Translation Analysis: Syntactic, Semantic, and Pragmatic Strategies Used in Translating A Website of an Academic Institution

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ABSTRACT

This research aims to discover the emerging translation strategies and the types of translation strategies most frequently used on a website of an academic institution. In finding the data, the researcher employs the descriptive qualitative method by applying the translation strategy theory proposed by Andrew Chesterman in the form of syntactic, semantic, and pragmatic strategies on a website of an academic institution such as the Universitas Hasanuddin website. There are 11 emerging translation strategies on the website; 4 Syntactic Strategies (Literal, Loan/Calque, Transposition, and Phrase Structural Change), 4 Semantic Strategies (Synonymy, Hyponymy, Distribution Change, and Pharaprase), and 3 Pragmatic Strategies (Explicitness Change, Information Change, and Transediting). The result shows that the most frequently used translation strategy is Syntactic Strategies (Literal 60% or 44 data, Loan/Calque 23% or 17 data, Transposition 8% or 6 data, and Phrase Structural Change also 8% or 6 data). Then the second one is Semantic Strategies (Synonymy 7% or 1 datum, Hyponymy 7% or 1 datum, Distribution Change 64% or 9 data, and Pharaprase 21% or 3 data), and last is Pragmatic Strategies (Explicitness Change 8% or 1 datum, Information Change 85% or 11 data, and Transediting 8% or 1 datum).

1. Introduction

Language is essential to our life because it refers to how people manage their social life. The language is also for students, lecturers, linguists, institutions, and other aspects that need language as a medium to communicate. Therefore, the institutions need to translate the native language into other languages to disseminate the information widely.

Conversely, in line with the development of technology, many professionals improve its definition with different tendencies. The translation is rendering the meaning of a text into another language that the author intended the text (Newmark, 1988). This is the same as what Verity and Larson thought that "translation is basically a change of form from the SL into the TL that refers to the actual words, phrases, clauses, sentence, and paragraph, etc., which is spoken or written (Verity & Larson, 1986). To broaden the translation product, it needs media. One of the global communication media that can be accessed is a website. A website or website is a collection of related network web resources, such as web pages and multimedia content, typically identified with a domain name, published on the internet, and accessed globally.

A translation is a method where a Source Language (SL) is translated into the Target Language (TL). The transfer of the meaning from one language into another is the definition of translation in general (Rahman, & Rahman, 2019; Sukmawaty, et al., 2022). In transferring the essence, the translator is not only translating a form but also a contextual meaning (message, concept). Translators should pay attention to the aspects of discourse in transferring the message (Latief et al., 2020).

The way how translators find translation equivalence word by word, phrase by phrase, or sentence by sentence is called translation procedures or translation techniques, or translation strategies. The translation process is basically the same for any type of text, including websites. So, website translators can also use the theory of translation procedures, techniques, or strategies in general (Hariyanto, 2015; Suherman, et al., 2022).

In the internet era, readers or website visitors can use the web as a medium for literary translation. Translating a website is different from translating a textbook. In translating a textbook, the translator has an opportunity to deliver additional information on the translation because there is no limited space for further text elaboration. It is different in translating the website; the translator is limited to providing additional information due to limited space and offers some cyber literature. Cyber Literature is a term known since the coming of the internet, which brings convenience, changing habits, and world view (Rahman, 2017).

The structure of the website translation should be the same as the structure of the original web that has a fixed template. A website with a bilingual system encourages people to use the translation strategy to provide a good website translation from one language to another. As a way of disseminating information, translation functions as a way to share information, stories, experiences, and knowledge transfer.

Therefore, it can be inferred that when a translator translates source language texts into the target language text, the translator should be able to transfer the meaning as close as the author's intention. Especially in website translation, because of the space limitation. It is not allowed for a translator to make new meanings or messages because he/she will deliver incorrect messages to make the readers. Almost similar to Newmark, Machali states that translation is a process of "recreate" (Machali, 2000; Al-Obaydi, et al., 2022). It means that when a translator does his/her job, a translator recreates a product. Therefore, a translator must be careful in translating a text, especially a website text because he deals not only with the language grammar but also with the language style. For example, when a translator translates an article, he/she cannot translate it into a literature text or text containing slang language. However, it should be translated into an article, too.

The word "strategy" is used in many contexts. In translation studies, many theorists have used the term translation strategies widely but with some considerable differences in the meaning and the perspective from which they look at it. The strategy is important because the resources available to achieve these goals are usually limited. Strategy generally involves setting goals, determining actions to achieve the goals, and mobilizing resources to execute the actions. A strategy describes how the means (resources) will accomplish the goals. Strategy can be intended or can emerge as a pattern of activity as the organization adapts to its environment or competes. Clearly, these definitions are general and can be related to different fields of study. This study mainly concerns translation strategies, although the definitions mentioned earlier can also be narrowed down to this research field. Translation strategies have their own characteristics, through which one can understand them appropriately. Therefore, problem-solving is the most important function of the strategies in translation.

An institution has to provide brief information about its organization. One of the media to deliver the institution's information is through the website. And the first international gateway information gathered by the foreign people is on the official website in English.

The translation of university texts into English, especially web-based texts, can be seen as a very particular case of 'foreignizing / internationalization' or mostly based on a translation from the local language. In this case, Bahasa Indonesia to English in Universitas Hasanuddin Website. However, addressing an international audience through a lingua franca often became a complex case with an institutional website.

Universitas Hasanuddin (Unhas) is one of Indonesia's largest higher education institutions, especially in the eastern part of Indonesia. Unhas has built a reputation for quality, officially recognized with an A-grade accreditation by the National Accreditation Bureau (BAN-PT). In addition, the ministry of research, technology, and higher education announced that Unhas is ranked 8th in cluster I in the Indonesian university rankings for 2019.

With the tagline CATCH WCU (Collective Awareness To aCHieve World-Class University), Unhas has already provided the official website in Indonesian and English. However, the researcher has found some mistakes in the English translation (in the previous version), and some words have not been translated into English yet from Source Text (ST) to Target Text (TT).
Example of mistake:
ST : Mahasiswa & Alumni
TT : Students & Alumnae

Another mistake that the researcher found is an untranslated word in the previous English version, Universitas Hasanuddin website did not translate some words.
Example of the untranslated word:

ST : Internet Kampus
TT : Internet Kampus

Therefore, the researcher intends to analyze: (1) What are the emerging translation strategies of a website? and (2) What types of translation strategies that most frequently used on the website?

2. Method

This research conducts the descriptive qualitative method. The qualitative data includes words, phrases, clauses, sentences, and terms. The Primary data used is the data that already exists on the Universitas Hasanuddin website. Secondary means that the researcher gathers the data from other sources such as books, journals, articles, and others.

This research focuses on analyzing the translation strategy of the Universitas Hasanuddin previous website version, especially a text-based translation on the website comparing the Source Text (Bahasa Indonesia) to the Target Text (English). The data consist of 117 words, phrases, clauses, sentences, or terms only in the sitemap of the Universitas Hasanuddin previous website version.

3. Literature Review

The researcher uses documents as a written source of data. Documents contain notes that are related to the problems of the research. The documents used in this research as a data source are the checklist form of the emerging translation strategy sitemap lists of Unhas website.

In this research, sources of the data are divided into two; primary and secondary data. Primary data is the prior data analyzed from the sitemap of Universitas Hasanuddin website and secondary data used as the supporting data.

The primary data in this research is from the information provided on the sitemap of Unhas official website. The researcher closely reads the Universitas Hasanuddin official website, both Indonesian (https://unhas.ac.id/) and English versions (https://unhas.ac.id/en). And there are 117 data from the web sitemaps page structure. These primary data consist of Bahasa as a Source Text (ST) and English as Target Text (TT) followed by the Sitemap URL (Uniform Resource Locator), the link where the text is taken online. The following Table (Table 1) is the example of primary data.

Table 1. Example of primary data (sitemap URL)

Data No.		TEXT	SITEMAP URL
001	ST	Keunggulan Unhas	https://unhas.ac.id/page/Keunggulan-Unhas
	TT	Unhas Excellence	https://unhas.ac.id/page/Unhas-Excellence

In collecting the secondary data, the researcher accumulated the emerging translation strategy on the website and gave percentage each strategy a percentage.

This research applies the translation strategy theory proposed by Andrew Chesterman (Chesterman, 2016). He further classifies translation strategies into three primary groups of strategy: syntactic strategies, semantic strategies, and pragmatic strategies.

a. Syntactic Strategies (coded as G)

Syntactic strategies include pure syntactic variations; they are (G1) literal translation, (G2) loan and calque, (G3) transposition, (G4) unit shift, (G5) phrase structure change, (G6) clause structure change, (G7) sentence structure change, (G8) cohesion change, (G9) level shift, and (G10) scheme change.

b. Semantic Strategy (coded as S)

Semantic strategy manipulates meaning. This change is mainly related to lexical semantics and sometimes aspects of clause meaning such as emphasis. The strategies are divided into ten main categories: (S1) synonymy, (S2) antonymy, (S3) hyponymy, (S4) converses, (S5) abstraction change, (S6) distribution change, (S7) emphasis change, (S8) paraphrase, (S9) trope change, and (S10) other semantic changes.

c. Pragmatic Strategies (coded as Pr)

Chesterman lists the following sub-classes of Pragmatic Strategies: (Prl) cultural filtering, (Pr2) explicitness change, (Pr3) information change, (Pr4) interpersonal change, (Pr5) illocutionary change, (Pr6) coherence change, (Pr7) partial translation, (Pr8) visibility change, (Pr9) transediting, and (Pr10) other pragmatic changes.

4. Result and Discussion

In transferring the message of a text from the source language into the target language, a translator needs some translation strategies to produce a good quality translation, especially in website translation.

There are two main findings in this research. The first one is the emerging translation strategy used in translating Unhas website based on the theory of three translation strategies stated by Andrew Chesterman. The second one is the types of translation strategies most frequently used on the website.

This analysis consists of 117 data in the sitemaps of Unhas website, and the researcher found that there are 100 or 85% available data, and 17 or 15% of data are not available in the English version.

After analyzing the available data, the researcher finds 73 syntactic strategies, 14 semantic strategies, and 13 pragmatic strategies used in translating the source text.

a.   Syntactic Strategy

Syntactic strategies primarily manipulate form or grammatical. From 73 data found in this strategy, only 4 out of 10 sub-groups of syntactic strategies are used. They are 44 literal translations (G1), 17 loads & calque (G2), 6 transpositions (G3), and 6 phrases structural change (G5).

The literal translation means the translator follows the source text form as closely as possible without following the source language structure. This strategy is the most frequently used in the website, with 44 data found. As shown in the following sample data (in Table 2).

Table 2. Literal Translation

DATA NO.		TEXT
005	ST	Tanggung Jawab Sosial Universitas
	TT	University Social Responsibility
007	ST	Kelas Internasional
	TT	International Class
011	ST	Lihat Semua
	TT	See All

As seen in sample data No. 5 *Tanggung Jawab Sosial Universitas*, the ST literally translates into *University Social Responsibility*.

The second most-used syntactic strategy after literal translation is Loan and Calque. There are 17 data that use this strategy in the website, which refers to borrowing single terms and following the structure of the source text, which is foreign to the target reader or even untranslated text.

Table 3. Loan and Calque

DATA NO.		TEXT
001	ST	Keunggulan **Unhas**
	TT	**Unhas** Excellence
002	ST	Penganugrahan **PTH-BH**
	TT	**PTN-BH** Achievement
101	ST	Akademik
	TT	Akademik

In Data No. 001 and 002 target text is borrowing the Unhas and PTN-BH terms, while the data No.101, the word "akademik" is not translated into the target text.

The next strategy is Transposition. It means any change of word class, e.g. from noun to verb, adjective to a noun, and so on. There are 6 data used in this strategy. Let's have a look at the sample data in the Table 4.

Table 4. Transposition

DATA NO.		TEXT
023	ST	Biro **Administrasi**
	TT	**Administrative** Bureau
058	ST	**Unit** Kearsipan
	TT	Archive **Units**
097	ST	**Kunjungan** Kampus
	TT	Campus **Visits**

Sample Data on the Table 4 No. 058 and 097 are word class change from noun to verb (*unit* to *units* and *kunjungan* to *visits*), meanwhile, Data No. 023 is change from noun (*administrasi*) to adjective (*administrative*)

The next strategy found is *Phrase Structure Change*. This strategy comprises a number of changes at the level of the phrase, including number (singular/plural). There are also 6 data used this strategy as seen in Table 5.

Table 5. Phrase Structure Change

DATA NO.		TEXT
008	ST	**Mahasiswa** & **Alumni**
	TT	**Students** & **Alumnae**
020	ST	**Pimpinan** Unhas
	TT	University **Chairmen**
027	ST	Fakultas
	TT	Facult**ies**

Based on the oxford dictionary (Oxford Dictionary, n.d.), the singular *alumnus* refers to one male graduate, *alumna* refers to one female graduate, and the plural *alumnae* refer to a group of female graduates. *Alumni* is a plural noun referring either to a group of male graduates or to a group of both male and female graduates. These Latin loanwords preserve their original plural forms and numerous incorrect usages of the words because many of non-English speakers or even natives are understandably unfamiliar with the genders and plurals of Latin nouns. In fact, the graduate students of Unhas are female and male. Data no. 008 alumni translated into alumnae, data no. 020 *pimpinan* (singular for general) translated into chairmen (plural for male), and the last sample data no.027 *fakultas* (Singular) translated into faculties (plural).

b. Semantic Strategy

Semantic strategies manipulate meaning. Translation strategy used on the website is only 4 out of 10 semantic strategies; they are 1 synonymy, 1 hyponymy, 9 distribution change, and 3 paraphrase strategies.

The first strategy is synonymy. This strategy selects not the "obvious" equivalent but a synonym or near-synonym for it, e.g. to avoid repetition. Only 1 datum was found in this strategy.

Table 6. Synonymy

DATA NO.		TEXT
092	ST	**Dosen** dan Peneliti
	TT	**Teacher** and Researcher

In this data the Lecturer and Teacher are synonym.

The next strategy is hyponym. It is a term used to designate a particular member of a broader class. It is a word of more specific meaning than a general or superordinate term applicable to it. In this strategy, the researcher found also only one text. Also researcher found only 1 datum using this strategy.

Table 7. Hyponymy

DATA NO.		TEXT
009	ST	**Beranda**
	TT	**Home**

Beranda in English is Veranda, It is a particular member of a broader class of home.

There are 9 data found in the Distribution Change. This is a change in the distribution of the same semantic components over more items (expansion) or fewer items (compression). There are nine data used in this strategy as seen the sample data on the Table 8.

Table 8. Distribution Change

DATA NO.		TEXT
049	ST	**Puslitbang** Bioteknologi
	TT	**Center for** Biotechnology

Compression from *Pusat penelitian dan pengembangan (Puslitbang)* to *Center for.*

The last strategy is *paraphrasing.* It can be described as loose, free, in some contexts even under-translated. Semantic components at the lexeme level tend to be disregarded the pragmatic sense in favor of some higher unit such as a whole clause. There are 3 data used in this strategy, as seen in Table 9.

Table 9. Paraphrasing

DATA NO.		TEXT
087	ST	**Aktifitas** Internasional
	TT	International **Class**

Aktifitas or activity is translated into "class" the translator is paraphrasing the text.

c.Pragmatic Strategy

Pragmatic strategies manipulate the message. The translation used only 3 out of 10 syntactic strategies in this research. They are Explicitness Change (1 datum), Information Change (11 data), and Transediting (1 datum). This change is either towards more explicitness (explicitation) or more implicitness (implicitation). Exploitation refers to translators explicitly adding inferable information in the TT, which is only implicit in the ST. There is only one datum found.

Table 10. Explicitness Change

DATA NO.		TEXT
066	ST	Rumah Sakit Unhas
	TT	University Hospital

The translation shows explicit text in the name of Unhas (Universitas Hasanuddin), become University.

The next strategy is Information change. Here is either the addition of new (non-inferrable) information deemed to be relevant to the TT readership but not present in the ST, or the omission of ST information deemed irrelevant (this latter might involve summarizing, for instance). There are 11 data found in this strategy, as seen on Table 11.

Table 11. Information change

DATA NO.		TEXT
045	ST	Profil dan Struktur LPPM
	TT	Profile and Structure
043	ST	Pascasarjana
	TT	Postgraduate School

Data No. 045. The omission word "LPPM", and Data No. 043 the addition word "School"

The last is transediting which also found only 1. This term refers to the sometimes radical re-editing of translators on badly written source texts. Therefore, it includes drastic re-ordering or rewriting.

Table 12. Transediting

DATA NO.		TEXT
067	ST	Pusat Unggulan Teknologi **Center of Technology**
	TT	Center of Excellence **Center of Technology**

This data had the wrong source text, and then the translator rewrote it in the target text.

There are 117 data in this research; only 17 (15%) data do not have translated text because they are not available on the website and 100 (85%) data have translated text.
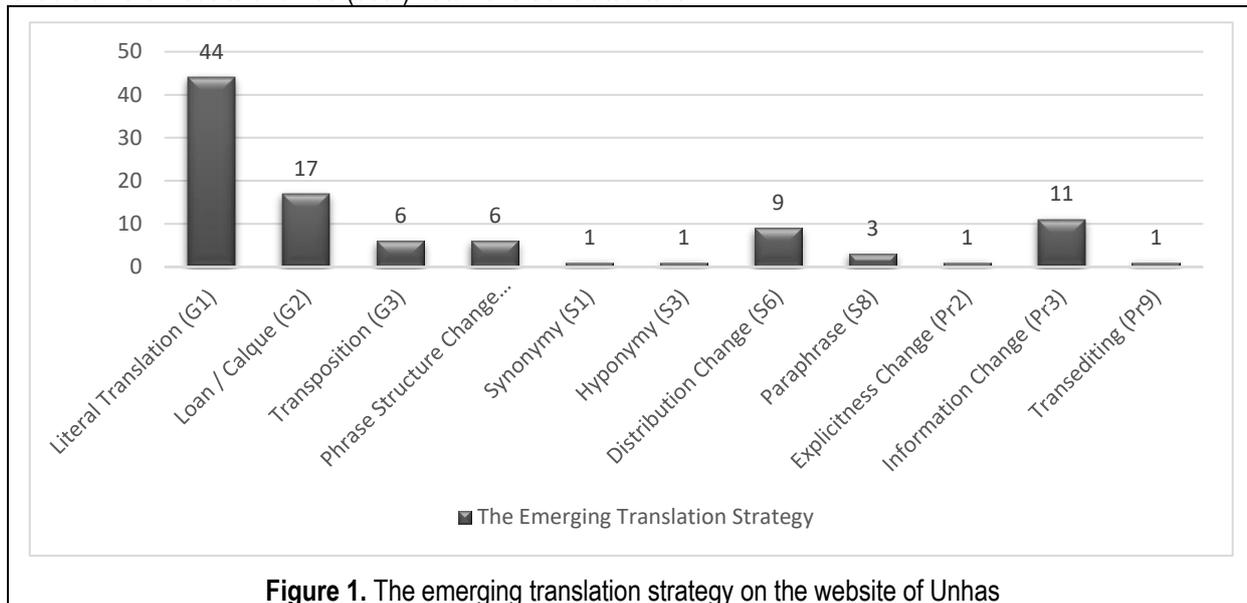

Figure 1. The emerging translation strategy on the website of Unhas

The following finding data is the types of translation strategies that are most frequently used on a website of an institution; Literal Translation 38%, Loan / Calque 15%, Transposition 5%, Phrase Structure Change 5%, Synonymy 1%, Hyponymy 1%, Distribution Change 8%, Paraphrase 3%, Explicitness Change 1%, Information Change 9%, Transediting 1%.

Table 12. Translation Analysis on the website

NO	TRANSLATION DATA	FREQUENCY	
		AMOUNT	%
1	Literal Translation (G1)	44	38%
2	Loan / Calque (G2)	17	15%
3	Transposition (G3)	6	5%
4	Phrase Structure Change (G5)	6	5%
5	Synonymy (S1)	1	1%
6	Hyponymy (S3)	1	1%
7	Distribution Change (S6)	9	8%
8	Paraphrase (S8)	3	3%
9	Explicitness Change (Pr2)	1	1%
10	Information Change (Pr3)	11	9%
11	Transediting (Pr9)	1	1%
	Available	100	85 %
	Not Available	17	15%
Total Data:		**117**	**100%**

5. Conclusion

There are 11 emerging translation strategies on the website; 4 Syntactic Strategies (Literal, Loan/Calque, Transposition, and Phrase Structural Change), 4 Semantic Strategies (Synonymy, Hyponymy, Distribution Change, and Pharaprase), and 3 Pragmatic Strategies (Explicitness Change, Information Change, and Transediting).

The most frequently used translation strategy is Syntactic Strategies (Literal 60% or 44 data, Loan/Calque 23% or 17 data, Transposition 8% or 6 data, and Phrase Structural Change also 8% or 6 data). Then, the second one is Semantic Strategies (Synonymy 7% or 1 datum, Hyponymy 7% or 1 datum, Distribution Change 64% or 9 data, and Pharaprase 21% or 3 data), and the last is Pragmatic Strategies (Explicitness Change 8% or 1 datum, Information Change 85% or 11 data, and Transediting 8% or 1 datum).

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