

**WORD LEVEL EQUIVALENCE  
STRATEGIES OF THE TRANSLATION  
CULTURE-SPECIFIC ITEMS IN  
“CENTRAL JAVA VISITOR GUIDE” AND  
QUALITY OF THE TRANSLATION**

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**Abstract**

This study mainly describes the equivalence strategies at word level and the translation quality of culture-specific items in Central java visitor guide. This study is a descriptive-qualitative focusing on translation product analysis. The data are taken from bilingual guide book, raters, and respondents' interview. Both English and Indonesian versions of the bilingual guide book are then compared to analyze the translation quality. The data are collected through questionnaire and measured into three categories: Accuracy, Acceptability, and Readability. There are 196 data of both Indonesian and English texts. The finding reveals that (80.1%) of the translations use a loan word or loan word plus explanation followed by translation using a more general word (10.2%), translation by paraphrase using a related word (4.08%), translation by

omission (2.55%), translation by a more specific word (2.55%), and translation by paraphrase using unrelated word (0.51%). Moreover, it is also found that the translation accuracy reaches (13.7%), less accurate (73.9%), while inaccurate (12.2%). The acceptable translation is (20.9%), less acceptable (59.1%), and unacceptable (19.8%). Readability translation is (45.9), sufficient readability (40.8%), and low readability is (13.26%). It is suggested that in order to transfer the source text meaning into the target text accurately, the translator needs to be more aware of words/phrases. Besides, the choice of translation strategies plays an important role to overcome the problems which occur in word level equivalence.

**Keywords:** equivalence, word level, translation assessment, cultural specific, guide book

## **A. Introduction**

Culture is an extremely complex and enormous subject such notions as custom, traditions, beliefs, habits, environment, folklore, and sometimes tell religious aspects which involves its culture. “The way of life and its manifestation that is peculiar to a community that uses a particular language as its means of expression” (Newmark, 1988).

As we know cultural differences exist between countries influenced by different languages. Communication with someone, who speaks a different language, subscribes to different values and belief structures, and maintains a different outlook on life, may lead to misunderstanding or miscommunication which in turn will lead to an undesired reaction and behavior by the receiver or the reader.

Based on that situation we often find tourist guide book written in the bilingual language in order

to make the same meaning. Through the guide book, the translator tries to deliver the details about the country geographic location and provides some information about its tourist sites, accommodations and sometimes the customs and culture of its people.

The main purpose of this media (the guide book of central java visitor guide) in translating is to facilitate the readers especially the foreigner of the target language to understand the message of the source language with no difficulty. Newmark (1981: 7) argues, "Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language". In short, translation deals with two different languages, namely source text (st) and target text (tt), the main point in translation is to re-tell or transfer the message in st into another language or tt without changing the characteristics or the style of the original text. Thus, even though the language is changing but the message in the st is maintained in the tt. Translation has its own excitement, interest. A satisfactory translation is always possible, but a good translator is never satisfied with it. It can be improved by checking the translation product since every translating always finds the problems. This study analyzes the strategies dealing with problems of CSIs arising from the guide book of "central java visitor guide".

Translation problems arising from lack of equivalence at word level; what does a translator do when there is no word in the target text (tt) which expresses the same meaning as the source text (st) word? Whether or not it is the main unit of meanings in language, what kinds of meaning it can convey, and how language differ in the way they choose to express certain meanings but not others.

However, there are still many problems which occur in translation work. Baker (1992) states, "Error in translation mostly result from non-equivalence between the source text (st) and the target text (tt), equivalence is any meaning from the source text which expresses the same meaning in the target text." Therefore, the error found in translation should be a major focus, because the consequences of translation error in any serious matters giving an impact on people life and leading to a serious problem. Hartono (2010) states, "To overcome the problems on translating metaphors, a translator should find out solutions in order to translate metaphors appropriately based on the target culture and society."

Based on the discussion above, we can now begin to outline some attested strategies for dealing with CSIs problems. First, a word of warning, the choice of a suitable equivalent in a given context depends on a wide variety of factors. Some of these factors may be strictly linguistics, while other factors may be extra-linguistic. It is virtually impossible to offer absolute guidelines for strategies dealing with various types of non-equivalence which exist among languages.

Baker (1992) in her book "In Other Words: A Course Book of Translation" categorizes the different types of equivalence and non-equivalence that translator may face especially for the strategies used in dealing with problems of non-equivalence. The writer is interested in finding out the strategies used to deal with the non-equivalence problems in Central Java visitor guide especially CSIs problems.

In addition, knowing what are the strategies used by the translator, the writer also has interest to find out the quality of the translation by doing questionnaire involved the expert raters and target

readers to assess the translation products. It is done because not every translation works has good quality.

There are three main reasons for testing a translation because the translator wants to be sure his/her translation is accurate, clear, and natural. Sometimes in restructuring the translator works too hard in getting across the meaning by adding information which is not really existed in the source text. Another mistake occurs in the analysis of the source text or in the transfer process and different meaning results.

The translator also thinks that assessing the quality of translation is difficult thing because the criteria for such an assessment are different quality concepts as well as varying views on what is stylistically appropriate plus wide of translational variety approaches make a clear out result whether accurate or not of his/her translation works. The “Central Java Visitor Guide” has the important role to deliver the message in the target text for many visitors so that people from many different countries can also enjoy this guide book. However, there are still some problems which occur in the realization of translation work which produces some non-equivalence.

Translating the guide book contents of cultural specific items from the source text into target text is not easy task. The translator must consider not only the word selection but also the message delivery. In this point there will be a question coming up: does the target text (English) CSIs guide book, deliver the same message as the source text? Therefore, it is interesting to find out whether the target text of guide book has delivered the same message as the source text or not.

Ultimately, the message transfers from source text to target text can be accomplished by several

strategies and making sure of the word level equivalence between the two languages, furthermore to know how is the quality of the translation products of the guide book. From those reasons, the writer conducts the research of translation equivalence especially took from culture-specific items in Central Java visitor guide and the quality of the translation, particularly in terms of word level equivalence strategies. In this research the writer focuses on word level equivalence strategies of culture-specific items in central java visitor guide and quality of the translation. First the writer categorizes the CSIs in central java guide book. Second, the writer analyzes the strategies used in CSIs. Last, the writer relates the strategies found to the quality of assessment; they are accuracy, acceptability, and readability.

## **B. Literature Review**

Actually, there is a research talking about translation that is related to the writer's research especially in culture-specific items. Nevertheless there are some differences between the writer's research and the previous one.

Orkideh Amininadji in Universite de Montreal (2016) conducted a research under the title "A study of Culture Specific Items and Translation Strategies in Bahram Beyza'I's Play "Marionettes"". The focus of his research project is to provide an analysis of the Persian literary play by Bahram Beyza'I "Arooksakha" in 1963 and its English translation (*Marionettes*) in 1989 to compare and contrast the culture specific items (CSIs) and translation strategies in the 20<sup>th</sup> century.

His research discusses about culture-specific items in "Marionettes" which can be found by using Newmark's five categories. Although the source text

is read exhaustively and all relevant CSIs are extracted, none are discovered for some categories, such as ecology, clothes, transports and gestures and habits. This may be because as an allegory, the play lacks much of the realism that characterizes other dramatic genres.

The difference between these studies is the topics of cultural specific items in it. This study is talking about central java province as one of tourist destinations, which offers various kinds of magnificent tourist attraction, exotic beaches, caves, wonderful temples, and many more. Another difference is about talk about five Newmark's categories about specific cultural items.

### **C. Method of Investigation**

The researcher proposes some steps in collecting the data: (1) Collecting the documentation which is taken from the guide book of the 'central java visitor guide' published by the central java provincial culture and tourism office (the office is at Jl. Pemuda No 136 Semarang and the website is [www.central-java-tourism.com](http://www.central-java-tourism.com)); (2) Interpreting both versions of the guide book; (3) Taking note on all the words/phrases to find out the cultural specific items category, strategies at word level equivalence by comparing ST and TT; (4) Taking note on all the words/phrases containing the CSIs and strategies; (5) Identifying each datum based on the strategies at word level equivalence proposed by Baker and the datum of CSIs proposed by Newmark (1988); (6) Collecting data through questionnaire (The questionnaire is used to get the response of the experts, target readers, opinion, and further information related to the accuracy, acceptability, and readability of Cultural Specific Items of "Central Java Visitor Guide". The

questionnaires are given to the expert raters especially the English proficient such as the English lecturer and Translator. The researcher uses the expert raters coded as R1, R2, R3, R4, and R5. Readability rating scale is distributed to the target readers mostly who are English students (English college students) which are coded as TR1, TR2, TR3, TR4, TR5, TR6, TR7, TR8, TR9, and TR10; and (7) Conducting in-Depth Interview. In this step, some experts readers are asked to validate response or statements they have given in the questionnaire, to measure the quality.

## **D. Findings and Discussion**

The discussion here is divided into three main parts: culture specific items categories, strategies used for dealing with word level non-equivalence problems, and translation quality.

### **1. Culture Specific Items Categories**

Based on the findings, the writer can now begin to outline the 196 data of the cultural specific items in the narrow sense, there are only four kinds of categorized as culture-specific items which have found in central java visitor guide such as ecology, material culture, social culture, and social organization-political and administrative.

The customs dominates the data found 89 data of which average 45.40%. The second highest category is material culture found 69 data of which average 35.20%. The lower category of specific cultural items is ecology which is found 25 data of which average 12.24%. The lowest category is social culture which total data found only 13 with the percentage of 6.63%.

### **2. Strategies Used for Dealing with Word Level Non-Equivalence Problems**



Baker (1992: 26) suggests some strategies to overcome the problems arising in the process of translation related to various types of non-equivalence. As this study is focused on level equivalence, the strategies discussed are limited on that level of equivalence.

There are six Baker's (1992) translation strategies being applied in the translation culture-specific items in central java visitor guide. The most frequently used strategy is translation using a loan word or loan word plus explanation, and the least used strategies is translation by paraphrase using unrelated word. The strategy of translation by illustration and the translation by a more neutral/less expressive word are not found in this study.

Translation using a loan word or loan word plus explanation is the highest strategy of which data reach 157 of 196, with average 80.10 %. The second highest strategy is translation by a more general word found 20 of 196 data with average 10.20 %. There are 8 of 196 data found in the translation by paraphrase using a related word with average 4.08 %, others for translation by omission found 5 of 196 data, with percentage for each strategy 2.55 %.

The similar amount of findings in the translation by a more specific word has 5 of 196 with the percentage average of 2.55 %. The lowest strategy is translation by paraphrase using unrelated word which has only found 1 of 196 with the percentage of average 0.51 %. Further example can be seen below:

- a. Translation by Using Loan Word or Loan Word plus Explanation

This strategy is particularly common in dealing with non-equivalent on culture-specific concepts. In translation by using loan word or loan word plus explanation, one item by not be exist in the particular language because it depends on the environment culture. Once explained the loan word continually can be used on its own, the reader can understand without further explanation. It happens since the translator finds difficult to translate the culture specific items.

Example 1

ST: *Tari bodoran tarian khas cilacap ini ditarikan oleh pasangan muda mudi dengan gerak dasar banyumasan geculan*

TT: **Bodoran dance** this typical dance of cilacap is danced by couple (male and female) with a basic movement of Banyumasan geculan

LT: Bodoran dance this characteristic dance of cilacap is danced by young couples with basic motion of Banyumasan Geculan

From the sample above the word Bodoran comes from the Indonesian source text which is translated to English translator still using the same word of Bodoran. It means that the translation above uses a loan word, because the source text come from Indonesian and transferred similar with the word or phrase in the culture specific items. Since the word Bodoran does not exist in the target language or in other culture, in order to make equivalence the translator use the same word, therefore translator uses this strategy.

- b. Translation by a More General Word

In translation by a more general word, the translator may go up one level in a given semantic to find a more general word that covers the core propositional meaning of the missing hyponym in the receptor language.

Example 2

ST: *Pengunjung dapat menyaksikan pemutaran slide tentang tatacara proses pembuatan **jamu***

TT: Visitors can see the playback of the slide about how the process of making **herbal medicine**

LT: Visitors can see the slides playing about the process how to make herbal medicine

The datum above shows that the word *jamu* translated into herbal medicine for Indonesian people has the meaning traditional medicine made from leafs, roots, or any fruits then it mixtures become one. Only Indonesia has the term of *jamu*. The translator here prefers to choose herbal medicine in order to give reader a concept with which they can identify as something familiar. Therefore translation by a more general word is used in this case.

c. Translation by Omission

This may be drastic kind of strategy, but in fact it may be even useful to omit translating word or expression in some contexts. If the meaning conveyed by particular item or expression is not necessary to mention in the understanding of the translation, to justify distracting the reader with lengthy explanation, translators can often do simply omit translating the word or expression in question.

### Example 3

ST: *Mie ongklok berupa mie, kobis dan kucai yang di rebus setengah matang*

TT: **Ongklok noodle** is a special food consisting of noodle cabbage, chives

LT: Ongklok noodle in the form of noodles, cabbage, and chives in boiled half cooked

From the datum above, the translator here omits the words *di rebus setengah matang* (Literature translation: boiled half cooked), *rebus setengah matang* refers to ongklok noodle which is a special food since it is mentioned in the previous sentence. The translator using this strategy thinks that the word *in boiled half cooked* is not necessary to mention in the understanding of the translation, translator uses this strategy to avoid lengthy explanations.

#### d. Translation by More Specific Word

In this strategy the translator may go down one level in a given semantic field to find a more specific word that covers the core proportional meaning of the word in the source language.

### Example 4

ST: *Objek wisata guci terletak di lereng gunung slamet*

TT: **Guci nature tourism** it is located on the slopes of mount slamet

LT: Guci tourism object is located on the slopes of mount slamet

From the datum above, the phrase *objek wisata guci*, translator translates into guci nature tourism. (Literature translation: tourism object), in this sample the translator uses the word guci nature tourism instead of

*objek wisata* since it sounds more natural. Therefore, the translator tries to specify the word *objek wisata* to nature tourism. The translator uses the strategy of translation by a more specific used in this case.

e. Translation by Paraphrase Using Related Word

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

Example 5

ST: *Julungan merupakan kegiatan bersama untuk mengadakan **bersih desa** dan sedekah bumi*

TT: Julungan is a community event conducted to **sanitize the neighborhood** and as alms procession

LT: Julungan is a community activity to hold the cleaning of the village and earth offerings

From the sample above the word *bersih desa* is translated by the translator *sanitize the neighborhood*. The word *sanitizes* in Cambridge dictionary has the meaning to make something completely clean and free from bacteria. (Literature translation: cleaning), the translator uses the word *sanitize* which is more related according to the context of the text.

f. Translation by Paraphrase Using Unrelated Word

The paraphrase strategy can be used when the concept in the source items is not

lexicalized in the target text. When the meaning of the source item is complex in the target text, the paraphrase strategy may be used instead of using related words; it may be based on modifying a super-ordinate or simply on making clear the meaning of the source item.

Example 6

ST: *Pemandangan alam yang begitu indah dengan flora antara lain lumutdi mulut goa, paku pakuan, dan hutan pinus yang asri*

TT: The area around is also awesome with natural view such as a moss in the cave mouth, ferns, and **beautiful pinery**

LT: natural view that is very beautiful with florals such as a moss in the cave mouth, ferns, and pine forest

From the example datum above, the word *hutan pinus* is translated into *beautiful pinery*. *Pine forest* (literature translation), Pine defines an evergreen tree (one that never loses its leaves) that grows in cooler areas of the world (Cambridge dictionary). The translator uses the word *pinery* since it is more similar with the word pine than the proper language. The word *pinery* itself means *hutan cemara* this word unrelated with the word of *hutan pinus* in the source text. Therefore the translator uses this strategy in this case.

### 3. Translation Quality

Accurately translation required to translate the contents of the text correctly, the result questionnaires from the raters related to the quality of the accuracy cultural specific items translation.

a. Accuracy Level

The accuracy questionnaire which involves the expert raters to give their opinion is given to check whether the meaning in the source text is similar with the target text. By comparing source text and target text, the respondents measure translation accuracy by investigate the incidence of various types of errors and defects in the translated material.

Dealing with accuracy level, the writer uses this following scale: Accurate criteria, the score 3 means that the word/phrase is transferred accurately into the target text and no distortion of meaning; Less Accurate criteria with the score 2 means that the word/phrase is transferred into the target text, but there is distortion of meaning/double meaning or eliminated meaning; Inaccurate criteria with the score 1 means that the word/phrase is inaccurately transferred into target text or deleted.

Based on the questionnaire analysis and result, the out of 196 data, there are 27 data (13.77 %) identified as accurate. The accurate are most identified as translation using a loan word 18 (9.18%). Based on the data, the loan word strategy is high enough to produce an accurate and the other strategy also contributes the accuracy but only few gave contribution for each strategy such as translation by omission found 3 (1.53%) as accurate, translation by paraphrase using a related word 2 data (1.02%), translation by more specific word (superordinate) found 2

data (1.02%), and translation by more general word also found 2 data (1.02%).

Less accurate translation, out of 196 data pairs, 146 (74.9%) are categorized as less accurate. Based on the result of data the translation strategies that contribute to less accurate criteria mostly are translation using a loan word or loan word plus explanation 122 (62.2%). Several other strategies are also slightly contributed on these criteria such as translation by more general word there are 16 data (8.16%). Translation by paraphrase using a related word found 4 data (2.04%), translation by omission only found 2 (1.02%), the same amount for translation by a more specific word 2 (1.02%). And the last contributed as less accurate categorized is translation by paraphrase using unrelated word which is only found 1 data (0.51%).

Inaccurate out of 196 data, only 23 (11.2%) data pairs are considered as inaccurate translation. Based on the result of data the translation strategies that contribute to inaccurate criteria are translation using loan word or loan word plus explanation found 17 data (8.67%). Other strategies categorized as inaccurate are translation by a more general word with the using 2 data (1.02%), translation by paraphrase using a related word only 2 (1.02%), translation by a more specific word only found 1 (0.51%).

Example of Accuracy

ST: *Taman puri Maerokoko yang berada di jalan Yos Sudarso*

TT: **Maerokoko castle park** is located in jl Yos Sudarso



LT: Maerokoco castle park is located on jl Yos Sudarso

In this case the word *taman puri Maerokoco* is changed and transferred into different meaning. Maeroko castle park, since the word *puri* is translated into castle, is related to the context. It shows that the translation is accurate since the translator transferred the meaning of translation by paraphrase using a related word accurately.

This translation is also categorized as accurate since R1, R2, R3, R4, and R5 have given same score of 3. All rater agree that the original message of ST is totally conveyed in TT.

b. Acceptability Level

Acceptability refers to whether a translation has been translated appropriately with the rules, norms, and the prevailing culture in the target language or not, and sounds natural for the target reader.

Dealing with acceptability level the writer uses the scales: The score 3 is given to acceptable translation which means that the word/phrase is natural, it is commonly familiar to the reader and doesn't sound strange. The score 2 is given to less acceptable which means that the word/phrase feels natural, but it is not familiar to you and a bit strange. Finally the unacceptable translation is scored 1 which means that the word/phrase is unnatural, it is not familiar and sound strange.

In addition, the following table shows the percentage of the word/phrase of cultural

specific items found in the central java visitor guide for acceptability level.

From 196 data of culture-specific items, the writer has found 41 (20.9%) the word/phrase of CSIs translation are considered as acceptable, and 116 are considered as less acceptable of CSIs translation (59.1%), 39 data of CSIs are considered unacceptable (19.8 %). The explanations upon the data based on the acceptable level are as follows:

Based on the questionnaire analysis and result, the out of 196 data, there are 41 data (20.9 %) identified as acceptable. The acceptable is most identified as translation using a loan word or loan word plus explanation 35 (17.8%). Based on the data, the loan word strategy is high enough to produce an acceptable translation although some of them need the improvement, and the other strategy also contributes the acceptable but only few gives contribution for each strategy such as translation by paraphrase using a related word found 3 (1.53%) as acceptable, translation by omission 1 (0.51%), translation by more specific word (superordinate) found 1 (0.51%), and translation by a more general word strategy found 1 data with percentage (0.51%).

Less acceptable translation, out of 196 data, 116 (59.1%) are categorized as less acceptable. Based on the result of data the translation strategies that contribute to less acceptable criteria are translation using a loan word or loan word plus explanation 95 (48.4%), translation by a more general word

found 13 (6.63%) data categorized less acceptable, translation by paraphrase using a related word only 2 data (1.02%).

The same thing with translation by a more specific word only 2 data with average for each (1.02%). Several other strategies also slightly contribute on these criteria such as translation by omission; there are 3 data (1.53%). And the last contributing as less accurate categorized is translation by paraphrase using unrelated word which is only found 1 data (0.51%).

Inacceptable out of 196 data, only 39 (19.8%) data pairs are considered as unacceptable translation. Based on the result of data the translation strategies that contribute to Inacceptable criteria are translation using loan word or loan word plus explanation found 27 data (13.7%). Other strategies categorized as unacceptable are translation by a more general word found 6 data (3.06%), translation by paraphrase using related word only 3 data (1.53%), translation by a more specific word with 2 data (1.02%) and the last contributed as unacceptable is translation by omission 1 data (0.51%).

There are 41 data which belong to acceptable translation. In this case the raters give 3 score since the word/phrase is natural, it is commonly familiar to the readers and does not sound strange.

Example of Acceptability

ST: *Pengunjung dapat menyaksikan pemutaran slide tentang tatacara proses pembuatan **jamu***

TT: Visitors can see the playback of the slide about how the process of making **herbal medicine**

LT: Visitors can see the played slides about the process of making *jamu* (*jamu*=herbal medicine)

From the sample above, the word *jamu* is translated into herbal *medicine*. The word *jamu* there is only in Indonesian in order to make the visitors understanding translator then transferred into herbal medicine. This translation uses a more general word and the raters considers as acceptable translation. All raters have given the same score of 3 because the word herbal is commonly familiar and does not sound strange.

c. Readability Level

Readability is defined as how easily the cultural specific items translation can be read and understood. In this study, the scores that represent the readability level are given by five raters. Three four raters are the experts raters coded as R1, R2, R3, R4, and one rater is a translator coded as R5. The scores that represent the readability level are also given by 10 target readers which are coded as TR1, TR2, TR3, TR4, TR5, TR6, TR7, TR8, TR9, and TR10.

Dealing with readability level the writer uses the scales: the high readability is scored 3, which means that the word/phrase can be understood easily, the readers read fluently because the word/phrase is understandable. The less readability is scored 2, which means that the word/phrase can be understood, however it should be read more than once to

understand, the readers stop for a while then re-read the translation (sufficient readability). And finally unreadable translation is scored 1, which means that the word/phrase is difficult to understand or cannot be understood at all (low readability).

From 196 data of culture-specific items, the writer has found 90 the word/phrase of CSIs translation considered as high readability (45.9%), and 80 as sufficient readability of CSIs translation (40.8%), and amount 26 data of CSIs which are considered low readability (13.2 %). The explanations upon the data based on the readability level are as follow:

Based on the questionnaire analysis and result, the out of 196 data, there are 90 data (45.9 %) identified as high readability. The high readability is most identified as translation using a loan word or loan word plus explanation 76 (38.7%). Based on the data, the loan word strategy is high enough to produce high readability translation, and the other strategies also contribute the acceptable but only few gave contribution for each strategy such as translation by a more general word found 7 (3.57%) as high readability, translation by more specific word (superordinate) found 3 (1.53%), and translation by omission 2 (1.02%), translation by paraphrase using a related word only 1 (0.51%), and paraphrase using unrelated also found 1 (0.51%).

Sufficient readability translation, out of 196 data, 80 (40.8%) are categorized as sufficient readability. Based on the result of

data the translation strategies that contribute to sufficient readability criteria are translation using a loan word 66 or loan word plus explanation 66 (33.6%), translation by a more general word found 10 (5.10%) data categorized sufficient readability, translation by omission only 3 data with average (1.53%), translation by paraphrase using a related word only 1 (0.51%).

Low readability, out of 196 data only 26 (13.2%) data are considered as low readability translation, based on the result of data the translation strategies that contribute to low readable criteria are translation using loan word or loan word plus explanation found 15 data (7.65%). Other strategies categorized as low readability are translation by a more general word found 3 data (1.53%), translation by a more specific word with 2 data (1.02%) and translation by paraphrase using related word only 6 data (3.06%).

There are 90 data which are categorized as high readability. In this case, the raters and target readers give 3 score since translated CSIs can be easily understood. The readers read fluently because the translation of CSIs is understandable.

Example of Readability

ST: **Sagon** snack yang terbuat dari tepung dan kelapa

TT: **Sagon** it is a kind of snack made of flour and coconut

LT: Sagon snack made of flour and coconut

From the example above, all raters and all target readers decide this CSIs translation

is high readability, because they read fluently and the translation of CSIs is understandable. The words that the translator uses in TT are familiar and understandable to Indonesian people. In Indonesia the word *sgon* is indeed to tell snack made of flour and coconut. All raters read fluently the word/phrase and high readability.

## **E. Conclusion**

From the finding above, it can be concluded that the most dominant strategy used by translator for CSIs translation is translation using a loan word or loan word plus explanation. It happens since the translator finds difficulty to translate the culture specific items and modern concepts. That is why following the loan word or loan word plus explanation is very useful to make the readers fully understand.

The accuracy and acceptability of the translation are also mostly in translation using a loan word. The using of loan word does not mean that the translation products of CSIs has bad quality, it is not because of the translation using a loan word itself but because of the sentence's structure which has errors in grammatical and ambiguous language structure. Translator in transferring the source text into target text does not totally convey and have clear meaning. Therefore, those results also influence the readability translation which all the raters consider only a half have high readable category.

Based on the findings in conducting the research, the writer can give suggestions to readers, translators, and other researchers. For the readers, they are suggested to learn about translation in order to have a better understanding upon translation in general, and particularly translation product related to cultural specific items because learn more about

tourists object and all the things related to culture-specific items really interesting to be learnt.

The translator should be more aware of characteristics at word level equivalence strategies as each type of them needs specific translation strategies, therefore the messages and the meanings of the source text can be transferred proportionally and appropriately into target text.

Finally, it is better for other researchers to know the kinds and strategies at word level equivalence, so the culture-specific items can be analyzed thoroughly. In addition, for the next researchers it is suggested to find the qualified native English speaking raters, because the translation is into English. Therefore, the quality of the translation product can be assessed accurately.

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