



Translation Procedures for the Cultural Terms in French- Indonesian Novel

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Abstract*

The translation process does not only deal with language structure and semantic meaning, but it is also highly influenced by social and cultural meaning. Furthermore, besides transferring the meaning from SL to TL, translation also attempts to carry over the message contained in SL texts to the TL texts with readable and acceptable consideration. This research aims to reveal the translation procedures applied in the French-Indonesian novel, Madame Bovary, especially in translating culture-specific terms. The data were taken from the French novel Madame Bovary written by Gustave Flaubert in 1972 and its translation version written by Santi Hendrawati in 2010. Borrowing with calque and transference, literal translation, cultural equivalent, addition, omission, generalization, descriptive equivalent, naturalization, transposition, and modulation are the translation procedures used by the translator. Different languages with different cultures potentially lead the translator to face some crucial problems in translating texts. One of the best ways to solve that problem is by using appropriate translation procedures.

1. Introduction

The translation process heavily depends on the context as the main aspect to produce acceptable and readable translated texts. It means that the translator cannot always express the meaning of a text with the help of a dictionary alone, without being supported by deep knowledge enough about the context to make meaningful translations clear and precise. One of the crucial factors in the process of transferring meaning referred to by Newmark (1988) is the cultural context. Translating cultural terms is a process of adaptation from one language to another by considering both cultural aspects of each language. The translator must be able to read and interpret the values contained in a text as carefully as possible based on cultural differences in each language, both in terms of habits, tastes, styles of thinking, and behavior. Therefore, translators need to learn and master both the source language and the target language. Moreover, general and cultural knowledge of both the source and target language are highly needed to reach the equivalency in translation. Noftariani (2019) asserts that a successful translation maintains an

equivalent meaning or message from the source language to the target language. (Noftariani, 2019).

Language as classified by anthropologists as a concrete cultural product can be considered an important element to symbolize a particular culture. Every culture in this world has its characteristics as well as the language. Because of these characteristics, the translator may face significant problems in equivalently transferring the source language into the target language. To overcome that translation problem, appropriate translation procedures as one of the important elements in translation process are needed. Several previous studies focusing on the translation procedure in movie subtitles are written by Ananda, Hasan, & Thamrin (2019); Asriana & Hartono (2019); and Hasiyanti & Maisarah (2022). Besides analyzing subtitles, translation study can be applied to various sources such as novel conducted by Lina (2019); motivational book by Siregar (2016); legal document by Buansari, Supriatno, & Pangestu (2020); song lyrics by Irawan & Mundriyah (2022); and translation procedure even in social media conducted by Sujianti, Simbolon, & Luardini (2020).

Newmark (1988) differ method and procedure in translation. The translation method relates to the whole text, translation procedures deal with sentences and the smaller units of language. Some problematic case faced by translators is how to translate different languages with different cultures. The difficulty in translating cultural terms lies in the personal word culture. This word culture is only owned by certain countries, even certain tribes that are not owned by other tribes such as *blangkon*, *keris*, and *geblak* which are only owned by the Javanese. To address this issue, Newmark (1988) further categorizes the cultural terms into five categories such as ecology, material culture, social culture, organization, customs, concepts, and gestures and habits. To reach an equivalent translation, the translator needs to consider a workable translation procedure in solving the transferring process of cultural specific terms such as conducted by Hilman (2015); Yablonsky (2017); Purnomo & Baharuddin (2018); Yesi, Juniardi, & Bihaqi (2021); and Salsabila & Sajarwa (2022). They focused on investigating the procedure of translation in novels. Moreover, Kurnia & Bram (2021) and Putra (2022) also investigate the translation procedure found in different data sources such as poems and local folktales.

Dealing with the cultural specific terms, this research focuses on examining the translation procedure of cultural terms identified in *Madame Bovary* Novel by Gustave Flaubert. This novel was written in 1850 and finished in 1856. Before being published in 1857, this novel was published serially in a literary magazine. Flaubert as the writer in 1857 was charged with defaming religious norms with his controversial literary work, *Madame Bovary*. Flaubert was acquitted of all charges against him by the assistance of a lawyer from Rouen Marie-Antoine Jule and to him, this golden work of *Madame Bovary* was dedicated. The novel, with its controversy, then translated into Indonesian. Readers who do not understand French can easily enjoy this French literary work. The existence of problems in the publication of the novel contains a controversial culture regarding local religious norms in its century. The equivalency concept can be examined by looking at carefully the translation procedure applied to the novel. Newmark's (1988) theory of translation procedure is applied to complete this cultural terms translation research. He proposed and divided translation procedures into literal translation, transference,

naturalization, cultural equivalent, functional equivalent, descriptive equivalent, transposition, compensation, couplet, and notes.

2. Research Methods

Focusing on the procedures of the translation process, this research applied qualitative research with the descriptive approach. This research enquires about the translation of cultural terms found in Madame Bovary novel, a French novel translated into Indonesian. The data were obtained from the novel Madame Bovary by Gustave Flaubert (Paris, Librairie Générale Française, 1972) and its translation by Santi Hendrawati (Jakarta, Serambi Ilmu Semesta, 2010). The data collected included words and phrases contained in the French translation of Madame Bovary novel and its Indonesian translation. Reading both the novel written in French and Indonesian is the first step to accomplish this research. Then, the researchers found out and marked the cultural terms in those novels based on Newmark's idea about cultural categories. The third step was finding and annotating the equivalent cultural terms in the target language. The researchers then analyzed cultural terms and their equivalents in target language to reveal the procedures of translation involved to translate that French novel into Indonesian.

3. Discussions

This research focuses on translating cultural terms from a French novel into Indonesian in Madame Bovary's novel to reveal the procedures used by the translator. Hilman (2015) and Braçaj (2015) assume that culture is a challenging task for a translator in translating a text and the translator should have enough knowledge of cultures particularly the cultural terms both from the source language (SL) and the target language (TL). The translator needs to be able to handle what Adhikary (2020) called cultural gaps in translation which means the loss of meaning in translation. To solve the cultural terms problem in translation, translators need to consider an appropriate translation procedure to achieve readable and acceptable translation. Several procedures are identified in Madame Bovary novel translated into Indonesian such as borrowing, literal translation, cultural equivalent, addition, omission, generalization, descriptive equivalent, naturalization, transposition, and modulation.

Borrowing

The translator does not always find the target language culture term appropriately to express the source language culture term. To solve this problem, translators sometimes choose to apply the borrowing procedure. This researcher found two kinds of borrowing procedures used in the translation of Madame Bovary novel. The two kinds of procedures are calque and transference. In borrowing cases, the translator did not directly borrow French terms, the translator borrowed a third language, namely English for several cultural terms that were equivalently not found in Indonesian.

Table 1
Examples of Borrowing Procedure - Calque

SL	TL
Un lévrier	Anjing greyhound
Des pélerines	Selendang tippet
Des habits	Tail coat
Des redingotes	Frock coat
Des vestes	Long jacket

The procedure of the examples above is commonly known as a calque. This procedure will work well if the term borrowed is already popular among the Indonesian people. Besides, If it does not, the translators do not provide a translation solution, but they create a new translation problem indeed. The translator borrowed the English words *greyhound* for *lévrier*; *tippet* for *pélerines*; *tail coat* for *habits*; *frock coat* for *redingotes*; and *long jacket* for *vestes*. On the other hand, the borrowing procedure which carries over the SL terms into the TL is called transference. Transference is more direct or what Kurnia & Bram (2021) mention it as a loan word. The translator directly puts the word in source language to the target language. this procedure can be adopted if there is no equivalent word in TL (Salsabila & Sajarwa, 2022). The words *casserole*, *bonnet*, *la chambre des députés*, and *tilbury* below are several words borrowed by the translator to the TL.

Table 2
Examples of Borrowing Procedure - Transference

SL	TL
De veau à la casserole	Daging kambing casserole
En bonnet	Memakai bonnet
Sa candidature à la Chambre des deputes	Mengikuti pemilihan umum guna merebut kursi di <i>la Chambre des députés</i>
Un tilbury	Kereta tilbury

Literal Translation

Newmark (1988) defines literal translation or word-for-word translation as directly transferring the grammatical construction of SL to the nearest TL equivalence. A literal translation is done when translating simple source language sentences that have almost the same structural components as the target language sentences. Even though it seems easy to translate general cultural terms, translators often make mistakes or distort meanings. This research found several cases in how literal translation is used in *Madame Bovary* as follows:

Table 3
Examples of Literal Translation Procedure

SL	TL
Une tourterelle	Burung Merpati
Au bord des golfes	Di sepanjang pantai sebuah teluk
Une immense pelouse	Hampatan rumput yang membentang luas
La maisonnette de bambous	Pondok bambu

The translator literally translates the term *une tourterelle* for *burung merpati*; *au bord des golfes* for *di sepanjang pantai sebuah teluk*; *une immense pelouse* for *hamparan rumput yang membentang luas*; and *la maisonnette de bambous* for *pondok bambu*. Adhikary (2020) states that literal translation is the basic procedure in doing a translation. It indicates that the terms in SL are literally available in TL.

Cultural Equivalent

This procedure is used to re-express the meaning of the cultural message of the source language into the meaning of the cultural message of the target language. The culture of the source language is adapted to the culture of the target language. This researcher found that the cultural equivalent procedure was used by translators to re-express French words, which did not find a cultural equivalent (personal culture), into equivalent target language words. Equivalence means that the cultures share common elements such *dukun* in Indonesian which translated to English as *a medicine man* or *palace* for *keraton* (Hilman, 2015). This procedure is also found in Madame Bovary French-Indonesian translations such as:

Table 4
Examples of Cultural Equivalent Procedure

SL	TL
Des cloportes à pattes nombreuses	Banyak serangga kaki seribu
Paire de bottes	Sepatu lars
Un bourg	Kota dagang
Au conseil général	Di sidang komisi

Newmark (1988) classifies the culture-specific terms into general culture (universal) and local culture (personal). The term general culture can be translated literally because basically the term SL culture can be found in its equivalent in TL cultural terms. One way to see the culture of a society is to identify the various kinds of cultural terms they have. For example, Indonesia's ecological culture recognizes different terms for *padi*, *beras*, *gabah* dan *nasi* for different entities, while English only has *rice* to express all of them and so does French with *riz*. To address this problem, translators can use cultural matching procedures with the help of component analysis,

namely by looking at the similarities of kingdoms, classes, functions, and characteristics. The *cloporte à pattes nombreux*, for instance, is translated as *kaki seribu* even though it literally means something or an animal that has many legs. This procedure encourages the translator to transfer the SL culture-related expression with the TL culture related expression (Ayyad & Mahadi, 2021).

Addition

Kuleli (2019) asserts that the gap between two cultures should not be considered a nightmare that cannot be solved. Some borrowing terms may semantically be complex and difficult for readers to understand. One of the translation procedures to serve more information is by embedding additional annotation. This procedure is intended to make it easier for readers to understand the loan terms. This procedure is also found in *Madame Bovary* as in the following table:

Table 5
Examples of Addition Procedure

SL	TL
Les clochottes	Bunga bellflower
Quatre andouilles à l'oseille	Empat sosis besar yang terbuat dari isi perut babi yang berwarna kemerahan
Des pélerines	Selendang tippet
Vieux cabriolets sans capote	Kereta kuda old gig
Gentilshommes sous la révolution	Bangsawan kolot yang dihancurkan oleh Revolusi

It can be seen from the table above how the translator utilized this addition procedure to make the translation understandable. The word *clochottes*, for instance, is translated as *bunga bellflower*. The translator borrowed the foreign (English) term *bellflower* to transfer the French term *les clochettes*. *les clochettes* is a type of *campanula* flower. It is called bellflower because the shape of the flower resembles a bell, *bell* (in English), and *la cloche* (in French). To make it clearer, the translator added the word flower to the term *bellflower*. That is because, in fact, the term *bellflower* is not only used to refer to the name of a flower but also to name a city in California and the name of a hotel. The translator also gave additional information for *quatre andouilles à l'oseille*; *des pélerines*; *vieux cabriolets sans capote*; and *gentilshommes sous la révolution*. The advantage of this procedure is to provide clearer understanding for the translation text (Hilman, 2015) and (Sipayung, 2017).

Omission

Resemble the addition procedure, omission procedure also modifies the source language by deleting or omitting words or phrases to provide understandable meaning. The translator does not convey the whole meaning based on the syntactical form. This procedure omits the linguistic forms that are not so important and effective (Sipayung, 2017) and (Adhikary, 2020). The most

fundamental consideration of doing this procedure is how this process does not deviate from the whole meaning of the text.

Table 6
Examples of Omission Procedure

SL	TL
Du veau à la casserole	Daging kambing (Ø) casserole
Dans quelque vieux manoir	Di dalam (Ø) istana bangsawan

The translator transfers *du veau* as *daging kambing* and *à la casserole* as *casserole*. Before discussing this issue, firstly we need to look at its contextual and situational meaning. Those contexts related to Charles and Emma's wedding. Emma's father, Monsieur Rouault, invited his relatives and close relatives whom he had not seen for a long time to celebrate his daughter's wedding. Monsieur Rouault prepared various and delicious food. Casserole, in the French dictionary is defined as *ustensile de cuisine cylindrique, à fond plat et à manche, pour faire cuire son contenu*. The food is called *casserole* because in the initial cooking or for the process of tenderizing (meat) using a roasting pan. To maintain the readable translation, the translator omitted *à la* in the Indonesian version. Another example can be seen in *dans quelque vieux manoir*. The translator omitted the word *quelque* which refers to an undetermined amount. In Indonesian, to express an indefinite number, the translator may use the word *beberapa* or *sejumlah*. However, the translator prefer deleting the word *quelque* in Madame Bovary novel.

Generalization

This procedure is a translation procedure carried out to express the specific meaning of the source language term into the general meaning of the target language term. This procedure is often used by translators instead of finding equivalents in the source language text. Martendi, Setiawan, & Ashadi (2022) adopted this procedure to highlight the phrase *anak ingusan* in the Indonesian version to *just a child* in the English version. *Anak ingusan* refers to someone, children in particular, with very limited knowledge or experience. The translation *just a child* provides more a general meaning with general sense. This case is also found in Madame Bovary such as in the following examples:

Table 7
Examples of Generalization Procedure

SL	TL
Trois gigots	Tiga kaki kambing
Un joli cochon de lait roti	Daging babi guling
De petits fichus de couleurs	Selendang kecil warna-warni

Several cultural terms in Madame Bovary novel are translated into Indonesian by choosing general terms for the specific terms in SL. This procedure can be used if the translator cannot find the equivalent TL word that can represent the SL word. The word *fichus*, for instance, is difficult to find the equivalent meaning in Indonesian. It does not matter if the translator

rephrases it with the word *selendang* as the general word. The generalization procedure is also found in the case of *gigots* and *cochon* translated as *kaki kambing* and *babi*. *Gigots* in France tradition highly relates to a traditional food cooked by roasting. During the roasting process, the meat is doused with the best wine to produce an extraordinary taste. The translator generalized that concept of the France traditional food by transferring *giggots* as *kaki kambing* in Indonesian version of Madame Bovary novel. This procedure indirectly also examines the translator's cultural knowledge of SL and TL (Kemala & Indrianty, 2019).

Descriptive Equivalent

One of the biggest deals faced by the translator is how to recognize the cultural terms that have been popular in the TL language. The inappropriate term used in translation leads the reader to misunderstanding of the message in the text. This is what Sipayung (2017) defines about acceptance and readability in translation, how the message in SL is well delivered to the TL.

Table 8

Examples of Descriptive Equivalent Procedure	
SL	TL
Six fricassées de poulets	Enam ekor ayam dimasak fricassee
Sa candidature à la chambre de députés	Mengikuti pemilihan umum guna merebut kursi di la chambre des députés

Salsabila & Sajarwa (2022) argue that this procedure describes the meaning of cultural terminology in a few words. Based on the examples above, the phrase *six fricassées de poulets* is translated to Indonesian as *enam ekor ayam dimasak fricassee*. There is a descriptive expression *dimasak* to make sense between *poulets* and *fricassées* in shaping the equivalent meaning in cultural terms. The same case can be seen in *sa candidature à la chambre de députés*. The translator embedded the additional description related to the la chambre de députés by adding *mengikuti pemilihan umum guna merebut kursi di*. This descriptive equivalent deals with the cultural activity in SL to find the equivalency in TL.

Naturalization

The translation of culture-specific words maintains a unique position because every language lives in its respective culture (Apandi & Afiah, 2019). In translating text, the translator sometimes naturalized cultural terms into TL culture for the specific items (Shaheri & Satariyan, 2017). This procedure was also adapted in Madame Bovary novel for several phrase such as *Le catéchisme*, *La chapelle*, and *Sur le balcon des chalets suisses*. The translator transferred the word *katekismus* for *catéchisme*, *kapel* for *la chapelle*, and *balkon* for *balcon*.

Table 9

Examples of Naturalization Procedure	
SL	TL
Le catéchisme	Katekismus

La chapelle

Sur le **balcon** des chalets
Suisse

Kapel

Di **balkon** di sebuah pondok Swiss

Transposition

Transposition related to grammatical categories, changing grammatical categories sometimes does not only occur in interlingual translation (source language to target language) but can also occur in intralingual translation (against the same language). As an example, *je le lui dirais dès qu'il arrivera* (verbal syntagme) can be transposed into *je le lui dirais dès son arrivée* (nominal syntagme). Transpositions are around grammatical categories. The transposition category *verbe/péposition* was found in the examples below.

Table 10

Examples of borrowing procedure - transference

SL	TL
En bonnet	Memakai bonnet
En confesse	Melakukan pengakuan dosa

Different forms of affixation concepts between the source language and the target language sometimes become an obstacle in finding equivalent words. The word *en* in French, for example, has multiple meanings such as *in*, *into*, and *during*. To overcome this problem, translators often use the transposition procedure. Oblique translation occurs because the structure of one language with another language has a different structure. The translator is no longer oriented to the structure of the source language. The translator translates the source language text according to the prevalence of the target language. Two examples above demonstrate how *en* was translated into two different forms, *memakai* for *en bonnet* and *melakukan* for *en confesse*. The translator was in attempt to find equivalent meaning of words and phrases in the target language (Rizalmi, Kemal, & Syafar, 2022).

Modulation

Modulation is the adaptation of the point of view. The source language text is restated in the target language text from a different point of view. In this study, changes in point of view often occur in source language phrases dealing with modifier and headword into the TL form. It can be in the form of lexical or structural (Yesi, Juniardi & Bihaqi, 2021).

Table 11

Examples of Modulation Procedure

SL	TL
Une petite levrette d'Italie	Seekor anjing betina kecil jenis greyhound Italia
De petits fichus de couleurs	Selendang kecil warna warni

The source language text is expressed in the target language text with different perspectives. The difference between English and French, *instant coffee*, for instance, is expressed as *café soluble*. Modifier, in English comes before headword, as well as in French, in Indonesian language, the modifier comes after the headword. The French phrase *une petite levrette* and *petits fichus* structurally were transformed by Indonesian syntactical structure, *seekor anjing betina* for *une petite levrette* and *selendang kecil* for *petits fichus*.

4. Novelties

Yamayanti (2020) considers translation as the art of transferring the meaning of one language to the other languages. Besides the meaning, the translator also needs to communicate messages, both implicit and explicit clearly, from the SL to the TL even in intercultural texts. Translation plays a crucial role in communicating intercultural text (Alwazna, 2014). A translated novel with different languages and cultural backgrounds between France and Indonesia entitled *Madame Bovary* makes this novel snoop how cultural terms are transferred from French as the SL to Indonesian as the TL. France and Indonesia are two countries with different cultural backgrounds, France represents European culture and Indonesia represents South-East Asia culture. This makes how interesting the translation process of this novel to be observed.

5. Conclusion

Language and culture are inseparable even in the translation process (Kuleli, 2019). The translation is an act of transferring the information contained in SL whether cultural, social, political, or religious, into TL without changing the meaning and the message. The translation process requires specific strategies and skills. In addition, translation always processes texts based on certain contexts such as law, politics, and religion. The translator must have good knowledge of the language and cultural knowledge both in the source language and the target language. The translation examination of cultural terms from French into Indonesian in *Madame Bovary* is conducted to reveal the translation procedure facing the cultural terms problems. The use of appropriate and accurate translation procedures will assist the translator in conveying the information contained in the ST to the ST. Various procedures are identified in the French novel, *Madame Bovary*, translated into Indonesian namely borrowing, literal translation, cultural equivalent, addition, omission, generalization, descriptive equivalent, naturalization, transposition, and modulation. The translator uses certain procedures to overcome problems that often arise in translation. The first problem is, of course, caused by the difference cultures between SL and TL. It makes the translator not find the appropriate cultural terms in the target language to express the cultural terms of the source language. The translator does not find an equivalent words or phrases in TL when translating specific SL cultural terms. The use of appropriate translation procedures for culture-specific terms aids the translator to produce an acceptable and readable translation product.

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