

The Use of Eleven Translation Techniques in Translating a Webtoon Comic by Dito Satrio Suryonugroho Entitled 'Jajan Squad'

Rizka Putri Edianza^{1*}, Artika Wina Fitriani²

¹ Jenderal Soedirman University, Indonesia

² Politeknik Madyathika, Indonesia

KEYWORDS

ABSTRACT

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This article is the activities collected Indonesian transcript data from the webcomic "Jajan Squad" which is translated into English as primary data obtained by reading from Webtoon Application. The "Jajan Squad" webcomic is a slice-of-life genre published on the Webtoon application in 2017. 'Jajan Squad' is among the top 25 most favorite webtoon comic based on the most love and readers. The purpose of translating 'Jajan Squad' Webcomic is to translate the web comic from Indonesian into English, explain the process and techniques in translation, explain the obstacles during translation, and explain the solutions to overcome obstacles in translation. There are 11 translation technique (out of 18) used from Molina and Albir. The literal technique is most frequently used in webcomic translation because many sentences are translated word by word. The conclusion is that this job training report was conducted according to the translation process and only used 11 translation techniques (out of 18).

Keywords: Activities, Webtoon, Webcomic

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* Corresponding author name: Rizka Putri Edianza
E-mail address: rizka.edianza@mhs.unsoed.ac.id

Introduction

According to Utama (2015), reading book is one of the activities that can be useful to add insight, improve memory, and communication skills. There are various types of books, such as Novels, Short Stories, Comics, and others. Ramilayana (2016: 8), in his journal, revealed comics as a medium of learning. He writes that comics are the first way to build literacy levels in someone who rarely or never likes to read. The thing that makes readers enjoy and not bored reading comics is because there is not too much text and comics also have pictures.

In this era, technology has developed rapidly, providing a variety of free applications on a gadget for people who like to read but rarely bring books. It is very useful for people who like reading. With the help of applications on a gadget, people can read various kinds of stories published by the author. One application teenagers and adults much love is the Webtoon application.

Webtoon is a webcomic application that is useful for people who like to read comics. The article from a website by Big Alpha entitled "Line Webtoon: Sejarah, Konten, dan Fakta yang Perlu Diketahui" reported that Webtoon was founded by Kim Jun-koo in 2004 in South Korea. The webtoon was finally released via the Line application globally in 2014. The article from a website by DetikHot entitled "Pembaca LINE Webtoon Indonesia Terbesar di Dunia" reported that Webtoon readers from Indonesia reached 6 million users in 2016. It was an excellent score. In 2016 there were at least 35 million users from all over the world. With 6 million users, Indonesia managed to achieve a percentage of 17.2% of the total users worldwide. It has only taken one year since their first release in Indonesia.

Dito Satrio Suryonugroho is a writer and comic artist. Dito is skilled in drawing, graphic design, and storyboarding. Dito has expertise in webtoon comic applications. In 2017, Dito created an webtoon comic entitled "Jajan Squad".

This webtoon comic tells a story about three best friends named "Jeno, Panca, Vidya", they like to make videos about street food around them or are food vloggers. The reason they made the video was to introduce various kinds of regional specialities in Indonesia. One example of a regional specialty in Indonesia that is known worldwide is 'Nasi Goreng' which to be the content of the comic "Jajan Squad". Each food also has its own meaning or history within the food. This webtoon has a lot of readers because this webtoon has the benefit of adding knowledge about food to all readers.

"Jajan Squad" is among the top 25 most favourite webtoon comic based on the most loves and readers. Therefore, it is necessary to translate this webtoon comic from Indonesian into English to make it easier for food lovers readers from various countries to read the Webcomic in the English version to promote Indonesian food.

Translation is a process and a product. According to Catford (in Al-Sulaimaan, Khoshaba 2018: 761), translation is the replacement of textual material in one language (SL or Source Language) by equivalent textual material in another language (TL or Target Language). In addition, Nida & Taber (in Putranti, 2018: 98) propose that translating consists of reproducing in the receptor language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style. From these two definitions, it can be concluded that translation does not only change the language of a particular message or text into another language, but also finds the closest equivalent of meaning and style to the target language.

According to Molina and Albir (in Ratih, 2015), translation technique as a procedure to analyse and classify how translation equivalence can be applied to various units of language. They also state that translation techniques are affecting the quality of translation and can be used to find solutions for different types of translation. Quoted from them, there are 18 translation techniques, as follows: Adaptation, Borrowing, Amplification, Description, Generalization, Linguistic Amplification, Linguistic Compression, Calque, Compensation, Discursive Creation, Established Equivalence, Particularization, Reduction, Substitution, Transposition, Variation, Literal translation, and Modulation.

Hoed (in Silalahi, 2016: 24) described the translator as the receiver of the source language and the sender of the target language as well. According to Nida and Taber (in Dzikrullah, 2009: 9), the translation process is divided into three phases: 1) analysis; this is the step of analysing the source language through linguistic and meaning study, the analysis of the material which is translated and cultural problem, 2) transfer; the analysed materials are transferred in the translator's mind from Source Language into Target Language, and 3) reconstruction; the translator rewrites or expresses the translated text until it becomes a readable and acceptable translation product in terms of rules and styles of Target Language. The explanation will be described in the following figure.

In this job training practice there are two previous report material used by the writer as a reference point. The first is the job training report entitled "Translating Kaseysaus's Webtoon Canvas entitled "The Fish That Loved The Bird" From English Into Indonesian" written by Aprilia (2022). During the process of translating the webcomic, there are difficulties to finding the right equivalent words. To solve the problem, it was done with searching the meaning of the words in KBBI and the use of Indonesian in general. The second is a report from Alyfia and Ali (2021), in their study entitled "Translation Analysis of Beauty Terms in Webtoon: The Secret of Angel and Make-Up Man". During the process of translating the webcomic, they found difficulty in translating some beauty terms from the source language to the target language. To solve the problem, they often use borrowing techniques because the target readers are more familiar with the original English beauty terms.

The data used from two previous studies are the same (webcomic text). The different between two previous studies and this job training is that the previous translated Webtoon from English into Indonesian, however this job training was translating from Indonesian into English.

Methods

According to Dudovskiy (2011), the observation method is a method of collecting data through observation. The activities of observational data collection consist of seeing, hearing, reading, and recording behaviour. The activities of observational data collection consist of seeing, hearing, reading, and recording behavior. The observation method was used by reading three stories in the Webtoon Application in Indonesian entitled *Seoulmate*, *Resto Action* and *Jajan Squad*. Between the three stories in the Webtoon Application, "Jajan Squad" is chosen to be translated because it tells a various kind of regional specialties in Indonesia by explaining the types of food in detail. "Seoulmate" and "Resto Action" were not chosen because they do not promote Indonesian culture. By choosing the webcomic story 'Jajan Squad', it is hoped that it can introduce Indonesian specialties.

Handayani (Aprilia, 2022: 21), literature study is a method by looking for information on the topic of the problem that is the object of research by reading literature books. In the job training report, the method was by reading every dialog between characters in the webcomic "Jajan Squad" as the primary data. The data was the Indonesian transcript that was translated into English.

Results

In translating 'Jajan Squad' Webcomic, the process was done based on Nida and Taber theories. They are divided into three phases:

1. Analysis; which was done by reading the 'Jajan Squad' to observe the context as well as the message.
2. Transfer; which was done by transcribing and editing the word errors in the webtoon comic. Then, the edited transcript was translated from the Indonesian language to English.
3. Reconstruction; which was done after the comic was translated from the source language (Indonesian) into the target language (English). Then, the transcript was double-checked and the translated text was reorganized.

Discussion

In translating webcomic transcripts, there are eleven translation techniques based on the theory of Molina and Albir (in Ratih, 2015) used during translating the Webtoon Comic Entitled 'Jajan Squad':

1. Adaptation

Adaptation is a translation technique to replace a source language cultural element with one from the target culture.

Table 1. Adaptation

SL	TL
1. "Fyuh... lumayan juga kita keliling-keliling!"	"Gosh... it's quite tiring we went around!"
2. "EEEEHHHHH?!"	"HUUHHHH?!"

This technique was used because in the source language, "Fyuh" describes a person who is tired and "Eeehhh" to show that someone has not understood something. Equivalents of words used in the source language to replace cultural elements into the target language so that the two words from the source language can be translated into "Gosh" and "HUUHHHH" in the target language.

2. Amplification

Amplification is a translation technique that adds detailed information that is not contained in the source language text.

Table 2. Amplification

	SL	TL
1.	“Dapet cukup banyak lah ya...”	“He got quite a lot, huh...” “Come here, Vid. Let me
2.	“Vid, sini. Gantian deh gue yang ambil video nya.”	take the video.”

From the first example sentence, it shows that the sentence needs an additional subject from "Dapet cukup banyak lah ya..." to "He got quite a lot, huh..." because if it does not add "He" then the sentence does not know who the person doing the action is, who is Panca, so it can be an incomplete sentence. The second sentence, the phrases "Come here" is added to clarify the sentence referring to the command so that the context can be conveyed.

3. Borrowing

Borrowing is a translation technique when the target language to take a word or expression straight from another language.

Table 3. Borrowing

	SL	TL
1.	“Fokus Massimo! Kamu sekarang tukang martabak! Udah nggak di Itali lagi!”	“Focus Massimo! You are the seller now! You’re not in Italy anymore!” (Naturalize Borrowing)
2.	“Tapi ya saya melihatnya ada makna filosofinya, mas.”	“But yeah, I see the philosophical meaning, sir.” (Naturalize Borrowing)

In the first example translation, it was using naturalize borrowing technique because the word “canteen” in English is the result of naturalization word of “Kantin” in Indonesian. Whereas, the second example was using Pure Borrowing techniques because the word “hm” was borrowed into the target language without changing the writing.

4. Compensation

Compensation is a translation technique that replace the position of information elements or stylistic effects in source language in other parts of target language because it cannot be realized in the same part in target language.

Table 4. Compensation

SL	TL
1. “Waahhh...maaf sekali, mbak! Tadi aku bengong, jadinya salah buat!”	“Wah... I’m so sorry, miss! I was daydreaming, so I made a mistake!”
2. “Nasi goreng kambing. Barengan sama si Panca.”	“Lamb fried rice. Sharing with Panca.”

From the first sentence, it shows that the word "bengong" cannot be applied with the same words in the target language, therefore the information from the source language is changed to "daydreaming". From the second sentence, it shows that the word "barengan" cannot be translated into "together" because the word "barengan" means sharing the food in one plate, not eating together in the different plates.

5. Description

Description is to replaces a term or expression with a description of its form and function in the source language.

Table 5 Description

SL	TL
1. Nasi Goreng	Fried rice is rice fried in oil and usually added with sweet soy sauce, garlic, shallots, salt, eggs, etc.
2. Bir Pletok	Bir Pletok is a signature drink of the Betawi people that has been popular since the colonial era. Pletok beer is made from spices such as ginger, lemongrass, cinnamon, and pandan leaves.

In this translation, "Nasi goreng" and "Bir Pletok" are descriptions of forms in the target language, so that the reader understands the term.

6. Established Equivalent

Established equivalent use a term or expression recognized (by dictionaries or language in use) as an equivalence in the Target Language.

Table 6. Established Equivalent

SL	TL
1. "Woi mas, jangan ngences disitu dong!"	"Hey bro, don't drool there!" "Excuse me, is this
2. "Mas, maaf, bangkunya kosong?"	seat occupied?"

In the first example, the word "ngences" was translated to "droll", because the term "ngences" was not found in the translation it was changed to "ngiler". In addition, the word "maaf" in the source language was also replaced with the expression what is commonly known "Excuse me" in the daily activities of target language.

7. Literal Translation

Literal Translation that was carried out by translating word by word and the translator does not associate it with context.

Table 7. Literal Translation

SL	TL
1. "Oke! Mari kita mulai petualangan kita!"	"Okay! Let's start our adventure!"
2. "Eh Vidya! Gimana? Jadinya beli apa?"	"Hey Vidya! How? What did you buy?"

From the two translation examples above, the sentence is translated word of word in the target language because it suits the sentence in the source language.

8. Modulation

Modulation was used by replaces, focuses, and point of view or cognitive aspects in Source Language, both lexically and structurally.

Table 8. Modulation

SL	TL
1. "Sebagai permohonan maaf, aku akan membuatkan martabakku yang paling oke "Numero Uno". Tapi tenang saja, kamu tidak perlu membayar ekstra."	"As an apology, I will make you my best martabak "Numero Uno". But don't worry, you won't have to pay extra."
2. "HAHAHA lagi sial gue."	"HAHAHA I was unlucky."

In the first example, the word "jangan khawatir" is changed to "don't worry" because it changes the word equivalent based on a different point of view but has the same message. In the second example, the word "sial" is changed to "unlucky" with a different point of view but the same message.

9. Reduction

Reduction that removing the information contained in the source language into the target language should not change the message in the

Table 9. Reduction

SL	TL
1. (Lanjut lagi, dia nyebarin saos tomat diatas adonan, diaduk rata. Kemudian keju parut...)	(Next, he spreads the tomato sauce on top of the dough, stirred well. Then grated cheese...) “Here’s the Avocado Juice.”
2. “Mari mbak, ini Jus Alpukatnya.”	

From the first sentence, it can be shown that the word "Lanjut lagi" was removing the word "again" and is translated into "Next" to avoid wasting words. From the second sentence, the word "mbak" was removed and not be translated because is unnecessary and the sentence already explained the context.

10. Transposition

Transposition technique replaces the grammatical structure of the source language in the target language.

Table 10. Transposition

SL	TL
1. “Enaknya kita makan apa nih, Pan, Vid?”	“What should we eat, Pan, Vid?”
2. “Vid, lo mulai ngerekam dari kapan?”	“When did you start recording, Vid?”

In this translation, the two sentence above were also used transposition technique to change the grammatical structure in the target language. If two translations were translated with the same grammatical structure from source language, the context will be unclear.

11. Variation

Variation technique replaces linguistic or paralinguistic elements that affect linguistic variation.

Table 11. Variation

SL	TL
1. "I...iya, hape gue dikantongin dari tadi..."	"W...well, my handphone has been in my pocket earlier..."
2. "Apa? Mau minum bir?! Kagak boleh, bang! Entar mabok, kagak baik bang!"	"What? You want drink a beer?! No way, honey! You'll get drunk, it's not good!"

In the first example, the word "Iya" replaced into "well" because "well" is the variation of the words "Iya" and is refers to the words. In the second example, the word "bang" is changed to "honey" because the context of the translation of the word "bang" refers to a nickname for a loved one. Therefore, the word "honey" is a variation of the word "bang" in the target language.

Conclusions

This webcomic was translated through several stages. Before the translation process, observations were made from reading webcomics, selecting webcomics, and understanding the content of webcomic stories. Then, the data in the job training report collected is the Indonesian transcript of the webcomic "Jajan Squad" translated into English.

The webcomic "Jajan Squad" uses Nida and Taber's theory of the translation process. Then, in translating the webcomic, there are 11 translation techniques used from Molina and Albir. The literal technique is most frequently used in webcomic translation, because there are many sentences that are translated word by word.

During the webcomic translation process, there were some obstacles such as finding some interjection words, finding a proofreader, and punctuation errors. These obstacles can be overcome in several ways. Some interjection words can be searched through Google, proofreaders can be found through social media or friends, and punctuation errors can be revised by rereading the script and rechecking with the supervisor.

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