

Faila Tataswari, Abdul Muth'im, Nasrullah

Universitas Lambung Mangkurat

Failatari10@gmail.com

Abstract

This research focus to determine and reported the analysis of translation techniques in shifting information on the magazine. The researcher focuses on all bilingual passages on the travel section of the magazine. The data are taken from an inflight magazine entitled *Colours* in February 2020 edition, which is published by PT. Garuda Indonesia Airlines. The translation technique recommended by Molina and Albir (2002) is the main theory used for the research. This research categorized as descriptive qualitative research. The data was gained by reading the magazine, identifying the data, classifying the technique, analyzing the data, and made a conclusion from the data. The results delivered that 14 translation techniques exposed in the data. The translation technique specifically as literal translation, borrowing, compensation, established equivalent, reduction, linguistic amplification, generalization, particularization, adaptation, discursive creation, linguistic compression, calque, modulation, and amplification. The translator necessary to add more explanation to make sure the readers acknowledge the information. Further research can be conducted with a more deep analysis through the translation technique in a flight magazine and other source data.

Keywords: translation technique, flight magazine, colours

INTRODUCTION

English as a worldwide language connects folks around the world. Most of the newest information and news were written in English. However not all the countries within the world educated English as their first language, and it is created translation takes a very important role. To unfold the new concepts, translation creates it easier to understand for folks that are not educated and taught by English well. By transfer the data to their language, translation also conjointly makes equality for folks around the world to access and share the identical info.

Translation is the substitute of matter ideas in initial language by equality of the matter ideas in object language (Catford 1974:20). In line with Bell (1991:13), translation confined to written communication, a translation could be a cowl term with 3 distinguishable meanings. The primary means the word “translating”, that issues the method or the activity of transfer the data. The second means is “a translation”, which issues the product of the method in transfer the meaning of the text that already translated. The last means is “translation” as the incorporates each method and the product of the translating process itself.

In translating text and knowledge, there should be difficulties and drawback that faced by the translator. Hartono (2017:61) declared that there are difficulties associated with that

means, as well as lexical, grammatical, contextual, textual, and socio-cultural meaning. Although, Stiegelbauer (2016:52-56) declared the particular translation issues to the initial text. There are language, cultural, textual, and pragmatic issues. Every drawback was divided into many units. It means there are several obstacles in transfer info from the text in initial language into the object language, and consequently the translator should be prepared and solve these issues to create an honest translation work.

The translator must perceive the information from the text as a result of his responsibility to delivered the data from the initial language to the object language. The acknowledgement of the text helps the translator to convey the thought from the initial text and permits him to create the most use of the resources in the object language. The translator conjointly must check the result and make certain to not provide uncalled-for misunderstood in shifting the information in the initial text to the object language.

Several translation works create by Indonesian translators to made folks perceive and gain the data from the initial work in English and still delivered the closest meaning from the initial. Each translator should have many techniques to use in transfer the information of the text from the initial language into the object language. In line with Molina and Albir (2002), translation techniques proposed as a procedure to analyzed and categorized how translation equality work. Molina and Albir conjointly classify that there is eighteen translation technique that utilized by the translator. This analysis will use this as the main theory to categorized the translation technique.

In much previous analysis on the identical object, the researcher finds there is some translation technique utilized by the translator to transfer the meanings on tourism objects. One of the previous studies could be an analysis done by Simanihuruk and Muchtar (2013) that aim to find the class of the cultural terms of Batak Toba, criticized the translation technique and therefore the shift that applied to the five articles in *Inside Sumatera: Tourism and LifeStyle* magazine. The result of the study was the translator used thirteen styles of translation techniques. They are pure borrowing as the most dominant technique, followed by literal translation, calque, compensation, description, reduction, adaptation, generalization, discursive creation, particularization, modulation, and transposition.

Translation becomes more important these days, and therefore the need for this field is increase. Among translation work, the researcher interested to acknowledge the translation technique used by knowledgeable translators in transferring data besides novel and short stories, during this case, is *Colours* bilingual magazine by Garuda Indonesia. The researcher found that some previous analysis examined the travel sections within the same object used the translation technique as partial analysis to support the main aspect of their analysis. The researcher conjointly needs to learn and perceive a lot concerning translation techniques on tourism translation products through this study.

Translation Technique

in their article Some criteria of translation techniques as initiated by Molina and Albir (2002:509) classified by supported the subsequent of:

- (1) Separated the concept of technique from another idea, similarly as translation scheme, method, and fallacy.
- (2) Included merely system in the typical of translation texts and separated to the comparison of languages.
- (3) Preserve the idea of translation techniques that practical, and the visibility do not assess if the technique is proper or correct, as depends on its situation in text and context, in addition the translation method that has been selected.
- (4) Regarding the usage, to preserve the most familiar used terms.
- (5) Produce newly discovered techniques, to clarify the procedure that unprecedented describe.

The translation classified into eighteen techniques (Molina and Albir, 2002: 509-511):

(1) Adaptation

The change and substitute of cultural part in the initial text into the culture of the object text. As an example the modification of currency yen to dollar in initial text (¥700, around \$6) into currency yen to Rupiah in target text (¥700, sekitar Rp86.000). It happens as a result of the replacement of the cultural part of currency in object text.

(2) Amplification

The technique is employed to acquaint the feature that are missing within the initial text. As the example when translating from English *says boat owner Udin* into *kata Pak Udin pemilik sampan*. The translator added 'pak' in front of the boat owner's name as an abbreviation of the term 'Bapak' in Indonesia, a greeting for an adult man. The translator added 'pak' in front of the proper name because of the culture of greetings in the object language which to greet people with whom to talk.

(3) Borrowing

To borrow a word or expression direct from the initial text language into object text language. It can be pure and without any change, for example to use the English word median, portal, studio, valid, and seminar in Indonesian text, or it can be in form of naturalized and adjusted to the object text rule of spelling, for example transportasi, vaksin, gim, teks dan musik.

(4) Calque

It is the precise translation of overseas word, phrase, or sentence. It can be in form of lexical or structural. For example the translation term of national garden into taman nasional in Indonesian.

(5) Compensation

To initiate the part of information or expressive effect in the initial text on the different place in the object text as a result it unable to switched on the exact place as in the initial text. For example, the translation of English term *shabby-chic finesse* into Indonesian *antik elegan*.

(6) Description

To displaced a term or expression with an explanation of its shape and function, for example to translating English cow creamer into Indonesian *poci yang berbentuk sapi untuk tempat susu*.

(7) Discursive creation

To set up a momentary equality that is randomly out of circumstances, for example the English translation of '*a sacred place in Batak mythology*' into '*gunung sakti dalam mitologi Batak*' in Indonesian.

(8) Established equivalent

The applied of a phrase or expression that approved by dictionaries and language in use as an equality in the object text, for example to translating *if variety is the spice of life* in English into *bila Anda memandang keragaman sebagai bumbu kehidupan* in Indonesian.

(9) Generalization

The use of a common term in translating the initial text information to the object text, for example to translate English *warm community* into *masyarakat yang hangat* in Indonesian.

(10) Linguistic amplification

The addition of linguistic parts in the target text. mostly used in dubbing, for example to translate the English sentence *Coyoacán dates back to 16th century Spanish times* into *selain itu ada Coyoacán, yang berasal dari era Spanyol abad ke-16* into Indonesian.

(11) Linguistic compression

To pressed the linguistic parts on initial text into the object text. Frequently used interpreting and subtitling, for example to translate *after arriving in Saleman* from English into *tiba di Saleman* in Indonesian.

(12) Literal Translation

To shifted the meaning of a phrase from word to word, for example to translate *it's difficult for us to live without music* into '*sulit bagi kami hidup tanpa musik*'

(13) Modulation

To shift the opinion, center of attention, and cognitive category concerning to the initial text. it can be in form lexical or structural, for example to translate the English *you are going to have a child* instead of *kamu akan menjadi seorang Ibu*.

(14) Particularization

The use of precise term in object text, for example to translate *a small boat* in English into *sampan* in Indonesian.

(15) Reduction

To repress details item in an initial text to the object text, for example to translating the phrase '*we travel through dense, green forest*' into '*melewati hutan rimbun*' in Indonesian.

(16) Substitution (linguistic, paralinguistic)

The modification of linguistic parts for paralinguistic component, can be in form of intonation and gestures or vice versa. For example to translate the Javanese gesture of bow down while walking as an excuse to the older people.

(17) Transposition

The modification of a grammatical category, for example the word glasses translated into Indonesian as kacamata.

(18) Variation

The adaptation of linguistic (word, term, sentence) or paralinguistic parts (intonation, gestures) that influence the feature of linguistic variant. It can be the switch of textual tone, style, social and geographical dialect. The example is to initiate and change the dialectal standard for a characters when translating for the theatre.

METHOD

Instruments

The instrument of the data is all the bilingual passages on the travel section of Colours magazine February 2020 edition. The data were classified into the table below.

Table 1. Data Analysis Form

No	Page	Source Text	Page	Target Text	Translation Technique

Role of Researcher

There are four roles worn by the researcher in this study. First, the researcher as an observer, it means that the researcher required to read the magazine, which is already bilingual thoroughly.

Second, as a data collector. The researcher gathering the information of data from the object of the study, in this case is all of bilingual paragraphs in travel section of Colours magazine. Then all the data were organized in a table to be examined by the researcher.

Third roles is as an analyzer. It means the researcher needs to examine the information on the data carefully based on the translation technique proposed by Molina and Albir (2002), specifically in adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation technique. Then, the translator categorized the data into appropriate translation technique.

Finally, as a data reporter. The researcher reports the result of the data analysis by providing a detailed explanation for the translation technique applied by the translator, based on the result in the analysis data.

Procedure

There are the steps that the researcher used in collecting the data:

- 1) Reading Colours magazine intensively and carefully to comprehend the book thoroughly.
- 2) Identifying the data. The data have identified the techniques of translation that applied in the magazine.
- 3) Classifying the data. The data were classified into 18 techniques.
- 4) Examining the data. The data were inspected based on the proper translation technique.
- 5) Conclusion of the research.

Data Analysis

To examine the data, the researcher helped by the table that categorized the data into proper translation technique. The table consisted of experts' statement and example for the translation technique and the example of the finding data as a comparison.

Table 2. Comparing Table Indicator

No	Translation Technique	Experts Statement	Example from Expert	Example from data
1.	Literal Translation	To shift the meaning of a phrase from word to word (Molina and Albir, 2002:510)	SL: <i>El equipo experimentado está trabajando para terminar el informe.</i> (Spanish) TL: <i>The experienced team is working to finish the report</i> (English) (Bosco, 2008. p.1)	SL: <i>"It's difficult for us to live without music."</i> TL: <i>"sulit bagi kami hidup tanpa musik."</i> (Data 20.1)
2.	Borrowing	Pure: is a phrase or word that is copied from an initial language and worn in other language. (Richards, 1992:40) Naturalized: translation procedure to	SL: <i>al fresco</i> (Italian) TL: <i>al fresco</i> (English)	SL: and then escape to the peaceful rooftop garden for a self-indulgent, TL: dan nikmati di taman rooftop yang tenang. (Data 17.9)

		shift and adapted initial language word into normal pronunciation, then shifted and adapted into the normal morphology/ word-forms. (Newmark, 1988)	SL: <i>Performance</i> (English) TL: <i>Performanz</i> (German)	SL: which is overlooked by <i>baroque</i> palaces and a gigantic, madly decorated <i>cathedral</i> . TL: yang dikelilingi istana-istana bergaya <i>Barok</i> dan sebuah <i>katedral</i> raksasa dengan dekorasi yang luar biasa. (Data 59.12, 59.13)
3.	Compensation	Use to initiate the part of information or expressive effect in the initial text on the different place in the object text as a result it unable to switched on the exact place as in the initial text (Molina and Albir, 2002)	SL: <i>Le péché, cette marque infamante qui désigne la méchante, la damnée.</i> TL: Sin, which <i>brands</i> a woman <i>as</i> evil, wicked and damned. (Hervey and Higgins, 1992, p. 38)	SL: but inside many have <i>shabby-chic finesse</i> to them. TL: tetapi di dalamnya antik elegan. (Data 12.6)
4.	Established Equivalent	The applied of a phrase or expression that approved by dictionaries and language in use as an equality in the object text (Molina and Albir 2002:510)	SL: They are as like as two peas (English) TL: <i>Se parecer como dos gotas de agua</i> (Spanish)	SL: Children dressed in uniform laugh and play as they set off for school. TL: melihat anak-anak kecil berseragam berjalan menuju sekolah sembari bercanda (Data 44.4)
5.	Reduction	To suppress an information part on the initial text in the object text	SL: The treaty was proclaimed <i>null and avoid</i> . TL: Perjanjian itu dinyatakan <i>tidak berlaku</i> .	SL: <i>The station is a mind-bending maze of rail and subway lines linked by concourses</i>

			(Lyons Moentaha, 2006:70) in	<i>connecting with department stores and underground shopping malls;</i> TL: <i>Stasiun ini adalah labirin jalur kereta api dan kereta bawah tanah,</i> (Data 6.1)
6.	Linguistic amplification	To add an linguistic part in the object text (Molina and Albir, 2002)	SL: <i>We were far too old to settle an argument with a fist-fight.</i> TL: <i>Karena kami sudah terlalu besar untuk membereskan perselisihan melalui adu tinju</i> (Hartono, 2018: 23)	SL: <i>Coyoacán dates back to 16th century Spanish times and has well-preserved churches,</i> TL: <i>Selain itu, ada Coyoacán, yang berasal dari era Spanyol abad ke-16 dan memiliki gereja-gereja tua yang terawat,</i> (Data 63.1)
7.	Generalization	To use a more common term in target text	SL: <i>She was letting her temper go by inches</i> TL: <i>Dia sedikit demi sedikit kehilangan kesabarannya.</i> (Moentaha 2006:62)	SL: <i>and centuries-old sites in Maluku's capital Ambon and surrounds.</i> TL: <i>dan situs-situs bersejarah di Ambon dan sekitarnya</i> (Data 2.3)
8.	Particularization	To use of precise term in object text (Molina and Albir 2002:510)	SL: <i>window</i> (English) TL: <i>quichet</i> (France)	SL: <i>After arriving in Saleman, a small boat takes me to Ora Beach</i> TL: <i>Tiba di Saleman, sampan membawa saya ke Pantai Ora.</i> (Data 31.11)
9.	Adaptation	The change and	SL: <i>Dear Sir</i>	SL: <i>The 45th</i>

		substitute of cultural part in the initial text into the culture of the object text.	TL: Yang terhormat (Hartono, 2017:38)	floor observation decks are free, and open till 11pm (10.30pm last entry). TL: Dek observasinya di lantai 45 gratis dan buka hingga pukul 23:00 (masuk terakhir 22:30). (Data 10.7)
10.	Discursive Creation	To set up a momentary equality that is randomly out of circumstances	SL: Ideas become cross-fertilized (English) TL: Le choc des idées se révèle fécond' (France) Delisle (in Molina and Albir,2002: 505)	SL: -a sacred place in Batak mythology,... TL: -gunung sakti dalam mitologi Batak,.. (Data 45.4)
11.	Linguistic Compression	To pressed the linguistic parts on initial text into the object text (Molina and Albir 2002)	SL: <i>True enough, she had an acid tongue in her head,</i> TL: <i>Memang, lidahnya tajam,</i> (Hartono, 2018:64)	SL: I love how close the people here are <i>to their music,</i> TL: Saya begitu menyukai kedekatan orang-orang Ambon <i>dengan musik.</i> (Data 25.15)
12.	Calque	Translating morpheme or words in one language to morpheme or word in another language that equivalent. (Richards,1992)	SL: omnipotens (Latin) TL: almighty Omni: all Potens: mighty	SL: city market TL: pasar kota (Data 61.2)
13.	Modulation	To changes the focus or cognitive category concerning initial text,	SL: <i>Laporan itu akan saya sampaikan besok pagi.</i> TL: <i>I will submit the report</i>	SL: <i>The entire island of Sumatra is suffering from a drought,</i> TL: <i>Kemarau</i>

		which can be in form of lexical and structural. (Molina and Albir, 2002)	<i>tomorrow morning.</i> (Newmark in Machali, 2000, p.69)	<i>sedang menyelimuti segenap Pulau Sumatera,</i> (Data 45.6)
14.	Amplification	To acquaint the feature that are missing within the initial text. (Molina and Albir, 2002)	SL: <i>The girl come late</i> TL: <i>wanita muda itu datang terlambat</i>	SL: “Those are Lusiala birds,” says boat owner Udin. TL: “itu burung Lusiala”, kata Pak Udin, pemilik sampan. (Data 32.5)

FINDINGS AND DISCUSSION

Findings

Associated on the data analysis, the researcher observe that 14 translation technique found in the data. They are specifically as literal translation, borrowing, compensation, established equivalent, reduction, linguistic amplification, generalization, particularization, adaptation, discursive creation, linguistic compression, calque, modulation, and amplification. The total number of data is 71 paragraphs in 5 articles on the travel section of Colours magazine. The total number of techniques of the data found is 662.

Discussion

Literal translation

This translation technique defines as shifting the meaning of a phrase from word to word by initial text into object text (Molina and Albir, 2002). For example, the phrase *el equipo experimentado* in Spanish was translated word for word into *the experienced team* in English.

(SL): *Two quaint teahouses serve green tea accompanied by a classic Japanese sweets* (¥700, around \$6)

(TL): *Dua kedai teh kuno di sini menyediakan teh hijau dikawani manisan klasik Jepang* (¥700, sekitar Rp86.000).

The example of literal translation can be seen on data (9.10). In data (9.10), the sentence ‘*two quaint teahouses serve green tea accompanied by a classic Japanese sweets*’ have been transfer into ‘*dua kedai teh kuno di sini menyediakan teh hijau dikawani manisan klasik Jepang*’. The translator used literal translation to shifted the meaning from the initial text to the object text.

Borrowing

Type of translation technique that takes a word or expression direct from other language. It can be pure and without any change, or it can be naturalized as to fit the spelling rules in the object text. The researcher explained both types of them in different sections below.

Naturalized borrowing kind of translation technique was adapted source language word into normal pronunciation and morphology/word-forms (Newmark, 1998). An example of this technique is a word *performance* in English that was naturalized into *performanz* in Deutsch.

(SL): Remaining Spanish-colonial architecture is flamboyant, especially around the huge main square Plaza de la Constitución, which is overlooked by *baroque* palaces and a gigantic, madly decorated cathedral.

(TL): Arsitektur peninggalan era kolonial Spanyol berdiri gagah, terutama di sekitar alun-alun utama Plaza de la Constitución, yang dikelilingi istana-istana bergaya *Barok* dan sebuah katedral raksasa dengan dekorasi yang luar biasa.

The example of naturalized borrowing technique in the data can be seen on the datum (59.12), which is the word was naturalized from the initial text to the object text. In datum (59.12), the word ‘baroque’ naturalized into ‘Barok’ in Indonesia. As stated in the dictionary of Cambridge, the word ‘baroque’ has meaning the heavily decorated style of buildings, art, and music that popular in Europe from the 17th century until the early of 18th century. In Indonesian, loan words from the foreign language which has suffix ‘que’ changed into ‘k’, such as word unique change into unik and word plaque into plak in Indonesia.

Pure borrowing is the translation technique that was taken a word or phrase in a language and used in other language (Richard, 1992). An example is the word *al fresco* in Italian were copied into *al fresco* in English.

(SL): Outside the ancient site of King Sidabutar’s grave, there is a souvenir market and a wooden *sigale-gale* totem.

(TL): Di luar kompleks pemakaman purba Raja Sidabutar, ada pasar souvenir dan totem kayu *sigale-gale*.

An example of pure borrowing technique can be seen on datum (51.2), which is the word ‘sigale-gale’ was copied in the object text. As stated in the text, the word ‘sigale-gale’ refers to a traditional wooden puppet used to comfort the grieving family in the funeral ceremony of the Bataknese community.

Compensation

To initiate the part of information or expressive effect in the initial text on the different place in the object text as a result it is unable to switched on the exact place as in the initial text The example of this translation technique was on a phrase *Le péché, cette marque infamante qui désigne la méchante, la damnée* in France were compensate into *Sin, which brands a woman as evil, wicked and damned* in English (Hervey and Higgins, 1992).

(SL): Exploring the Batak highlands is like entering a picture book of old paintings of the *Indonesian archipelago*.

(TL): Bertualang di dataran tinggi Batak ini bagaikan masuk ke dalam buku gambar kuno yang melukiskan *Nusantara*.

The example of compensation technique in the data can be seen in datum (46.2), which is the term of ‘Indonesian archipelago’ was replaced with ‘Nusantara’ in the object text. The real

meaning of 'Indonesian archipelago' is 'kepulauan Indonesia', which has a similar meaning to the word 'Nusantara'. The word 'Nusantara' itself is the term to explain the archipelago of Indonesia, which was stretched along Sabang in Aceh to Merauke in Papua.

Established equivalent

The applied of a phrase or expression that approved by dictionaries and language in use as an equality in the object text, for example to translate the English expression of *They are as like as two peas* into *Se parcerer como dos gotas de agua* in Spanish (Molina and Albir, 2002).

(SL): At the north end of the station, for example, Omoide Yokocho, or 'Memory Lane' is a lively little corner of shoulder-to-shoulder eateries, mainly yakitori grills with room for no more than half-a-dozen diners at any one time.

(TL): Di ujung utara stasiun misalnya, Omoide Yokocho, atau 'Lorong Kenangan', adalah lorong dengan deretan restoran mungil yang hanya muat alat panggangan yakitori dan sedikit ruang untuk sekitar enam pengunjung dalam satu waktu.

The example of established equivalent in the data can be seen on datum (11.10), which is showed the established equivalent for an explanation phrase of Omoide Yokocho in the initial text to the object text. The phrase on initial text has literal meaning '*adalah sudut kecil yang ramai dengan tempat makan sempit, didalamnya terdapat alat panggangan dalam ruangan yang muat untuk sekitar enam orang pengunjung dalam satu waktu*'. Instead, the translator made another translation for the phrase in the object text, which is still have related to the meaning of the initial text.

Reduction

To suppress information item from the initial text into the object text. An example of this translation technique was a phrase *the treaty was proclaimed nul and avoid* into *perjanjian itu dinyatakan tidak berlaku* in translating the phrase into Indonesian (Lyons in Moentaha, 2006:7).

(SL): *The station is a mind-bending maze of rail and subway lines linked by concourses connecting with department stores and underground shopping malls;*

(TL): *Stasiun ini adalah labirin jalur kereta api dan kereta bawah tanah,*

Data (6.1) shows the reduction of information for a sentence in the initial text to the object text. In the initial text, the sentence was informed about rail and subway lines that connected to department stores and shopping malls. Instead in the object text, the translator has decreased the information and focus on the maze of rail and subway lines.

Linguistic amplification

The addition of linguistic parts that frequently used in interpreting an dubbing. The example of this translation technique were to translate in English *we were far too old to settle an argument with a fist-fight* into Indonesian as *karena kami sudah terlalu besar untuk membereskan perselisihan melalui adu tinju* (Hartono, 2018:23).

(SL): Before leaving Lake Toba, Dutch writer R. Freudenburg recorded his admiration for all he had seen and experienced.

(TL): Dahulu, sebelum meninggalkan Toba, penulis Belanda R. Freudenburg menuliskan kekagumannya atau semua yang ia lihat dan rasakan di sini.

The example of linguistic amplification in the data can be seen in datum (54.20). The initial text in the data has the literal meaning '*untuk semua yang Ia lihat dan rasakan*' in target language. However, in the target text, the translator attached the linguistic component '*disini*' at the end of the meaning. This is affected by the meaning in the target text itself because added linguistic made a clear explanation to the sentence.

Generalization

The use of a common term in target text, for example to translate English *go by inches* into *sedikit demi sedikit* in Indonesian (Moentaha, 2006:62). It happens because there is no expression has the same meaning in Indonesian, so the translator replace it into more common term.

(SL): This huddle of lanes is lined with dozens upon dozens of tiny cafes and izakaya (casual bars), ramshackle on the outside, perhaps, but inside many have shabby-chic finesse to them.

(TL): Lorong-lorong padat ini dijejali puluhan kafe kecil dan izakaya (bar) yang dari luar mungkin tampak usang, tetapi di dalamnya antik elegan.

Datum (12.4) shows the generalized technique to translate the term '*huddle of lanes*' has the literal meaning '*kerumunan jalur*' in the target text. Then the translator has transferred the meaning in the object text and generalized the term into '*Lorong-lorong*'.

Particularization

The use of precise term in object text, for example to translate the word *window* in English as *quichet* (jendela toko) in French (Hartono, 2011:52).

(SL): After arriving in Saleman, a small boat takes me to Ora Beach.

(TL): Tiba di Saleman, sampan membawa saya ke Pantai Ora.

Datum (31.11) show the particularization of the term '*a small boat*' in English into '*sampan*' in Indonesia. The term in an initial text has the literal meaning '*perahu kecil*' in the target text. However, in the target text, there was a more precise term for the meaning, which is called '*sampan*'. The meaning of '*sampan*' itself had the identical meaning as the term in the initial text.

Adaptation

Kind of translation technique that change and substitute cultural elements from the initial text to the object text culture. For example, change Dear sir into Yang terhormat in the translation to Indonesia (Hartono, 2017:38).

(SL): *the salmon-crested cockatoo* (Cacatua moluccensis), and the *Moluccan king parrot* (alisterus amboinensis)

(TL): *Kakatua Maluku* (Cacatua moluccensis), serta *Nuri Raja Ambon* (alisterus amboinensis)

Data (37.6) and (37.7) were in the same sentence. Both of them were the name of endemic fauna from Maluku province. In the initial text, they use the general name of the animal in English. Then the translator changes it to a local name in Indonesian. For datum (37.6), the translator translated from salmon-crested cockatoo to Kakatua Maluku, which is an adapted the

name of their English name. Same as data (37.6), in datum (37.7) translator change Moluccan king parrot into Nuri Raja Ambon, which is adapted from the local name of this fauna itself.

Discursive creation

To set up a momentary equality that is randomly out of circumstances. The example of discursive creation were in phrase *ideas becomes cross-fertilized* in English transfer into *Le choc des idées se révèle fécond* in France (Delisle, in Molina and Albir, 2002:505).

(SL): *-and my pleasure increases further when I see the captivating ocean view at the beautiful inlet of Ambon Bay.*

(TL): *Apalagi, didukung pemandangan lautan di Teluk Ambon yang meliuk aduhai.*

The example of discursive creation in the data can be seen on datum (25.16), which is the translation for the phrase in initial text to target text were different. The literal translation for the initial text is ‘dan kesenangan saya meningkat ketika saya melihat pemandangan laut yang menawan di teluk ambon yang memikat’. But the translator were transfer the meaning into ‘apalagi, didukung pemandangan lautan di Teluk Ambon yang meliuk aduhai’. There were significant difference from the literal translation and the result translation.

Linguistic compression

To pressed the linguistic parts on initial text into the object text. Frequently used in interpreting and subtitling. The example of the data were to translate the English statement *true enough, she had an acid tongue in her head* into *memang lidahnya tajam* in Indonesian (Hartono, 2018:64).

(SL): *I love how close the people here are to their music,*

(TL): *Saya begitu menyukai kedekatan orang-orang Ambon dengan musik.*

The example of linguistic compression can be seen on datum (25.15) the term ‘to their music’ is compressed into ‘dengan musik’ in the object text. The translator did not shift the meaning word by word but focus on one point in the initial text. It can be seen on the translation result in the object text, the word ‘their’ was eliminated and the translator only transferred ‘to music’ term, as stated on the object text data.

Calque

The precise It is the precise translation of overseas language word, phrase, or sentence that can be in form of lexical or structural. The example of calque is the word *omnipotent* in Latin were translate into *almighty* for English (Richards, 1992).

(SL): *The stalls of the rambling city market are a good place in which to investigate local spices and fruit, household goods – and even wedding decoration.*

(TL): *Di jajaran kios di pasar kota, Anda akan menemukan rempah-rempah dan buah-buahan lokal, barang-barang rumah tangga – dan bahkan dekorasi pernikahan.*

The example of calque can be seen on datum (61.2). There is a literal translation for ‘city market’ in initial text into object text. The translator has shifted the meaning of ‘city market’ into ‘Pasar Kota’ in the target text.

Modulation

To changes the focus or cognitive category concerning initial text, which can be in form of lexical and structural. The example of modulation was to translate laporan itu akan saya sampaikan esok pagi in Indonesian instead of I will submit the report tomorrow morning (Newmark in Machali, 2000).

(SL): *-when passengers are squeezed into already jam-packed trains by white-gloved guards, 68.000 people will probably pass through in under 15 minutes.*

(TL): *-saat para penjaga stasiun bersarung tangan putih mengasak para penumpang ke dalam kereta yang penuh sesak, sekitar 68.000 orang melintas dalam waktu kurang dari 15 menit.*

The example of modulation in the data can be seen in datum (7.2), which is focus on the source text was changed in the target text. The initial text focus on the passengers that were squeezed onto the train by the station officer, while in the target text the focus was changed to the station officer that squeezed the passengers onto the train. Whenever the focus was different, but the information on the data was well transferred in the target text.

Amplification

This technique is employed to acquaint the feature that are missing within the initial text For example when translating from English *the girl come late* into *wanita muda itu datang terlambat* in Indonesian (Molina and Albir, 2002). Therefore, the word girl can be translated into perempuan and wanita muda.

(SL): *Carp or tilapia fish are seasoned with herbs and spices that grow in this region, such as andaliman and torch ginger*

(TL): *Ikan emas atau mujair diramu dengan bumbu dan rempah yang tumbuh di wilayah ini seperti asam, andaliman, kunyit, bawang, kincung, cabai, bawang batak.*

In datum (47.5), there is amplification in translating the kind of ingredients from the initial text to the target language. In the initial text, they were two ingredients mentioned, such as andaliman and torch ginger. Although in the target text, the translator added more specific ingredients. There are asam, kunyit, bawang, cabai, and bawang Batak. All of them are common spices used by locals in Toba to make a traditional dish called Ikan Arsik.

CONCLUSION

It can be concluded there are fourteen techniques discovered in the data. Specifically adaptation, amplification, borrowing, calque, compensation, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, particularization, modulation, and reduction. The total number of data is 71 paragraphs in 5 articles on the travel section of Colour bilingual flight magazine by Garuda Indonesia Airlines. The total number of techniques of the data found is 662.

The most dominant translation technique found in bilingual flight magazine Colours by Garuda Indonesia Airlines is the literal translation, borrowing, compensation, established equivalent, reduction, linguistic amplification, generalization, particularization, adaptation, discursive creation, linguistic compression, calque, modulation, and amplification. The fourteen kinds of translation technique was applied by the translator because the context on the initial text

data are actual information concerning the tourism and the translator need to transfer the information and make sure the reader understand the information.

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