TECHNICAL TERMS TRANSLATION IN THE VIDEO OF *"BEGINNING TENNIS"*

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ABSTRACT

This thesis discusses technical terms translation in the video of "beginning tennis". The objective of this study is to describe the translation strategies in translating those technical terms. This research used qualitative analysis. The data of this research were taken from "beginning tennis" video, and it is analyzed by using five steps: analyzing every utterance and its translation in the form of subtitles, finding the technical terms after analyzing the utterances and its translation, classifying the technical terms in form of table to make it easier to be described, describing the strategies used by the translator in translating the technical terms from the source language into the target language, and drawing conclusion. This thesis only focuses on the strategies used by the translator in translating the technical terms. Furthermore, it can be seen in the data that the translator used translation using a loan word at (88,29%), translation by omission at (9,46%), and translation by illustration at (2,25%). The dominant strategy used by the translator is translation by using loan word, because it is easier for the translator to borrow or rewrite the word rather than finding the equivalence in the target language. This strategy is tolerable since the message is well delivered in the target language.

Keywords: Technical Terms, Translation, Translation Strategies

Skripsi ini membahas istilah-istilah teknis didalam video "beginning tennis". Tujuan penelitian ini adalah untuk menggambarkan strategi penerjemahan di dalam menerjemahkan istilah-istilah teknis dalam vieo tersebut. Penelitian ini menggunakan metode qualitatif. Data dalam penelitian ini di ambil dari video "beginning tennis", dan dianalisis menggunakan lima langkah: menganalisis setiap ucapan dan terjemahannya dalam bentuk teks, mencari istilah-istilah teknis setelah menganalisis ucapan-ucapan dan terjemahannya, mengelompokkan istilah-istilah teknis dalam bentuk tabel untuk membuatnya lebih mudah untuk dijelaskan, menggambarkan strategi yang digunakan oleh penerjemah dalam menerjemahkan istilah teknis dari bahasa sumber ke dalam bahasa sasaran, dan membuat kesimpulan. Skripsi ini hanya berfokus kepada strategi yang digunakan penerjemah dalam menerjemahkan istilah teknis. Selain itu dapat dilihat pada data bahwa penerjemah menggunakan penerjemahan dengan menggunakan kata pinjaman yang berjumlah (88,29%), penerjemahan dengan penghilangan kata yang berjumlah (9,46%), dan ilustrasi kata yang berjumlah (2,25%). Strategi yang paling dominan yang digunakan penerjemah adalah penerjemahan dengan menggunakan kata pinjaman, karena penerjemah lebih nyaman untuk meminjam atau menulis ulang kata dari bahasa sumber ke

bahasa sasaran di bandingkan mencari padanan yang tepat dengan bahasa sasaran itu sendii. Strategi ini dapat diterima asalkan pesan dari bahasa sumber tersampaikan dengan benar ke bahasa sasaran.

Keywords: Istilah Teknis, Penerjemahan, Strategi Penerjemahan

INTRODUCTION

Language is system of symbols with standard meaning through which members of a society communicate with one another. Language is the most important thing for communication. People need language to transfer message from one to another. It is included in verbal communication, where communication occurs between two people or more in doing the activities like listening, speaking, writing, and reading. Surely, those activities need language to be done. Edward Sapir in Susan Bassnett–McGuire (1980:13) claims that "language is a guide to social reality and that human beings are at the mercy of the language that has become the medium of expression for their society". One thing cannot be separated from language is translation. It is also the branch of language studies in the university.

Translation is basically a change of form. When people speak of the form of language, they are referring to the actual words, phrases, clauses, sentences, paragraph, etc, which are spoken or written. These forms are referred to as the surface of a language. It is the structural part of language which is actually seen in print or heard in speech. In translation the form of the source language is replaced by the form of receptor (target language). When Language were compared, it can be found that different cultures have identified similar social observations and according to their knowledge and experience coin their own phrases. So we can conclude that the disparity among languages are problematic for translators and the more different the concepts of languages are, the more difficult it is to transfer messages from one language to the other. Among the trouble some factors involved in the process of translation is the transference of form, meaning, style, proverbs, idioms, etc.

Many people need translation to do their activities. Therefore, this requires highly qualified translator, who have good knowledge about the target language (TL) and the language they have to transform as source language (SL). In this study, the target language is Indonesian and the source langue is English. Soemarno (1988:19-21) states that "A translator will face some problem in translating any kind of translation but they must be able to resolve those problem''. To produce a good translation, a competent translator has to be able to understand ideas and thought, including the message expressed in the source language and representing the target language.

There are many translation jobs that can be chosen by a translator according to their own interest. By the development of technology and industry

which required two language to finished the project, translation play and important role on it. In this case, the world class instructor video which is basically produced in English language need to be translated first before it is produced in Indonesia. This is not an easy task because two cultures which bridge both languages will influence the qualitiy of the translation. No only that, sometimes in transferring the idea from source language into target language, the translator will face some technical terms which are difficult to find the exact equivalence in the target language.

In this analysis, the researcher is challenged to analyze Technical terms in World class instructors for *"beginner tennis"* video. The reason why the the researcher chooses this video to be analyzed is because there found some technical terms which related to tennis. In fact, It is hard to translate terms which is usually used in the source language but unusual to used in the target language.

Another consideration that the researcher wants to analyze this video is because the researcher wants to know the strategy used by the translator in translating those technical terms into target language. As it has been known that technical terms have a very specific meaning within a very specific field and expertise. In tennis, there found so many terms which are specified to tennis itself and could not be found in another field of discussion. Those fact will lead the researcher to finish the thesis.

Based on the statement above, the researcher wants to know what strategy are applied by the translator in translating the technical terms in the tennis for beginner.

Statement of the Problem
The problem of this research can be stated as follows:
1. What kinds of technical term are found in the video of *"beginning tennis"* ?
2. What strategies are used in translating those technical terms from English into Indonesian?

Scope of the Study
This study only focuses on the strategies applied by the Translator in Translating World class instructors for *"beginning tennis"* video by Dick Gould (Director tennis instructor of Stanford University), assisted by Anne Gould and Bill Richardson as the producer. This video was produced by Emperor Edutainment in coorporate with video unggul as the company who have right to publish this video in Indonesia (11 May 2012).

Objectives of the Study
The objective of the study of this research is to describe the strategies used in translating World class instructors for *"beginning tennis"* video as proposed by Mona Baker on her book entitle In Other Words.

Significance of the Study

   It is hoped that the result of the study would give valuable contribution to:

1. The researcher: to add the researcher's knowledge about translation, especially about translation strategies and technical terms.
2. Other researchers who are interested in this subject and have strong commitment to do further research.
3. Anybody who reads this thesis and interested in studying translation especially about translation strategies.
4. Newly translator, so they can make this thesis as reference before doing their works.
5. Dian Nuswantoro University especially the English Department student. It is expected that by reading this study, they will be encouraged to seriously learn the subject related to the aspect of translation strategy by analyzing the problem of this matter.

Translation Strategies

This is a very general way of looking at the translation process. Translation is much more complicated than such an overview might indicate. In actual practice, the translator moves back and forth from the source text in order to find the meaning, then restructuring this meaning in the receptor language, and moving back once again to look at the source text.

A translator has to be careful in doing the activity of translation, because a mistake in one point can caused a mistake in another point. If this happened, the result of the translation would be less satisfying.

The strategies which are used in this research are those proposed by Mona Baker (1992). They are going to be illustrated more by using some examples in both English and indonesian as the source and target languages.

Translation by a More General Word (superordinate)

This is one of the component strategy for dealing with many types of non-equivalence, particulary in the area of propositional meaning. Dealing with many types of non-equivalence, among the other technique. This technique is commonly used (Baker,1992:26), for an example: the word "truck" can be translated into Indonesian as "vehicle". This technique is commonly used which the target language lack of specific terms.

Translation Using a Loan Word or Loan Word Plus Explanation

Since a long time ago, translator have used the loan words or borrowing words. Such as: *theatre, film, piano, and bank, etc.* All of those words were originally borrowings from english. Nowdays, people often use some loan words in their daily lived. In order to avoid lengthy explanation, the translator can simply uses the loan words. A translator can use the word as a loan wordif therere is no equal meaning in the Target language. For instance: Translator does not need to translate foreign dishes like *'pizza', 'spaghetti', 'sushi', etc,* the translator can simply write them as loan words because in our culture we do not have terms like that. Simatupang (1999:51).

Loan words on the basis of their degree of assimilation in the new host language. A Gastwort (guest word) retains its original pronunciation, spelling, and meaning. Examples are *passé* from French, *diva* from Italian, and *leitmotiv* from German. A Fremdwort (foreign word) has undergone partial assimilation, as have French *garage* and *hotel*. *Garage* has developed a secondary, Anglicized pronunciation (garrij) and can be used as a verb; *hotel*. Canon, Garland (1999:101).

Translation by Cultural Substitution
In this strategy, the translator replace a culture specific item or expression with a target language item, which do not have the same propositional meaning. For example, a translator can translate *"jaguar"*, which means a large flesh-eating spotted eat of control in America as *"harimau"* that meaning is similar. There the translator substitutes the term "jaguar" which seem strange in Indonesia into "harimau" which they are accustomed to the meaning of "harimau". Dealing with the problems in culture-specific concepts this technique can be used.

Translation by Omission
Omission or in the order word is deletion. Seems to be the fastest technique that translator omit the words. Although translation by omission may sound as an extreme technique, in some context it is acceptable to omit a word or expression. For example: *"I don't believe I just flushed my contact lens to the toilet"* translated in *"Aku tak percaya lensa kontakku terjatuh dalam toilet"* if the translator did not omit that phrase *"I just flushed"* the translation would be like this: *"Aku tak percaya aku menyiram lensa kontakku dalam toilet "*. The translator think that the phrase *"I just flushed"* is not important because as we look it would be double meaning and the word "*flushed*" same with the meaning.
The strategy of the translator omitting the phrase *"I just flushed"* is acceptable. Even though the translator omits the phrase, it might produce similar response to the readers.

Translation by Illustration
This is a useful option in the word which lacks an equivalent in the target language refers to a physical entity which can be illustrated, particularly if there are restrictions on space and if the text has to remain short, concise, and to the point. For example: appeared on a Lipton Yellow Label tea packet prepared for the Arabic market. There is no easy way of translating *tagged,* as in *tagged teabags*, into Arabic without going into lenghty explanation which would clutter the text.
Another example is hellowen celebration. It is not clear enough if we only just adapted the word hellowen in (SL) into hellowen in (TL) even it's possible to do but we can gived more information to make it more clear in (TL) for example by gived another information in the end of the page or in the bracket. Here the researcher gived the example:
SL: today is hellowen party day.

TL: hari ini adalah hari pesta hellowen. (hellowen adalah sejenis perayaan di mana orang-orang menggunakan pakaian hantu dan berlomba-lomba untuk menjadi yang terseram.

Technical term

A word that has a specific meaning within a specific field of expertise. Technical terms are an essential part of all technical and scientific writing. Each field and specialty typically uses a vocabulary that relays a variety of specialized concepts by means of technical language. These special terms convey concentrated meanings that have been built up over significant periods of study of a field.

The value of a specialized set of terms lies in the way each term condenses a mass of information into a single word. Technical terminology is often thought of as a shorthand, a way of gaining great depth and accuracy of meaning with economy of words. Technical terms often blend readily into formulae and mathematical manipulation, a term such as *force* being folded into a formula such as $f = ma$. This quantification allows the concept to be manipulated mathematically.

Technical terms can also lead to a great density of prose that is difficult to understand, even for the specialized reader. There are four principles when using specialized terminology:

- Matching terminology to the ability of the audience. You may use a term with great accuracy and still not reach your audience. It is important that you be aware of your audience's level of understanding. If they are not experts in your field, you will need to substitute more general terms for your specialized terms. That means that you may not be able to write with great accuracy about your topic.

- Using terms with consistency. Be sure that you use the same term for a given item each time. If you shift from using *mass* to using *weight* in referring to the quantity of an object, if at first you call a tool a *spanner* and later call it a *wrench*, or if you shift from the Kelvin scale to Centigrade for measuring temperature, you may confuse the reader.

- Providing clear definitions or explanations of unfamiliar terms. If you are using a specialized term that is not widely used in your audience, even if the audience is an expert one, be sure you provide a clear definition of your term.

- Using a terminology list when you are introducing a variety of new terms into your discussion. The use of a list, which is generally placed before your introduction or in an appendix, can greatly aid a reader who wants to remind himself or herself of what you mean by the term.

METHOD

Research Design

A research needs a design, and in this study, the writer simply uses the qualitative research since the data are engaged into the string of words. Based on that consideration, this kind of data is indeed suppose to be qualitative rather than quantitative.

Qualitative research does not give the numeral or statistic but it depends on how the knowledge of the researcher analyzed the data. The data of this research will be collected from subtitle of *"beginning tennis"* video. In collecting the data, a documentation method will be used.

Unit of Analysis

The unit of analysis is utterance and its indonesian subtitle. The data is collected from World class instructors for *"beginning tennis"* video by Dick Gould (director tennis instructor of Stanford University), assisted by Anne Gould and Bill Richardson as the producer. This video was produced by Emperor Edutainment in coorporate with video unggul as the company who have right to publish this video in Indonesia (11 May 2012).

Source of Data

The data on this research is World class instructors for *"beginning tennis"* video by Dick Gould (director tennis instructor of Stanford University), assisted by Anne Gould and Bill Richardson as the producer. This video was produced by Emperor Edutainment in coorporate with video unggul as the company who have right to publish this video in Indonesia (11 May 2012).

Technique of Data Collection

The data of this study collected by using the following steps:
1. Searching the data from the DVD shop.
2. Watching the video to have a better comprehension before analyzing the data.
3. Rewriting the source language and target language subtitles.

Technique of Data Analysis

The method of data analysis can be states as follow:
1. Analyzing every utterance and its translation in the form of subtitles.
2. Finding the technical terms after analyzing the utterance and its translations.
3. Classifying the technical terms in form of table to make it easier to be described.
4. Describing the strategies used by the translator in translating the technical terms from the Source language into the target language.
5. Drawing conclusion.

FINDINGS AND DISCUSSION

Findings
Types of Technical Terms

Table 4.1 bellow shows type of technical terms found in the video of *"beginning tennis"*.

Table 1. Technical Terms found in the Video

No	Type (ST)	(TT)
1	Advantage	Advantage / Keuntungan
2	Backhand	Backhand
3	Baseline	Baseline
4	Chop	Chop
5	Doubles	Doubles / Permainan Ganda
6	Forehand	Forehand
7	Lob	Lob / Pukulan melambung
8	Love	Love / Angka nol
9	Net	Net / Jaring
10	Partner	Patner / Rekan
11	Points	Poin
12	Racket / Racquet	Raket
13	Rally	Relli / pukulan panjang terus-menerus
14	Serve / service	Servis
15	Shoot	Pukulan
16	Smash	Smash
17	Spin	Spin / Membuat bola berputar
18	Swing	Swing / Ayunan
19	Toss ball	Toss ball / Lempar bola
20	Volley	Volli

The table 4.1 above shows technical terms found in the data. those are kinds of technical terms for beginner. The researcher only write twenty of them because some of them were repeated few times, it can be seen in the table of appendices.

Strategies for Translating Technical Terms

Table 4.2 below shows the strategies used by the translator in translating the technical terms in the video of *"beginning tennis"* are using a loan word or a loan word plus explanation, translation by omission, translation by illustration.

Table 2. Strategies for Translating Technical Terms

No	Translation strategy	Total	Percentage
1	Translation by using loan word	196	88,29%
2	Translation by omission	21	9,46%
3	Translation by illustration	5	2,25%
	Total	222	100%

Based on the table 4.2, a loan word or loan word plus explanation (88,29%), translation by omission (9,46%), and translation by illustration (2,25%). It can be concluded that the translator does not use strategy by more general word, and cultural substitution.

Translation Using A Loan Word or Loan Word Plus Explanation
Excerpt 1

1	Data-118 LW	Source language	The point after 40 is <u>game.</u>
		Target language	Poin setelah 40 adalah <u>game.</u>

From the table above, there is a word *Game* in the source language which is translated into *Game* in the target language.
Here the translator uses the loan word *Game*. In the target language, it becomes *Game*. Which is actually same kind of technical term in tennis. It is easier for the translator to use the same word as the source language in translating unfamiliar words from the source language into target language.
The researcher concludes that there is no exact equivalence for *Game* in the target language and that is why the loan word is suggested. It is understandable since other strategies fail to translate the word *Game*.

Excerpt 2

2	Data-126 LW	Source language	We know it is basically <u>love love.</u>
		Target language	Kita tahu dimulai dengan <u>love love.</u>

From the table above, there is a word *love love* in the source language which is translated into *love* in the target language. Which is actually same kind of technical term in tennis. It is easier for the translator to use the same word as the source language in translating unfamiliar words from the source language into target language.
The researcher concludes that there is no exact equivalence for *love love* in the target language and that is why the loan word is suggested. It is understandable since other strategies fail to translate the word *love love*.

Translation by Omission
Excerpt 12

12	Data-202 OMM	Source Language	And then she only had to take 3 or 4 steps the <u>Net</u> and she can get here.
		Target Language	Dan dengan tiga atau empat langkah dia dapat sampai ke sini.

Based on the table, if the translator did not omit the word *Net,* the translation would be like this: *Dan dengan tiga atau empat langkah menuju net dia dapat sampai ke sini.* In this utterance, the translator does not translate the word *Net,* the

translator simply omits the word. The translator wants to make a simple translation, without many words. It is tolerable as long as it does not corrupt the message in the target language.

The researcher concludes that the translator succeed to translate the uterrance, besides it will only makes repetition if the translator force to translate it. The strategy of the translator omitting the word *Net* is tolerable. But the researcher disagree with the translator's decision to omit the word because the word *Net* has an-equivalence in the target language as *jaring.* Even though the translator omits the word, it might produce similar response to the readers.

Here the researcher categorized the word they as non-equivalence word because even the word *Net* has an equivalence in the target language, it was omitted and this is the reasons why it becomes a problem.

Excerpt 13

13	Data-204	Source Language	And join your <u>Partner.</u>
	OMM	Target Language	Dan bekerja samalah.

Based on the table above, if the translator did not omit the word *Partner,* the translation result would be like this: *dan bekerjasamalah dengan rekanmu.* In this sentence the translator does not translate the word *Partner,* the translator simply omits it. The translator wants to make a simple translation, without many words. The researcher concludes that it is tolerable to omit a word as long as the message in the first language is delivered well in the target language. In other words, meanings in the source language and target language must be at the same level or equal. But in this case, the researcher also suggest that the translator suppose to translate the word *Partner* to avoid miss understanding since it can be found the equivalence for *Partner* in the target language.

The strategy of the translator omitting the word *Partner* is tolerable. Even though the translator omits the phrase, it might produce similar response to the readers. Here the researcher categorized the word *Partner* as non-equivalence word because even the word *Partner* has an equivalence in the target language, it was omitted and this is the reasons why it becomes a problem.

Translation by Illustration
Excerpt 22

22	Data-218	Source language	<u>Forehand</u>
	ILL	Target language	<u>Forehand (pukulan menggunakan bagian sisi dalam lengan)</u>

From the table above, the translator add some information to make the the information more clear in the target language. In this case, the translator add some information to make the word *Forehand* is well accepted in the target language. The translator's decision to use strategy by illustration is acceptable since it does not corrupt the meaning and put the right information to it.

The researcher concludes that the translator has done the job well because giving and illustration or more information to something unusual in the target language is not an easy task. And the most important thing is to avoid misunderstanding for unusual term in the target language.

Excerpt 23

23	Data-219 ILL	Source language	Backhand
		Target language	Backhand (pukulan dengan menggunakan sisi tangan bagian luar)

From the table above, the translator add some information to makes the the information more clear in the target language. In this case, the translator adds some information to make the word *Backhand* is well accepted in the target language. The translator's decision to use strategy by illustration is acceptable since it does not corrupt the meaning and put the right information to it.

The researcher concludes that the translator has done the job well because giving and illustration or more information to something unusual in the target language is not an easy task. And the most important thing is to avoid miss understanding for unusual term in the target language.

CONCLUSION

Based on the previous chapter it can be concluded that the strategies used by the translator in translating technical terms in the video of *"beginning tennis"* are as follow:

Based on the research, the translator only used three strategies they are: translation using a loan word or loan word plus explanation (88,29%), omission (9,46%) and translation by illustration (2,25%).

The highest strategy used in this research is translation using a loan words (88,29%). The researcher concluded that the translator wants to make a simple translation because the translator prefer to duplicate words from the Source Language rather than find the equivalence in the target language or at least digging his own knowledge to deliver the message from Source Language to target language to avoid misunderstanding in the target language.

As it has been written in the previous paragraph, loan words is the dominant strategy used by the translator. Based on the fact found in the field of the research, the translator is more convident to transfer the word from the original one rather than giving the exact equivalence in the target language.

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