

Translation Strategies Applied in the Information Boards of *Malukat* Temple in Gianyar, Bali: A Study of Linguistics Landscape

**Ni Putu Meri Dewi Pedit¹,
Afriliani²,**

Ni Made Verayanti Utami³

^{1,2} Universitas Terbuka,

³Universitas Mahasaraswati Denpasar

verayanti.utami@unmas.ac.id

ABSTRACT

This study aims to describe the syntactic scope of information boards found in self-cleaning (*Malukat*) temples in Gianyar, Bali. In addition, this study also examines the translation strategies of bilingual information boards (Indonesian and English). The method used in this research is a qualitative approach in order to describe the syntactic scope and translation strategies on the data in found in Tirta Empul Temple. The data analysis applies the theory of landscape linguistics proposed by Yendra and Artawa (2020) and is supported by several micro linguistics theories, as follows: 1) syntactic scope theory by Noortyani (2017), 2) translation strategy theory by Molina and Albir (2002), and 3) translation equivalence theory by Nida (2000). The results of this study show that the information boards in the temples have various syntactic scopes, namely in the form of phrases and sentences. However, it is dominantly found in the form of sentences. It is because the information conveyed on the boards is more detail and clearly presented so that they are easily understood by visitors. Meanwhile, the translation strategy of the public space signboard uses calque, literal, established equivalent, and reduction strategies. The literal translation strategy dominantly used on the public signs at the temples because it is easier to understand since it is translated word per word.

Keywords: translation strategy, syntactic scope, information board, temple, linguistics landscape

INTRODUCTION

Landscape linguistics (LL) is a relatively new field of study. Landscape linguistics is the language used in public spaces such as public road signs, billboards, street names, place names, commercial signs on shops, and public information boards displayed on government buildings combined

to form the linguistic landscape of a particular region, area or urban agglomeration (Landry and Bourhis, 1997: 25). This field of study belongs to the field of sociolinguistics and applied linguistics. In this study we can observe the existence of language symptoms and social symptoms in people from various ethnicities that appear in society. Sociolinguistic behaviour that usually appears in LL studies is a comparison of language use at the official and unofficial levels of space. The study of LL at the official level is also called the Top-Down concept where the texts found in the public space are produced by the government. Meanwhile, the unofficial level is also called the Bottom-Up concept where the texts found in the public space are produced by private parties or individuals (Gorter, 2006).

The landscape linguistic study conducted in this research is at the official level where public space signs or information boards found in the temple is produced by the local authorities. There is one temple that will be used as data collection locations, namely Tirta Empul Temple. The temple is located in Gianyar regency, Bali. There is an announcement sign issued by the local authorities which aims to provide information about the procedures and rules for entering the temple for *malukat*. *Malukat* is a spiritual cleansing ceremony of the mind and soul in humans. *Malukat* comes from the word '*lukat*' which means change in the form of making better or in other words initiation. *Lukat* also means to cleanse or purify, which also means the same as initiation.

Picture 1
Information board issued by the Tourism Office of Gianyar Regency at
Tirta Empul Temple



The information signage in Picture 1 is written in four languages, namely Indonesian, English, French and Mandarin. However, in reality the public space signs found in the temple area do not all use all four languages. Most of the other signs found in the temple area are bilingual signs from Indonesian to English. Based on this background, it is necessary

to conduct further research on the linguistic landscape focused on translation from one language to another. The problem in translation usually lies in how meaning is expressed in one sign system (e.g. theory, language and culture) to another sign system (Foley, 1997:170). Problems in translation can be analysed by using translation techniques. Translation techniques are techniques used to translate messages from the source language (SL) to the target language (TL) to get the closest equivalence to TL. This underlies the purpose of this study, which is to describe the syntactic scope and translation strategies of public space signs found in the *malukat* temple area in Gianyar, Bali.

METHOD

This research was conducted in Tirta Empul Temple in Tampaksiring, Gianyar, Bali. The temple is considered as the most visited malukat temples by foreign tourists, so the information boards installed in the temple use more than one language. Based on data submitted by Wijaya, et al (2021: 344) the number of foreign visitors to Tirta Empul Temple in 2019 is as follows: 611,397 adults and 20,195 children.

Picture 2
The location of Pura Tirta Empul via Google Map



The data source in this study is classified into primary data and secondary data. The primary data were the bilingual information boards, which is translated from Indonesian to English. In addition, the secondary data were the interviews from informant who a local originally from Tampaksiring, Gianyar. The informant is the temple official who is responsible for the development of the temple.

Data collection in this research applied a qualitative method, namely by making direct observations on information boards in Indonesian and translated into English. There are several stages carried out in collecting the lingual data, including; taking pictures of information boards found in temple, conducting interviews with informant who have been determined,

transcribing the text contained in the signs into the table, transcribing the results of interviews in the form of voice recordings into text, giving codes (coding) as a marker of syntactic scope in Source Texts and Target Texts. After the data is collected, then the data is analyzed. The method used to analyze the data is qualitative data analysis method, which presents the data, interprets it, and verifies the data descriptively in the form of sentences in paragraphs. Qualitative data analysis in this research goes through several stages as follows; determining the syntactic scope of translated texts on public space boards by applying the theory described by Noortyani (2017) on syntactic scope, comparing the use of syntactic scope in the data obtained so as to determine which scope dominantly appears, analyze the translation strategies used in the translation of the text from SL to TL by applying the theory of translation strategies by Molina and Albir (2002) supported by the theory of translation equivalence by Nida (2000), compare the application of translation strategies in the data obtained so as to determine which translation strategy is dominant, finally analyze the tendency of the causes of the dominant scope and translation strategies applied to the information sign at the *malukat* temple.

FINDINGS AND DISCUSSION

Based on the data obtained, there are eight bilingual data in SL and TL translations on public space signs in Tirta Empul Temple area. Of the eight data, two of them belong to Noun Phrase while the rest in the form of sentences. The strategies used are calque, literal, established equivalent, and reduction. The detail finding can be seen in the following table;

Table 1:
Translation Strategies Applied in Information Boards of Tirta Empul Temple

No	Translation Strategies	Number of Occurrence
1	Calque	2
2	Literal	3
3	Established Equivalent	1
4	Reduction	2
Total		8

Although there are eight data found in this research, there are only four data used as representative data in the discussion. The detail discussions of those data are as follows;

(1) Picture 3
Information Board in Lockers Area



SL : *sewa* *loker* (Tirta Empul Temple, 2 April 2023)
 N₁ N₂
 rent locker
TL : 'lockers rental'

The public sign in data (1) is bilingual with Indonesian placed at the top indicating the language is SL, while English is placed at the bottom indicating the language is TL. The sign is an information sign because the text on the sign aims to provide certain information. The text provides information about where the visitors can rent a locker to keep their belongings. The translated text belongs to the scope of phrases. According to Noortyani (2017:12), a phrase is a grammatical unit consisting of two or more words and only occupies one of the clause element functions, namely subject (S), predicate (P), object (O), complement (Pel), and description (Ket). She also explained that phrases are categorized into five groups, namely nominal phrases, verbal phrases, adjectival phrases, numeral phrases, and prepositional phrases (Noortyani, 2017: 13). Data (1) is included in the nominal phrase group. Nominal phrases are phrases that have a noun core. In Indonesian, the phrase *sewa loker* has this noun, namely the word *sewa*. The nominal phrase *sewa loker* is included in the nominal modificative phrase. This is because the word *sewa* (N1/Nomina1) is explained by the word *loker* (N2/Nomina2). Then, in TL, the word *sewa loker* is translated into *lockers rental*. This phrase is also a noun phrase in English. This phrase consists of the noun *rental* and the word *lockers* which is a word that describes the noun.

The translation strategy applied in data 1 is the calque strategy. Molina and Albir (2002) describe that calque strategy is similar to borrowing strategy where the translated word or phrase is a word from a foreign language. The calque strategy applied in this data belongs to the lexical calque type. This is due to the word *loker* which comes from a foreign language which is then translated into *lockers* in English. In the

lexical calque strategy, the translator respects the syntactic structure in TL even though it produces a new model in TL structure (Venuti, 2000). This means that even though the position of the head noun and the modifier are changed, the meaning of both is still equivalent and acceptable. The purpose of equivalence in translation is to create a translation effect for the reader.

(2)

Picture 4
Prohibition Sign for the Visitors



SL : *Dilarang masuk tanpa memakai sarong.*
V₁ V₂ Prep V₃ N
Forbidden enter without wear sarong
TL : 'Forbidden to enter without wearing sarong.'

(Tirta Empul Temple, 2 April 2023)

The public space signage in data (2) is bilingual. The signboard is a prohibition signboard, because the text on the signboard aims to prohibit someone from doing an act or action. Both of the texts are in the form of sentences. The sentence in this text is an imperative sentence prohibiting the visitors from entering the temple area without wearing sarong. The verb *dilarang* shown the prohibition which is translated into *forbidden* in the TL.

Literal strategy is the strategy applied in translating this data (2). Molina and Albir (2002) describe that literal translation is a translation that changes a word or expression word by word. This translation is equivalent when its form coincides with its function and meaning. The word *dilarang* is translated directly into forbidden, the word *masuk* into to enter, *tanpa* into without, *memakai* into wearing and the word sarong is translated into sarong. All of these sentence elements are translated exactly with their function and meaning. This is in accordance with what Nida and Taber (1982) stated that the translation process consists of producing the target language with the closest natural equivalent of the source language, the first in terms of meaning and the second in terms of language style.

(3)

Picture 5
Warning Sign about the Pond



SL : *Perhatian. Dilarang membuang uang logam ke dalam kolam ini*
N₁ V₁ V₂ NP Prep N₂ Det
attention prohibited throw money iron into pond this
TL : 'Attention. Don't throw coin into the pond.'

(Tirta Empul Temple, 2 April 2023)

The bilingual sign in data (3) is a warning sign because the text on the sign aims to give a certain warning. The text warns the visitor not to throw coins into the pond for the sake of the fish safety. The texts are in the form of sentences. The sentence used in the text is a warning command sentence. A warning command sentence is a sentence that contains advice in the form of an admonition or suggestion to warn about something to be aware of. The warning command sentence advises visitors to notice about the animal safety and respect the local wisdom while they are in the temple area.

Established equivalent is the strategy used to translate the public sign in data (3). This strategy uses a term or expression that is recognized (in the dictionary or used by native speakers) as the equivalent term or expression in TL. The phrase *uang logam* in SL is translated as *coin* in TL. In English, *uang logam* is not translated as *iron money*, but *coin*. This is because *coin* is a term used by native English speakers. The translation is equivalent in both SL and TL, although it is not translated based on the meaning in the dictionary.

(4)

Picture 6
Prohibition Sign around *Wantilan* Area



SL : *Perhatian. Tidak diperkenankan menaruh/mengganti pakaian di*
N₁ Neg V₁ V₂ V₃ N₂ Prep
attention no allowed put change clothes at
TL : 'Not allowed putting/changing clothes in this place.'
area wantilan ini.
N₃ N₄ Det
area *wantilan* this

(Tirta Empul Temple, 2 April 2023)

The signboard is a prohibition signboard, because the text on the signboard aims to prohibit someone from doing an act or action. Both of the texts are in the form of sentences. The sentence in this text is a negative form sentence. It is prohibiting the visitors from putting their clothes or belongings, or even changing their clothes around *wantilan* area. *Wantilan* is a Balinese pavilion used for many types of activities with large number of people, such as big ceremony celebration, or villagers meeting, etc. However the word *wantilan* was not translated into an appropriate equivalence. It is translated into place. This type of translation strategy called as reduction strategy. Reduction strategies are used to hide some of the information in SL into TL. The real meaning of *wantilan* in SL sentence is not translated or hidden. It is due to the lack of knowledge of the translator.

CONCLUSION

Based on the analysis presented, it can be seen that the public signs found in Tirta Empul Temple area have various syntactic scopes, namely in the form of phrases and sentences. The scope of phrases found is in the form of noun phrases, especially modificative noun phrases. While in the scope of sentences, the texts found are simple sentences and complex sentences. The types of sentences found are information, imperative, warnings, and prohibitions. The syntactic scope in the mode of sentences was dominantly used in public signs at Tirta Empul Temple. It is because they contain information, warnings, and prohibitions that are clearer if conveyed in the form of sentences. The translation strategy of the

public signs used calque, literal, established equivalence and reduction strategies. The dominant strategy is literal strategy. This translation strategy is more likely used in the public signs because it easier to understand since it is translated word per word based on the dictionary. However, not all literal translated are successfully transferred the SL meaning to TL. Especially, when we found out that the text had the cultural terms. The cultural terms need to be translated in accordance with the existing culture in the target language, so that the translation products from the source language to the target language achieve natural equivalence.

ACKNOWLEDGEMENT

We would like to express our attitude to the Almighty God for letting this research happened and finished on time. Our deep gratitude are expressed to the Institution of Research and Community Service (LPPM) of Universitas Terbuka and Universitas Mahasaraswati Denpasar for supporting our research in term of funding with contract number Nomor : B/209/UN31.LPPM/PT.01.03/2023. We also want to express our thanks to reviewers, proof-readers, and the committees of ELLIC 2023 for their great assistance and good cooperation.

REFERENCES

- Badan Pengembangan dan Pembinaan Bahasa, K. (2018). *Kamus Besar Bahasa Indonesia (KBBI): Kamus versi online/daring (dalam jaringan)*.
- Cresswell, John W. *Research Design: Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Pelajar
- Foley, William A. 1997. *Anthropological Linguistics: an introduction*. Oxford: Basil Blackwell.
- Gorter, D. 2006. *Linguistik Landscape: A New Approach to Multilingualism*. Clevedon: Multilingual Matters.
- Landry, R. dan Bourhis, R.Y. 1997. *Linguistik Landscape and Ethnolinguistik: An Empirical Study*. *Journal of Language and Social Psychology*. 16(1): 23— 49
- Molina, L & Albir, A.H. 2002. *Translation Technique Revisited: A Dynamic and Functionalist Approach*. In *Meta*, Vol. XLVII, No. 4. Hal. 499-512. <http://www.erudit.org>
- Nida, E. 2000. *Principles of Correspondence*. In: Venuti, Lawrence., editor. *The Translation Studies Reader*. London: Routledge. p. 126-140.
- Nida and Taber. 1982. *The Theory and The Practice of Translation*. New York: Brill Academic Publications.
- Noortyani, Rusma. 2017. *Buku Ajar Sintaksis*. Yogyakarta: Penerbar Media Pustaka.

- Nugroho, Faozan Tri. 2022. *Contoh-contoh Kalimat Perintah yang Perlu Dipahami*. Dikutip dari: <https://www.bola.com/ragam/read/4969222/contoh-contoh-kalimat-perintah-yang-perlu-dipahami>, pada 28 Oktober 2022.
- Sari, Rizky Novita, dan Savitri. (2021). *Penamaan Toko di Sidoarjo Kota: Kajian Lanskap Linguistik*. Bapala, volume 8 nomor 03 tahun 2021 hlm 47-62.
- Venuti, L. 2000. *The Translation Studies Reader*. London: Routledge.
- Vinay, Jean-Paul and Jean Dalbernet. 1958. *A Methodology for Translation*. In Venuti. L. 2000. *Translation Studies Reader*, London: Routledge. pp. 84-93.
- Wulansari, Dwi Windah. 2020. *Linguistik Lanskap di Bali: Tanda Multilingual dalam Papan Nama Ruang Publik*. KREDO:Jurnal Ilmiah Bahasa dan Sastra, Vol 3 No. 2 hlm. 420-429.
- Yang, Zhengjun. 2019. *On the Acceptability of English Translation of Public Signs*. In *Theory and Practice in Language Studies*, Vol. 9, No.10. ISSN 1799-2591.
- Yendra, dan Ketut Artawa. 2020. *Lanskap Linguistik: Pengenalan, Pemaparan, dan Aplikasi*. Yogyakarta: Deepublish.