Translation Strategies of Terms Used in Jewelry Production from Mandarin to Bahasa Indonesia Using Han Character Identification

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Abstract

Translation strategies are sets of adopted principles and schemes to achieve a certain translation goal in a translation activity (Yanlu, 2017, p. 164-168). Using the strategies, the translation results in any manufacturing process are expected to be acceptable, suitable, and understandable. PT. Gemopia Indonesia, located in Sukoharjo, Central Java is a jewelry company. This company has the biggest main factory established in Tiongkok. Therefore, the production process is strongly related to the use of Mandarin. This article aims to give Mandarin to Bahasa translation strategies related to the terms used in jewelry production. In order to collect data, some techniques, such as interviews, observations, and documentation were employed. After being analyzed, some strategies are acquired, as follows: (a) words grouping based on their sound, (b) words grouping based on metal element or *jīnzì pang* (金字旁), (c) words grouping based on fire element or *huǒzì pang* (火字旁), (d) words grouping based on the development of *pǐn* 品 word, and (e) words grouping based on the development of *shí* 石 word.

Keywords: Translation strategies; jewelry production; manufacturing process; jewelry; Mandarin.

1. Introduction

"One belt one road" is a concept initiated by the President of the People's Republic of China, XI Jinping, which arose in September 2013. This notion has created many foreign companies from China established in Indonesia. The presence of Chinese businesses in Indonesia has successfully created many job opportunities for Indonesian. However, due to the lack of Mandarin mastery, the Indonesian employees cannot communicate with the Chinese ones well. In Chinese corporations, the use of Mandarin becomes essential in the work field. In China, one of the growing companies is a jewelry manufacturing. To create a more fluent production process, the employees as the foreign language user should understand Chinese terms used during the process of jewelry production.

In the next chapter, translation strategies related to Chinese vocabularies used in jewelry production will be discussed. By mastering the vocabularies, it is expected that it can improve the products' quality and speed up the production process done by the employees in jewelry making.

2. Research Theories and Methods

This study used a qualitative method, so it produces descriptive data. The qualitative method relies on data collected from society without considering numerical data (Murdiyatmoko, 2007, p. 25). This research is a part of the final project done by Rizka Charadhiky Putra Aditama, conducted in 2020, entitled "Translation Strategies of Chinese Vocabularies Translated to Bahasa Indonesia used in Silver and Copper Production in PT. Gemopia Indonesia" under the author's supervision. The emphasis on han character identification as the translation strategy has distinguished this research from the final project. Furthermore, the observation was held in PT. Gemopia Indonesia, located in Sukoharjo, Central Java. Meanwhile, the research objective includes production vocabularies classification based on their types and developments.

Techniques employed in data collection were interviews, observations, and documentation. The interview was performed with the employes in-person and orally. The interview was carried out to elicit the terms commonly used. Terms used in communication in jewelry production is not too diverse, such as 胶膜、雷射、产品、宝石、铸造、原材料、抛光、铜厂、检品、钻石、半成品、完成品、银厂、天然石、镀金 (Lee Jianguo, personal communication, February 20, 2019). Next, the observations were performed to acquire what used terms during conversations in the production process. This step was carried out starting from the beginning until the end of jewelry making. Then, the last stage was documentation. It was implemented by looking for documents, archives, and references related to vocabularies used during the production. The documents were in the form of books, internet, journals, translation documents owned by the company, etc.

Furthermore, data analysis methods which consist of three steps were applied. They are data collection, presentation, and conclusion. The data collection involved observation during the production process, data classification, until vocabularies analysis. After that, the data presentation was conducted to identify the commonly-used vocabularies more easily. In the end, the conclusion was performed by testing the suitability and validity of the existing data.

3. Results and Discussions

3.1. Translation during Production Proces

There are many definitions of translation. However, they are not too diverse. The translation is defined as an effort to convert meanings of texts from the language source to the target language. Furthermore, translation is merely a linguistic shift of meaning translated from the source language (Baicheng, 2012, p.23). According to Dongmeng (2013), translation belongs to an act of communication. This theory is considered to be effective in solving any translation problems. As stated by Machali (2000, p. 12), translation is viewed as an effort to find meaning suitability between the source and target languages. The focus is on the meaning suitability needed to be translated into the target language.

In translation, many problems are found regarding the meaning suitability. This is caused by lexical gaps. Al-Ghazali (2012) stated that technology development in many countries has caused a discrepancy in the main lexical between the source language (SL) and the target language (TL). Baker (1995, p. 21) confirmed that words in the source language can express an unknown concept in the target language. As a result, translation strategies are required to solve the appeared problems.

The language variation has brought a dilemma to the language users. On the one hand, the users should translate Mandarin texts into Bahasa Indonesia acceptably and understandably. On the other hand, the users find it problematic to implement that manner when translation. Therefore, some translation strategies in shifting the meanings of terms used in the production process are needed.

3.2. Jewelry

In this modern era, jewelry becomes one of the demanded items. Jewelry belongs to accessories worn in daily life or on special occasions. According to Wikipedia, jewelry refers to decorative accessories used to look attractive. Jewelry is usually made of gold, silver, and copper. The types are various, such as rings, necklaces, bracelets, pendants, etc. Jewelry is a product of mining. As claimed by Juanyu (2019, p. 65-66), modern jewelry is inseparable from community life. A piece of adorable jewelry becomes important in the market of jewelry consumption.

3.3. Translation Strategies

Translation strategies are related to efforts to ease the translation process in transferring meanings from one language to another. Using the strategies, the translation of terms used in the production process is expected to be acceptable, suitable, and understandable. The appropriateness is associated with the rules related to the target language's grammatical structures and systems. In addition, translation strategies are sets of adopted principles and schemes to achieve a certain translation goal in a translation activity (Yanlu, 2017, p. 164-168).

1. Vocabularies classification based on metal radical or "*jīnzì páng*"（金字旁）
   The metal radical is a symbol in which the characters are related to mining products, such as the ones on words: 银厂*yínchǎng* and 铜厂*tóngchǎng* which have jīnzì pang character. On the word银厂*yínchǎng*, 银*yín* means silver. Meanwhile, on the word铜厂*tóngchǎng*, 铜*tóng* means copper.
2. Vocabularies classification based on fire radical or "*huǒzì páng*"（火字旁）is related to fire. This group can be seen on the phrase: 焊接*hànjiē* which means fire welding. From the 焊 word, there is a symbol of 火 which means 'fire'. As we know, fire welding is a welding process using fire.
3. Vocabularies classification based on the development of "*pǐn*"（品）character
   This type can be viewed in the words: 产品，半成品，完成品，检品。产品chǎnpǐn consists of two characters, which are: 产 *chǎn* which means 'result', and 品*pǐn* which means 'product'. Meanwhile, for the phrase: 半成品*bànchéngpǐn*, the word: 半*bàn* means 'semi', 成*chéng* means 'finished', and 品*pǐn* means 'goods'. If those words are combined, the meaning is 'semi-finished goods'. Moreover, for the phrase: 完成品*wánchéng pǐn*, the word完成*wánchéng* has the meaning of 'finished', so it is translated into 'finished goods'. Next, the phrase: 检品*jiǎn pǐn* is a combination of words: 检查*jiǎnchá* which means 'to control', and 产品*chǎnpǐn* which means 'product'. If those words are combined, the meaning will be 'quality control' or QC.

4. Vocabularies classification based on the development of "*shí*" （石）character

    This category is portrayed in the phrase: 宝石*bǎoshí*. The word宝*bǎo* itself means 'precious', and石*shí* means 'stone'. The combination of those words means 'the precious stone', or we know it as 'gem'. Besides, the phrase: 钻石 *zuànshí* consists of the words: 钻*zuàn* which means 'diamond' and石*shí* which means 'stone'. They have one meaning which is 'diamond' (gemstone). The phrase 天然石*tiānránshí* comes from the words: 天然*tiānrán* which means 'nature' or 'natural', and 石*shí* which means 'stone'. As a whole, they are translated into 'natural stone'.

4. Conclusion

The translation is an effort to convert meanings of texts from the source language to the target one. The ideal translation has to be acceptable, suitable, and understandable. When it came to producing the good quality of translation results quickly, some problems dealing with the appropriateness in translating Mandarin vocabularies to Bahasa Indonesia were found. To ease the translation process that occurred in jewelry production, some translation strategies are considered necessary. Those strategies include 1) vocabularies classification based on metal radical or *jīnzì pang* (金字旁), 2) vocabularies classification based on fire radical or *huǒzì pang* (火字旁), 3) vocabularies classification based on the development of *pǐn* 品 character, and 3) vocabularies classification based on the development of *shí* 石 character.

In general, modern technology and science development have contributed to the factors affecting the good translation result. However, if the employees as the language users are aware of what vocabularies they mostly use, it will help to ease the translation process from Mandarin into Bahasa Indonesia.

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