

## **Finding appropriate techniques in translating Sundanese terms of address**

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**Abstract** - The research addresses how Sundanese terms of address are translated into English. It discusses specifically the translation techniques practiced by the translator which affect the quality of the translation. The data are taken from Sundanese short stories and their translation in English. The theories exercised to find out the applied techniques are based on Molina and Albir (2002). The translation quality is examined using translation quality assessment of Nababan et al (2012). The analyses are carried out using Santosa's methods (2017), a modification of Spreadly's, following the analysis steps of domain, taxonomy, componential and culture findings. The results show that there are five translation techniques practiced by the translator, namely established equivalent, pure borrowings, deletion, variation, and implicit. The translation quality appears to gain 2.7. This score means that the translation is quite good. While the translation accuracy takes the highest score of 2.9, followed by acceptability 2.8, and readability having 2.5.

**Keywords:** terms of address, Sundanese terms of address, translation techniques, translation quality

## 1. Introduction

Indonesian is a means of communication among Indonesian people. It is used nationally wide and even internationally in certain events by parties such as government officials, business people and scholars. Indonesia is a country which has hundreds of origins. The peoples, besides speaking Indonesian, also speak their local languages. One of the origins is Sundanese which speaks a local language namely Sundanese. The Sundanese language is spoken by around 39 million people in Indonesia (Ager, 2020).

Language is a media of communication and a media to transfer, among others: knowledge, information and culture. As Indonesian is mostly used to transfer those aspects aforementioned, local languages are only spoken among the local people. Local language has little opportunity to be used as a means of communication nationally let alone globally. Meanwhile each local people have different and rich culture which needs to be known and introduced internationally to support understanding among nations in order to keep peace.

Sundanese is rich of culture. This culture is indicated among others by the Sundanese language which applied speech levels and types of honorifics. One method of introducing culture is translation. Therefore, the aim of the study is to find out how honorifics are translated, specifically on the types of terms of address, the translation techniques and the translation quality. This study focuses on Sundanese terms of address translation into English. It is assumed that there will be constraints in transferring Sundanese terms of address into English because of their different address systems.

Research on honorifics translation have been carried out (Ethelb, 2015, Karenisa. 2019, Hayu, 2015). They have focused their research on different pairs of languages: Persian-English, Indonesia-English, Chinese-American. The Sundanese and English pair languages as sources of languages for research has not been used. Through the research, questions pertaining the types of terms of address, the translation techniques and the translation quality can be answered.

Terms of address are defined as words or phrases which are used to address people to attract people's attention, to show politeness, and to reveal social status (Esmae'li, 2011). These terms of address are used both in oral and written communication. However, these terms may be changed in different situations, for example, a friend may call us our nickname at home but using the deferential title in the office. Those work the same in Sundanese, terms of address are used to show deference and comradeship. In this investigation, terms of address only referred to vocatives, how people address another directly and orally. To show deference, the terms Bapak may be shortened to Pak, Ibu shortened to Bu. They were usually used for people someone respects and maybe both in a formal and informal situation without taking age into account. These also are impacts of power and distance (Qin, 2008) where people who have higher social status may be respected, and people who have just met may also be addressed politely. Then it may be said that terms of address showing politeness are used either when there is a difference in social status or when the interlocutors are strangers (Qin, 2008).

The followings are common Sundanese and English terms of address found to be practiced nowadays.

Table 1 Sundanese terms of address

No.	Indicated Person	Polite forms	Intimate	English (Subject+(Object))
1	First person/speaker	<i>Abdi, Sim kuring, Bapak, Ibu, Akang, Eneng, Nyai, Ujang</i>	<i>Kuring, uing, aing, urang, Akang, Eneng, Nyai, Ujang</i>	I, We + me, us
2.	Second person/speaker	<i>Anjeun, Bapak, Ibu</i>	<i>Maneh, sia, silaing</i>	You, Sir, Madam, Mr./Mrs./Miss./Ms. Doctor, Professor; (grand)father, (grand)mother, lass, names

3.	Third person/speaker	<i>Anjeuna, Bapak....., Ibu....., Nyi....., Neng....., Jang.....</i>	<i>Manehna, Bapak....., Ibu....., Nyi....., Neng....., Jang.....</i>	She, he+her,him
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The theory related to the translation techniques practiced by the translator is based on the one proposed by Molina & Albir (2002) which is broken down into 18 techniques. Those translation techniques are regarded comprehensive as they have considered theories proposed by other renowned scholars, such as Mona Baker, Vinay and Dalbernet. Molina & Albir (2002) also have contributed other translation techniques, namely Discursive Creation, Established Equivalent and Particularization. These translation techniques can surely cater for the terms of address which are analyzed. Each term of address translation was analyzed based on the translation techniques.

The translation quality is evaluated and measured using the Translation Quality Assessment (TQA) proposed by Nababan et al (2012) The scholars break down the TQA into accuracy, acceptability, and readability aspects. Each aspect firstly is represented quantitatively, using the figures of 3, 2 and 1. The figure of 3 is at the highest level of the aspects; figure 2 indicates moderate level, while figure 1 takes the lowest level. Each figure has its qualitative description which gives clear description on what the figure represents.

## 2. Method

The data are taken from several short stories entitle *Angin Puyuh* (The Whirlwind), *Macet* (Traffic Jam), and *Bangsat* (The Swine) collected in *Neng Maya* and *Miss Maya*, a collection of Sundanese short stories in Sundanese and English published by Kiblat in 2014 (Watsons, 2014, Watsons, 2014).

The classification of terms of address in English follows the patterns proposed by Richards J. Watts (2003) which distributes the terms of address into 4 classifications, namely: first name, deferential title, title and last name, first and last name, and comradery. While the classification in Sundanese refers to the theory proposed by Yayat Sudaryat. The terms of address in Sundanese are also used to show politeness as an effect of respect and intimacy. As Sundanese has a speech level system, the category of terms of address also follows the system. Terms of address showing respect are resulted from the existence of different power and far distance between the speakers, while the ones showing intimacy are from similar power and closed distance.

Data gathered from the sources were recorded and classified based on the-afore mentioned theory. This step is known as domain analysis to categorize data from non-data. The data, in the second step of data analysis known as taxonomy step, are classified based on first name, deferential title, title and last name, and first and last name. The data are also equipped with the participants or the speakers to inform the position of power (P) and intimacy or distance (D) of the participants. When the speakers have higher power, (+P) signs the position; on the other hand, when they have lower power, (-P) is used. It occurs also to the distance between the speakers. (+D) is used when there is relative distance between speakers, and (-D) refers to quite no distance between speakers.

The next step, the process of uniting the data of terms of address and translation data, is determining the translation techniques used by the translator. This step was done by the researchers by referring to the translation techniques proposed by Molina and Albir (2002). The last step which is analyzing the translation quality was performed by some informants who have knowledge in translation quality assessment, specifically TQA proposed by Nababan, et al (2012). This was done in focus discussion group. Finally, the researchers analyzed the complete data, considering the relationships among the terms of address, the participants, the power and distance between the participants, the translation of the terms in Sundanese, the

translation techniques, and the translation quality. The steps of data analysis follows Spreadly's method (Lee & Vanashri, 2011) which has been modified by Santosa (2017), i.e. domain, taxonomy, componential and finding culture.

### 3. Results and Discussion

#### 3.1 Findings

##### 3.1.1 Sub-classification of Terms of Address

From the 92 terms of address found in the source text, it is revealed that there are three sub-classification of the terms of address, namely comradely, first name and deferential title. Comradely dominates in terms of quantity as it amounts to 66 usages; it is followed by the usage of the first name amounted to 23, and the least is deferential title amounting to three usages. The following table shows the data.

Table 2 ToA Classification and Translation Techniques

NO.	ToA Classification	Data Number	TT	Total Number
1	Comradely	66	EE	27
			PB	26
			Deletion	9
			Variation	1
			DC	5
			Modulation	2
2	First Name	23	EE	7
			PB, Reduction	4
			PB	10
			DC	1
			EE, Variation	1
3	Deferential Title	3	PB	3
				92
				102

The dominating usage of comradely may be seen as the effect of the context of the stories which are a mystery (Whirlwind), daily life experience (The Traffic Jam), and adultery (The Swine). The characters involved also give a quite big impact on the usage of comradely. In Whirlwind, the characters are big brother and sister whose relationship can be predicted as intimate. The usage of 'Akang' and 'Nyai' as the terms of address shows that there is no power and distance between them, and this leads to the use of comradely. In The traffic jam, the characters are husband and wife, and a driver-friend. This has the same context as the characters in the first short story which has a similar context and relationship. There are neither distance nor power which may take effect on other usages of terms of address except comradely. The word '*jikan*' shortened from *pamajikan* shows a close relationship between the couple. The address of Akang used by a wife to a husband and among friends showing different ages also shows intimacy which represents comradeship.

#### Translation Techniques

From the previous table, it is seen seven translation technique variants are used by the translator to transfer the terms of address from Sundanese into English, and there are 102 variants of them used. The technique of Established Equivalent (EE) is dominating which leads to the highest translation quality. This technique is applied in 27 comradely sub-classification terms of address and 8 first name. It is evidenced that all data practicing EE obtain the highest score of 3. Beside EE, the technique of Pure Borrowing (PB) is used by 43 data, this technique also gives a positive impact on the aspect of accuracy. However, it negatively affects the aspects of acceptability and readability. Using PB, there will not be any meaning distortion as the message is directly transferred to the target text. While the source text will not probably match the norms and rules of the target language, and it is not familiar with the target text readers. Therefore, it

is understandable that the scores for acceptability and readability are low. The translation technique of Deletion automatically gives a negative impact on translation quality, while the modulation technique gives a positive impact. On the other hand, the Discursive creation still gives negative impact to translation quality, especially on the accuracy aspect. This occurs, in my opinion, because of the translator competency in his English language.

### Translation Quality

The following table shows all the elements of translation quality of terms of address in this research article.

Table 3 Terms of Address (ToA) Classification and Translation Quality

NO.	ToA Classification	Data Number	Translation Quality			TQ
			Accuracy	Acceptability	Readability	
1	Comradely	66	2.9	2.7	2.6	2.8
2	First Name	23	3	2.7	2.6	2.8
3	Deferential Title	3	3	2.6	1	2.5
	Total	92	2.9	2.7	2.3	2,7

From the table, the sub-classification of comradely gains a score of 2.9 for its accuracy. This score can be interpreted that almost all terms of address have been accurately transferred into the target language. Barely there is no error in the translation, while the accuracy in the translation of a first name and deferential title is perfect which means that all terms of address are translated perfectly. These probably resulted from the translation techniques of EE and PB. They have contributed to the accuracy of the translation. The final result of the accuracy is also high, which is 2.8 of 3.

The result of the readability shows a bit different, specifically for the deferential title. It can be seen that it gets 1 which means that it is not good. The score tells us that a part of the words in the translation may not conform to the target language rules and regulation and are not familiar in the target language. This may also result from the PM translation technique in which source words are directly transferred into the target text. Those words are certainly not familiar with the target text. As we may see that in each sub-classification beside Deletion, PM is found, and this I believe has contributed to the low score of readability aspect.

However, contribution given from all the three aspects of translation quality has resulted in 2.8 which may be interpreted that most of the terms of address have been successfully transferred into target text although meaning distortion can still be found and sourced terms of address still exist. This result may be caused by several factors. It can be seen from the competency of the translator, the incompatibility of the terms of address and the readers' comprehension of the translation.

### The relationship among the Terms of Address Classification, Translation Techniques and Translation Quality

Table 4 Terms of Address, Translation Techniques and Translation Quality

NO.	ToA Classification	Data Number	Translation Techniques	Total Number	Translation Quality
1	Comradely	66	EE	27	3
			PB	26	2,9
			Deletion	9	1
			Variation	1	3

			DC	5	2
			Modulation	2	3
2	First Name	23	EE	7	3
			PB , Reduction	4	2
			PB	10	2,5
			DC	1	1
			EE,Variation	1	3
3	Deferential Title	3	PB	3	2
		92		96	

The table above tells us the impact of each translation technique used in translating Sundanese terms of address into English. Established equivalent technique which are mostly used yields in the best translation quality. This can be applied to the translation of all the classification of the terms of address. The technique of pure borrowings may also lead to good results in the translation quality provided that the translator is aware of giving some wordlist. The variation and modulation techniques may give different impact to the translation quality. This may be due to different condition of the translated words. They may enhance the translation quality when the word choice is in the higher level of appropriateness. The translation techniques which should be avoided in this case are deletion and discursive creation. They obviously give negative impact to the translation quality.

From the source texts, Whirlwind (*Angin puyuh*) contributes 51 data, Traffic jam (*Macet*) contributes 4 data, and The Swine (*Bangsas*) contributes 37 data. Most of them are in the category of comradely, amounting to 66 times. This is followed by first name amounting to 23 data, and only three data under deferential title. The findings in this research shows that the characters in the stories have relatively no distance. Although the position of the characters varied, still they maintain their intimacy in relationship. This strengthens the fact that Sundanese people before Javanese culture influenced had no speech level (Rosidi, 2011).

There are seven translation techniques used out of 18 proposed by Molina and Albir (2002). The technique of Pure Borrowings (PB) is the most frequently used, as it is used 43 times, while Established Equivalent (EE) comes second, amounting to 38 times. The rests are used less than ten times. The usage of EE is an ideal type of translation. This comes in accordance with the essence of translation which is finding equivalence in the target language. On the contrary, the fact that PB is also frequently used shows that in one angle, it may refer to the limitation of equivalent target choice of words. On the other hand, from the cultural side, the usage of EE, can lead to the conclusion that the translator intends to introduce source language culture to the target readers.

The translation quality which amounts in general to 2.7 is considered high. This must be because of the influence of translation techniques exercised by the translator. The EE and PB translation techniques usually give positive impact on the translation quality. This has also been proved by the result in this research. All EE give score 3 which is a perfect figure. In accuracy aspect, score 3 means that messages contained in words, technical terms, phrases or clauses have been accurately translated into the target language; not even a single message meaning distortion. In acceptability aspect, score 3 means that the translation of the terms of address is natural; the technical terms used are familiar, and all phrases, clauses and sentences conform to the target language rules. In readability aspect, score 3 means that words, technical terms, phrases, clauses and sentences are easy to understand. However, as the translation quality of the Sundanese terms of address in this research only gains 2.7, this delivers different message of the translation quality. This may be concluded that most of the terms have perfect description.



#### 4. Conclusion

Based on the discussion and review from the previous parts, it may be concluded that appropriate translation of terms of address should be considered based on the intention of a translator on whether introducing source language culture or adapting it to provide readers with familiar and pleasant readings. This decision can be applied by using appropriate translation techniques which partially tend to support foreignization or domestication respectfully. Positive contribution of appropriate translation techniques can be seen from the level of the translation quality which can be interpreted as a high one. The impacts of certain translation techniques are in line with the results of previous research. Variety of translation technique usage can give us alternatives of appropriate translation techniques to apply. However, some translation techniques which give negative effect on the translation quality should be carefully considered to find answers to what translation techniques which may perfect translation quality.

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