

**TRANSLATION STRATEGIES OF PROPER NAMES IN JO'S BOYS AND HOW THEY
TURNED OUT AND ITS INDONESIAN TRANSLATION**

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Abstract: *The aim of this paper is to identify translation strategies applied by the translator in transferring an English children book to Indonesian. Proper names have a cultural connotation and should be translated using appropriate techniques whether they relate to people, locations, or other fictional characters, they usually have important language or cultural quirks that make translation challenging. The examination is carried out on the case of the translation of English novel entitled Jo's Boys and How They Turned Out which written by Louisa May Alcott in 1886 and its translation entitled Jo's Boys - Sepuluh Tahun Kemudian, translated by Djokolelono. The paper analyzes how proper names alluding to living animals, topographical or geological names were interpreted. The writer uses a qualitative descriptive method and will analyzed descriptively in the form of documents. The writer is comparing the proper name translation in source text and target text, and then categorize them into types of the proper name using theory from Anastasia Parianou (2007). Then, those categories are described and classified using theory from Eirlys E. Davies (2003) to detect what translation strategies used by the translator. The result shows that from 189 data collected, there are 7 categories of proper names and 7 translation strategies detected. They are Personal names and personifications (65%), Geographical names (16%), Names of unique events (7%), Names of unique objects and works of art (6%), Names of institutions and facilities (4%), and Trademark names (2%). The translation strategies used by the translator are Preservation (93%), Localization (45%), Addition (33%), Transformation (9%), Creation (5%), Globalization (2%), and Omission (2%).*

Keywords: *translation, proper names, category, strategy.*

Abstrak: Tujuan dari makalah ini adalah untuk mengidentifikasi strategi penerjemahan yang diterapkan oleh penerjemah dalam mentransfer buku anak-anak bahasa Inggris ke bahasa Indonesia. Nama yang tepat memiliki konotasi budaya dan harus diterjemahkan menggunakan teknik yang tepat apakah berhubungan dengan orang, lokasi, atau karakter fiksi lainnya, mereka biasanya memiliki bahasa atau kebiasaan budaya penting yang membuat terjemahan menjadi menantang. Pemeriksaan dilakukan pada kasus terjemahan novel bahasa Inggris berjudul Jo's Boys and How They Turned Out yang ditulis oleh Louisa May Alcott pada tahun 1886 dan terjemahannya yang berjudul Jo's Boys - Sepuluh Tahun Kemudian, diterjemahkan oleh Djokolelono. Makalah ini menganalisis bagaimana nama yang tepat yang menyinggung hewan hidup, nama topografi atau geologi ditafsirkan. Penulis menggunakan metode deskriptif kualitatif dan akan dianalisis secara deskriptif dalam bentuk dokumen. Penulis membandingkan terjemahan nama yang tepat dalam teks sumber dan teks target, dan kemudian mengkategorikannya ke dalam jenis nama yang tepat menggunakan teori dari Anastasia Parianou (2007). Kemudian, kategori-kategori tersebut dijelaskan dan diklasifikasikan menggunakan teori dari Eirlys E. Davies (2003) untuk mendeteksi strategi penerjemahan apa yang digunakan oleh penerjemah. Hasil penelitian menunjukkan bahwa dari 189 data yang dihimpun, terdapat 7 kategori nama yang tepat dan 7 strategi penerjemahan yang terdeteksi. Mereka adalah Nama dan personifikasi pribadi (65%), Nama geografis (16%), Nama peristiwa unik (7%), Nama objek dan karya seni unik (6%), Nama lembaga dan fasilitas (4%), dan Nama merek dagang (2%). Strategi terjemahan yang digunakan oleh penerjemah adalah Pelestarian (93%), Lokalisasi (45%), Penambahan (33%), Transformasi (9%), Penciptaan (5%), Globalisasi (2%), dan Kelalaian (2%).

Kata Kunci: *terjemahan, nama yang tepat, kategori, strategi.*

INTRODUCTION

Proper names are, in theory, outside the bounds of language and should be found in encyclopaedias as opposed to dictionaries. According to Mill, as stated in Newmark (1988), proper nouns are untranslatable and should not be translated because they have no meaning or connotation. Nevertheless, a cursory examination of translated literature and a comparative analysis of translated and original texts demonstrate the opposite and bolster the argument that proper noun translation is not a straightforward and unambiguous matter. Proper names have a cultural connotation and should be translated using appropriate techniques such as transference, cultural equivalents, or functional equivalents, according to

Newmark (1988). Whether they relate to people, locations, or other fictional characters, they usually have important language or cultural quirks that make translation challenging.

When proper names occur in a literary work, we can assess their presence by considering many factors such as the usage of unique names, the use of meaningful names, the interpretation of names, their role in characterization, proper name allusions, the function or effect they make in the text, etc. Most of us might assume that proper names are never translated, but when we compare translations to the original texts (ST), we see that proper names are used in a variety of ways by translators. One of the most challenging tasks for any translator working on classic children's literature is translating proper names. To put it simply, proper names are not like other words, whose translations are readily available in dictionaries. According to Hermans (1988, p.12, as reported in Manini 1996, p.161), they occupy an exceptional position with regard to the language system because of their minimal integration to it. Therefore, since translating proper names is a difficult task for all translators, more care must be taken when doing so. In this study, research about proper names in classic children's literature has been conducted. We classify the proper names found in early 189 data using Parinou's theory, then analyse those classification into the strategy used by the translator using Davies' theory that can be seen in the next section.

RESEARCH METHODOLOGY

The writer uses a qualitative descriptive method where verbal and non-numeric data as the basic analysis of the research are being studied (Farkhan, 2015, p. 2). The data will be analyzed descriptively in the form of documents such as words, pictures, or recordings (Sugiarto, 2015, p. 9). Furthermore, this study uses comparative text between English as the source language and Indonesian language as the target language by using the theory by Lincoln Fernandes concerning translation strategy of a proper name.

In doing this research, firstly, the writers read the novel and found the proper name of the source language SL (English) and target language TL (Bahasa Indonesia). The next is comparing the proper name translation of SL and TL, and then categorize them into the types of the proper name. The fourth is analyzing the strategy used, and the last is describing conclusions and suggestions.

The unit analysis of this research is the English novel entitled *Jo's Boys and How They Turned Out* which written by Louisa May Alcott in 1886 and published by Little, Brown, and Company in 1910, and its translation entitled *Jo's Boys - Sepuluh Tahun Kemudian*, translated by Djokolelono and published by Gramedia Pustaka Utama in 2015.

RESULT AND DISCUSSION

The result shows that from 189 data collected, there are 7 categories of proper names and 7 translation strategies detected. They are Personal names and personifications (65%), Geographical names (16%), Names of unique events (7%), Names of unique objects and works of art (6%), Names of institutions and facilities (4%), and Trademark names (2%). The translation strategies used by the translator are Preservation (93%), Localization (45%), Addition (33%), Transformation (9%), Creation (5%), Globalization (2%), and Omission (2%). This result is presented in the pie below:

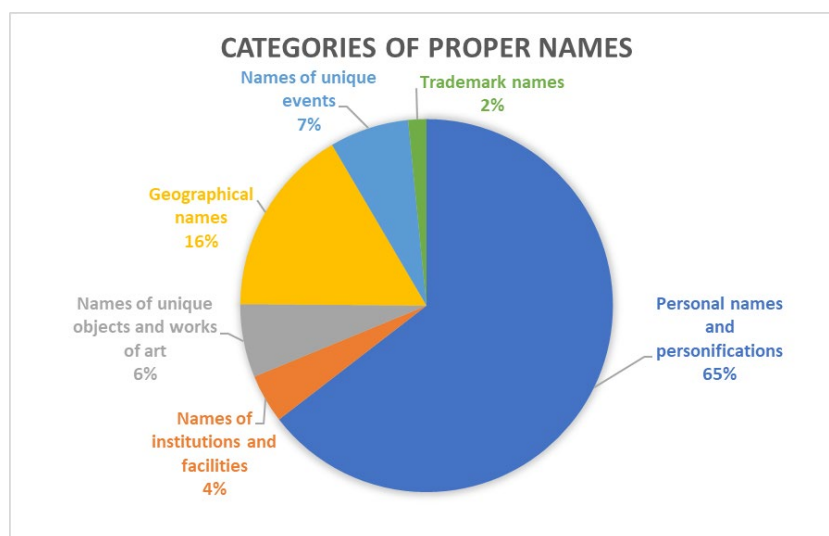


Figure 1. Categories of Proper Names

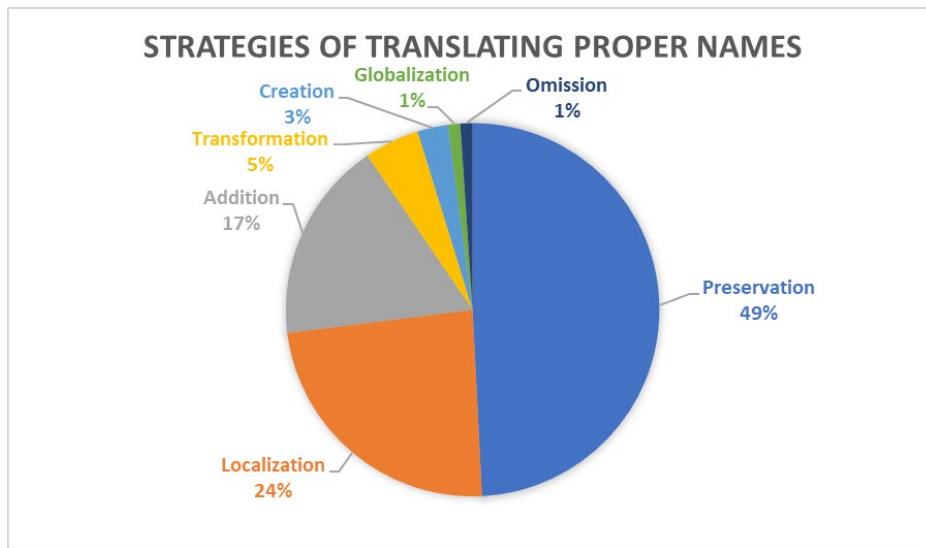


Figure 2. Strategies of Translating Proper Names

The researcher has obtained 189 data from chapter 1 until chapter 4 proper names in English-Indonesian novel *Jo's Boys and How They Turned Out*, written by Louisa May Alcott, and its translation, *Jo's Boys - Sepuluh Tahun Kemudian*. The researcher display 14 data below. The researcher classify the proper names by describing the meaning in the target language, categorizing its type, and analyzing the strategies used. To get a further description of the analysis, the researcher tries to illustrate the data collected as follows:

Preservation

It applies direct or literal translation, which the ST term is maintained or preserved.

Datum 1

SL	Type of Proper Name	TL
Mrs. Jo (p. 7)	Personal names and personifications	Mrs. Jo (p.7)

Analysis:

In the data above, the proper name "Mrs. Jo" refers to a woman named Jo. This is categorized as personal names and personifications. The proper name "Mrs. Jo" is retained into "Mrs. Jo" in the target text. It shows that the translator applied preservation strategy as it includes maintaining the form of the source text into the target text. The proper name, "Mrs", might be replaced by *yonya* or *Ibu* in Indonesia, *Nyonya Jo* or *Ibu Jo* because the literal meaning of Mrs is *Nyonya* or *Ibu*.

Datum 2

SL	Type of Proper Name	TL
Plumfield (p.7)	Names of institutions and facilities	Plumfield (p.7)

Analysis:

The proper name is "Plumfield " refers to an institution which includes a school, home, and charity. This proper name is categorized as names of institutions and facilities. Preservation strategy is used by the translator in translating the proper name. The source text "Plumfield" is retained into "Plumfield" in the target text. The name does not need to be translated because it refers to the name of an Institution. Additionally, the name of a place is not supposed to be translated unless the place has an established translation.

Addition

It introduce the SL term to the target readers but give some details or information to make it understandable.

Datum 3

SL	Type of Proper Name	TL
The Sioux (p.75)	Personal names and personifications	Suku Sioux (p.84)

Analysis:

“The Sioux” in the data above is a proper name. It is categorized as personal names and personification as it is a name of a human race. The proper name “The Sioux” is translated into “Suku Sioux”. It means that the proper name is delivered to the target text by applying addition strategy into “Suku Sioux”. This strategy was used in order to give additional detail but still maintained the source language item. Addition occurs when the translator decides to keep the original item but supplements the text with whatever information is judged necessary. In the target language the translator adds the word “Suku” which means “race” to make it clearer to the reader in the target language.

Datum 4

SL	Type of Proper Name	TL
Diana (p.27)	Personal names and personifications	Diana ⁹ (p.30) ⁹ Dewi Romawi, dewi perburuan, keperawanan, kesusastraan, dan bulan.

Analysis:

The word “Diana” in the data above is a proper name. It is categorized as personal names and personification as it is a name of a supernatural or imagined being which is a goddess. The proper name “Diana” is translated into “Diana⁹” by applying addition strategy. Addition occurs when the translator decides to keep the original item but supplements the text with whatever information is judged necessary. In the target language the translator adds a footnote “⁹Dewi Romawi, dewi perburuan, keperawanan, kesusastraan, dan bulan” make it clearer to the reader in the target language.

Localization

It occurs when the translator tries to anchor a reference firmly in the culture of the target audience

Datum 5

SL	Type of Proper Name	TL
Rome (p.81)	Geographical names	Roma (p.91)

Analysis:

The proper name “Rome” refers to the capital city of Italy. This proper name is categorized as geographical names. Geographical place includes places, and no exception for the name of country, island, town, or even city. The word “Rome” is translated into “Roma” in the target language, which is considered to have been adjusted writing and spelling based on KBBI. It shows that localization strategy used by the translator for translating the word. Localization strategy occurs when the translator tries to anchor a reference firmly in the culture of the target audience. This strategy also includes when proper nouns are adapted phonologically, morphologically or gender endings. The phoneme and pronunciation are adapted to the target language in accordance with agreement that has been made.

Datum 6

SL	Type of Proper Name	TL
Ugly Duckling (p.45)	Personal names and personifications	si itik buruk rupa (p.50)

Analysis:

The type of the proper name the Ugly Duckling is an addressing name because it gives someone title, nickname, or address to know or call him or her. This proper name is categorized as personal names and personifications. The name is translated using localization strategy; it is translated directly into “si itik buruk rupa” and the translator translated added *si* which is a general addressing term in target language. In English, Ugly Duckling has its explanation as someone who has an ugly face and it has an equivalent context in Indonesian, *si itik buruk rupa*.

Transformation

It occurs when translator involves an alteration or distortion of the original

Datum 7

SL	Type of Proper Name	TL
Heaven (p.62)	Names of unique events	Langit (p.70)

Analysis:

The word Heaven in the above data is categorized as a proper name. The type of this proper name is names of unique events: geological, historical, and prehistoric eras. The word “Heaven” is not translated literally into “surga”, but is translated into “Langit” which means “sky” in the target language. It means that the translator applied a transformation strategy in translating it. The transformation strategy is applied by involving an alteration or distortion of the original word that changes the meaning with the equivalent term in the TL.

Datum 8

SL	Type of Proper Name	TL
The Saturday Tattler (p.55)	Trademark names	Surat Kabar Gosip Sabtu (p.62)

Analysis:

The word the Saturday Tattler in the above data is categorized as a proper name. The type of this proper name is trademark names: brand names and trademark. “The Saturday Tattler” is the name of a newspaper and it is not translated literally, but is translated into “Surat Kabar Gosip Sabtu” in the target language. The word “Tattler” means someone who tattles or gossip, but it is translated into “Surat Kabar Gosip” in the target text to make it more equivalent in the target text. Thus, the translator applied a transformation strategy in translating it. The transformation strategy is applied by involving an alteration or distortion of the original word that changes the meaning with the equivalent term in the TL.

Globalization

It occurs when translators involve the process of replacing culture-specific references with the ones which are more neutral or general

Datum 9

SL	Type of Proper Name	TL
Evening Tattler (p.21)	Trademark names	Berita Sore (p.23)

Analysis:

The proper name “Evening Tattler” in the above data is categorized as Trademark type of proper name. The proper name “Evening Tattler” is translated into “Berita Sore” which makes it more general. “Tattler” means “gossip”, but the translator translated it into “berita” which means “news”. Evening Tattler is the name of a newspaper which contains gossip. The translator seemingly attempted to replace the Evening tattler into *Berita Sore* in order it can be understandable without any misleading and make it more general. Globalization strategy occurs when translators involve the process of replacing culture-specific references with the ones which are more neutral or general.

Datum 10

SL	Type of Proper Name	TL
Indian Squaw (p.68)	Personal names and personifications	Gadis Indian (p.76)

Analysis:

“Indian Squaw” in the data above is a proper name. It is categorized as personal names and personifications as it refers to women nicknames. “Indian Squaw” is translated into “Gadis Indian” by applying globalization strategy. In the past, people sometimes referred to a Native American woman as a “squaw”, and it is considered offensive. The translator translated “Squaw” into “gadis” and made it sound more neutral in the target text.

Omission

It occurs when the translator decides to omit problematic culture-specific items altogether, so that no trace of it is found in the translation

Datum 11

SL	Type of Proper Name	TL
Claude Melnotte's Famous Speech (p.17)	Name of a unique object and workS of art	Dialog Claude Mellnote (p.19)

Analysis:

The proper name “Claude Melnotte's Famous Speech” is classified as a name of a unique object and work of art as it is included in a literary work. Claude Melnote is a character in a melodrama written in 1938 entitled *The Lady of Lyons*. “Claude Melnotte's Famous Speech ” in the source text is not fully translated into the target language. The proper name “Claude Melnotte's Famous Speech” is translated into “Dialog Claude Melnotte” in the target language by applying an omission strategy. The translator omits the word “famous”, which means “terkenal” so that it does not exist in the TT.

Datum 12

SL	Type of Proper Name	TL
The Dear Old Chirper (p.19)	Personal names and personifications	Si Burung berkicau (p.20)

Analysis:

In the data above, “The Dear Old Chirper” is categorized as a proper name. The type of this proper name is personal name and personification because it is a kind of nickname. “The Dear Old Chirper” in the source text is not fully translated into the target language. The phrase “The Dear Old Chirper” is translated into “Si Burung berkicau” in the target language by applying an omission strategy. The translator omits the words “dear old”, which means “tua tersayang” so that it does not exist in the TT.

Creation

It occurs when the translator transfers the ST item by recreating it into a totally different one.

Datum 13

SL	Type of Proper Name	TL
Oliver Twist (p.51)	Personal names and personifications	mereka (p.58)

Analysis:

“Oliver Twist” in the data above is a proper name. It can be categorized as personal names and personifications as it is a name of a famous novel character. The name Oliver Twist is defined as unromantically portrays the sordid lives of criminals and exposes the cruel treatment of the many orphans in London in the mid-19th century. The proper name “Oliver Twist” is translated into “mereka” which means “they” in the target language. Creation strategy occurs when the translator recreates source text name to be one which is firmly or totally different from the target text or is not present in there. In this case, the proper name “Oliver Twist” is rendered into “mereka” referring to kids which has literally different meanings in target language. The translator seemingly attempted to replace the Oliver Twist into “mereka” as the name is a nickname for the kids in the story, so it becomes understandable without any misleading for the readers of the target text.

Datum 14

SL	Type of Proper Name	TL
Giddy-gaddy (p.16)	Personal names and personifications	Nona Huru-hara (p.17)

Analysis:

“Giddy-gaddy” is a proper name. It is categorized as personal names and personifications as it is a nickname of a person in the story. The proper name Giddy-gaddy is translated into *Nona Huru-hara* in the target language by applying creation strategy. In this case, the word Giddy-gaddy is translated into *Nona Huru-hara* which has different meanings in target language. The word “Giddy” means “so happy and excited that you cannot behave normally”. The translator created an equivalence for the word Giddy-gaddy into *Nona Huru-hara* in order it can be understandable without any misleading.

CONCLUSION

Melestarikan seni dan budaya peninggalan leluhur bangsa kita merupakan hal yang sangat penting. Salah satu upaya yang dapat dilakukan untuk melestarikan seni dan budaya yaitu dengan melakukan dokumentasi budaya. Adapun yang menjadi objek dalam dokumentasi budaya ini ialah mengenai kesenian kuda renggong. Dalam melakukan kegiatan dokumentasi budaya ini, penulis menyajikannya dalam bentuk media booklet. Pemilihan media booklet ini karena media booklet memiliki ukuran yang kecil, memiliki desain menarik, dan dilengkapi dengan gambar sehingga lebih menarik untuk dibaca. Selain itu, disajikan dalam bahasa Indonesia sehingga pembaca lebih mudah memahami informasi yang terkandung didalamnya. Media booklet ini dibuat dalam bentuk tercetak dan digital. Dengan begitu, masyarakat dapat menyesuaikan bentuk mana yang lebih mudah untuk diakses.

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