

## DOMESTICATION AND FOREIGNIZATION IN TRANSLATION: A CASE STUDY TOWARD NOVEL HEIDI INTO HEIDI

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### Abstract

This research was aimed to investigate the implementation of domestication and foreignization strategies of translation. The investigation was done through the analysis toward techniques of translation applied in the novel Heidi into Heidi. The researchers also analyzed the most frequently-applied strategy of translation in the novel. Moreover, the researchers conducted an interview with the translators of the novel to know the translator's reason and cultural background that might influence their strategy of translation. Cultural approach was used in analyzing this research. Those were used by the researchers to explain textual analysis. The data used as objects in this research were taken from the novel Heidi in forms of words, phrases, and expressions closely related to culture and their translation in Heidi. The novel is published by Atria and Bentang Pustaka Publisher. Since it was a library research, the data were also taken from some books, researches, journals, articles from the Internet and newspaper to provide information needed for the analysis. Hence, in conducting this research, descriptive qualitative method was applied to elaborate the data concerning to the problems formulated. As the result, strategies of translation, domestication and foreignization, are implemented through some techniques of translation. The novels Heidi, translated by AT and BPT, applied more than one technique of translation. The most frequently applied strategy of translation applied in the novel is domestication strategy of translation, 77.78%. the cultural background such as education, family, and translating experience of AT influenced her translation.

**Key words:** Domestication, Foreignization, Translation.

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### INTRODUCTION

As a human, communication is essentially important in our life (Tiono & Sylvia, 2004). Communication needs a language as the medium to send and accept the meaning of communication (Febriantini et al., 2021). What is at stake is the very cultural identity itself, as well as the exchange of information and knowledge. It explains that translation serves as a medium of communication to deliver information and knowledge (Kardiansyah & Salam, 2020b). Nowadays, many books are translated into various languages. What coming into people mind when reading a translated book is how the point of information of the researchers can be understood well by the reader. A text transformed from source language to target language is sometimes viewed as the meaning of translation only (Rido, 2011). It is important for the translator to put the authors messages to the reader in the first place. However, seeing the translation merely from that point is not enough (Afrianto & Ma'rifah, 2020). Whatever, the result of good translation is seemed on the reader understanding.

Atria and Bentang Pustaka are two publishing companies which actively produce translated books from various languages into Indonesian Language. The publishers have

the authority to make the policies and help the translator decide strategies available in translation, whether to domesticate or foreignize the translation (Kardiansyah & Salam, 2021). It is important for translators to control the transfer of meaning. Translator might tend to emphasize the source language or target language in producing their translation. If the translator, when translating or in his/her translation, tends to reduce of foreign terms, it means that he emphasizes on the target language, and it also means that he/she applies domestication strategy of translation (Zaenal Abidin, 2018).

Cross cultural communication occurs between people coming from different places, languages, understanding (Wahyudin & Kuswoyo, n.d.), and perception toward cultural term itself (Sari & Wahyudin, 2019). Translation seems as a tool to transfer the meaning in cross cultural communication. Foreignization translation is one of translation strategies providing the readers knowledge about different cultural terms. The translator may retain the cultural terms in their translation. According to (Kardiansyah & Salam, 2020c) Many English books and novels are translated into Indonesian by translators working for publishing companies, such as Atria and Bentang Pustaka. They have produced many translated books and novels. One of the English novel translated is *Heidi* into *Heidi* in Indonesian. It is the novel that the researchers analyzes in this research. This novel describes a fatherless girl who struggles in her life. She lives in a mountain with her grandfather. Atria and Bentang Pustaka publish various kinds of book. One of them is a novel *Heidi* into *Heidi*. It has inspired a lot people in the world since it was launched in 1900s. *Heidi* has been translated into more than 50 languages around the world. This novel is published by more than 10 publishers. The Novel *Heidi* by Atria Publisher is translated by Mutia Dharma, meanwhile the novel *Heidi* by Bentang Pustaka publisher is by Leo Sabath. The researchers chose this novel, since it contained some of words, phrases, and expression closely related with culture. Both of translator also showed different translation in translating the cultural term.

## LITERATURE REVIEW

### Translation

Translation is defined as the process of transforming the meaning from source language to target language (Kardiansyah & Salam, 2021). Translation applies to give fluency in reading (Kardiansyah & Salam, 2020a). According to cultural point of view, translation also acts as the medium of cross- cultural communication. However, translation product must be seen smooth. Translation has become the part of communication among people from different places, social, and cultural backgrounds. It is the translator as a medium to deliver messages from the author to the reader as fluently as possible. In the globalization era, language development is shared largely every time. People tend to understand other languages than their mother tongue language only (Oktaviani et al., 2020). They learn other languages to develop knowledge through communication. Language may be still an important barrier in communication and translation is still necessary for successful communication.

### Strategies of Translation

There are some differences between translation techniques, procedure, and strategy which is stated by translation experts (Tiono & Sylvia, 2004). Techniques describe the result obtained and can be used to classify different types of translation solution. According to

(Simamora & Oktaviani, 2020) Strategies are related to mechanism used by translator throughout the whole translation to find a solution to the problems they find. Based on statement above, it is becoming translator's responsibility to keep the transparency and objective in translation. Translators are expected as a person who knows exactly the meaning both source and target language. However, domestication and foreignization deal with the question of how much a translation assimilates a foreign text to the translating language and culture, and how much it rather signals the differences of that text. ((Aminatun et al., 2019), (Rido et al., 2021), (Kuswoyo & Audina, 2020)) Strategies of translation applied by the translator can be used to examine whether the translator tends to emphasize on cultural terms of source language or target language. In this case, domestication and foreignization strategies of translation are able to gain the influences of culture on translation (Kuswoyo et al., 2020).

### **Techniques of Translation**

To support the comprehension of translation strategy, the researchers needs spesifically analyze the translation techniques applied by the translator. Here are 18 techniques of translation as proposed by Molina and Albir: adaptation (Aguss, 2021), Amplification, borrowing, calque, compensation, description (Ayu & Zuraida, 2020), discursive creation, established equivalent, generalization, Linguistic amplification, Linguistic compression, Literal translation, modulation, particularization, reduction, Substitution (linguistic, paralinguistic), transposition, variation ((Qodriani & Wijana, 2020), (Reranta & Gulö, n.d.)).

### **The Comparison of Domestication and Foreignization in Translation**

This research is aimed to see domestication and foreignization strategies of translation in the translation of words and phrases closely related to culture in the novel *Heidi* translated into *Heidi*. The comparative study is needed to find out the distinction between domestication and foreignization influenced by translator's culture ((Ruyani & Matthews, 2017), (KENDRA, 2015), (Sulistiani & Tjahyanto, 2017)). The history of comparative study about domestication and foreignization was started on the 19th century.

### **METHOD**

In this research, the researchers applied library research which all of the data were taken from written books and article that correspond to the domestication and foreignization in translation and translator's cultural background. Library research is the research which uses literature such as books, notes, journal, and documentation (Suprayogi, 2021). According to (Huda & Fernando, 2021) Library research provided much assistance to find further information in order to give the researchers more comprehension in doing the analysis. In this research, the researchers tends to collect descriptive information by giving detailed description and explanation of the phenomenon studied rather than providing and analyzing statistics (Z Abidin & Ahmad, 2021). Therefore, this research used a descriptive qualitative method. Descriptive qualitative research is accomplished by giving explanation of the issue in the analysis. The data sources of this research were taken from the novel *Heidi* which is translated into Indonesian language *Heidi* published by Atria Publisher and Bentang Pustaka Publisher. The data taken were in forms of words (Pranoto & Afrilita, 2019), phrases (Fischer-Starcke, 2009), and expressions

closely related to culture in *Heidi* and their equivalents in *Heidi* published by Atria Publisher and Bentang Pustaka Publisher.

## RESULTS AND DISCUSSION

### Cultural Term of Ecology

Geographical features can be normally distinguished from other cultural terms in that they are usually value-free, politically (KUSWOYO et al., 2013) and commercially. Nevertheless, their diffusion depends on the importance of their country of origin as well as their degree of specificity. For example, the name of flora, fauna, winds, and other ecological material might produce different value in different culture. Here, the researcher shows different translation of ecological terms found in the novel *Heidi* translated into *Heidi* by Atria and Bentang Pustaka's translators. For example, the flora and fauna of a warm region may consist of tropical to warm-temperate vegetation. The flora is usually explained in biological terms to include the genus and species of plant, their preferred growing or breeding habits, and their connection to one another in the environment as well. In addition to geographical groupings, environment also helps further their classification. For example, aquatic flora and fauna of a region refers to the plant and animal life found in the waters in or surrounding a geographic region. There are three data of cultural terms found. They can be seen in the following data:

Data	SL	TL by AT	TL by BPT
10	Behind the hut stood three old <b>fir trees</b> , with long, thick, unlopped Branches (Heidi:1880:5)	<i>Di belakang pondok terlihat tiga <b>pohon pinus</b> tua, dengan cabang-cabang yang panjang, tebal, dan lurus</i> (Heidi:2009:17)	<i>Tiga <b>pohon cemara</b> tua dengan dahan-dahan yang besar berdiri di belakang gubuk itu.</i> (Heidi:2010:16)
29	every fresh puff brought a waft of fragrance from the <b>fir trees</b> . (Heidi:1880:282)	<i>Setiap tiupan membawa wewangian dari <b>pohon pohon cemara</b></i> (Heidi:2009:329)	<i>Udara gunung yang sejuk dan harum oleh aroma <b>pohon-pohon cemara</b></i> (Heidi:2010:282)

The data *fir tree* was translated into *pohon cemara* and *pohon pinus* by AT and BPT. *Fir tree* is any pyramidal coniferous tree of the temperate genus *Abies*, having single needle-like leaves and erect cones: family *Pinaceae*. In Indonesia, *pohon cemara* is the closest family of *fir tree*. Fir is type of tree with leaves like needles throughout the year. It is closely similar with pine. In the other hand, *Pines* or *pohon pinus* are trees in the genus, in the family *Pinaceae*. They make up the monotypic subfamily *Pinoideae*. There are about 115 species of pine, although different authorities accept between 105 and 125 species. Pine is a tree that produces cones and has thin sharp leaves throughout the year, pines grow in cool northern regions. *Pohon cemara* usually found in the mountain and uphill meanwhile and well-known as evergreen tree, it is a tree or bush that has green leaves throughout the year. They have different form.

AT translates the term into *pohon pinus* through adaptation technique of translation. Because the term *pohon pinus* is mostly found in Indonesian region and children environment. Meanwhile, in other page, it is translated into *pohon cemara* by using adaptation technique of translation (Zaenal Abidin et al., 2021). The translator tries to find the closest term with *fir tree*. Moreover, (Kuswoyo, 2014) adaptation technique of translation is emphasizing on domestication strategy of translation. *Pohon cemara* and *pohon pinus* are two kinds of mountain tree that exist in Indonesia. In translating the term *fir tree*, BPT translates into *pohon cemara* through adaptation technique of translation and refers to domestication strategy of translation. The translator wants to give a clear description about the tree and mountain, it is to make it more natural to the target language reader, the translator translates *fir tree* into *pohon cemara* since the term *pohon cemara* is more acceptable in the target language's culture. AT uses adaptation technique of translation because of her knowledge about *fir tree*. She tends to use domestication strategy of translation in this translation. *Pohon pinus* and *pohon cemara* are more common for Indonesian reader. In one hand, BPT also uses adaptation technique of translation because his educational background as scientist. BPT knows that *pohon cemara* or *pohon pinus* has a similar form like fir tree, so he applies domestication strategy of translation to minimize reader strangeness about *fir tree* term.

### The Most Frequently-Applied Strategy of Translation

This reserach is also aimed to investigate the most frequently-applied strategy of translation, domestication and foreignization in the novel *Heidi* into *Heidi*. It can be seen in the following table:

Atria					Bentang Pustaka				
Stra	Tech	Data	Total	%	Stra	Tech	Data	Total	%
Dom	Adapt	10,29, 7,27	4	14.82	Dom	Adapt.	10,11, 21,25, 29	5	18.52
	Est.eq	1,5,9, 11,12, 13,19, 22,23, 25,26, 28	12	44.44		Compen.	14	1	3.7
	Gen	14,15, 21	3	11.11		Est.eq	7, 12, 14,19, 26	5	18.52
	Nat.bor	6, 12	2	7.41		Gen.	9,13, 22	3	11.11
						Modul	27	1	3.7
						Nat.bor	16,18, 20	3	11.11
						Part.	5, 23	2	7.41
			21	77.78				21	77.77
Foreign	Literal	17	1	3.7	Foreign	Disc.crea	17, 28	2	7.41
	Pure.bor	14,16, 18,20, 24	5	18.52		Pure.bor	1, 12, 15,24	4	14.82

			6	22.22				6	22.23

The table above shows the implementation of domestication strategy of translation in the novel *Heidi* into *Heidi* by Atria publisher can be through some techniques of translation, they are adaptation, establish equivalent, generalization, naturalized borrowing, and particularization. The researcher finds 21 data or 77.78% for domestication strategy of translation. The implementation of adaptation technique of translation is found in four data or 14.82%, they can be seen in data number 10, 29, 7, 23, established equivalent of translation is found in 12 data or 44.44%, they can be seen in data number 1, 5, 9, 11, 12, 13, 19, 22, 23, 25, 26, 28, generalization technique of translation is found in three data or 11.11%, they are the data number 14,15, 21, naturalized borrowing technique of translation is found in two data or 7.41%. The table shows the implementation of six data or 22.22% related to foreignization strategy of translation in the novel *Heidi* into *Heidi* by Atria publisher can be through some techniques of translation, they are calque, literal, and pure borrowing technique of translation. The researcher also finds six data for foreignization strategy of translation which divided through literal in data 17 or 3.7%, and pure borrowing technique of translation is found in five data or 18.52%, they are data number 14,16,18,20,24. On the other hand, the implementation of domestication strategy of translation in the novel *Heidi* into *Heidi* by Bentang Pustaka Publisher can be through some techniques of translation, they are adaptation, compensation, established equivalent, generalization, modulation, naturalized borrowing, particularization.

## CONCLUSION

Conclusion in the research is needed to draw the result or answer of the problems in this research. The researcher analyzes about the translation of cultural terms from the novel *Heidi* into *Heidi* published by Atria and *Heidi* published by Bentang Pustaka. The analysis includes the categories of cultural terms, technique of translation, strategy of translation, and translator's cultural background that influence the result of translation. The techniques that emphasize on target language implemented in novel *Heidi* into *Heidi* by Bentang Pustaka translator are naturalized borrowing, adaptation, established equivalent, generalization, modulation, particularization, amplification, compensation, while the techniques that emphasize on source language implemented in novel *Heidi* into *Heidi* by Bentang Pustaka translator are discursive creation and pure borrowing.

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