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Techniques for Translating Apple Smartphone Guidelines of English - Indonesian

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Abstract

This research is analysed about Techniques for Translating Apple Smartphone Guidelines of English-Indonesian which have three kinds of research questions. For the first is what procedures are applied in Translating Apple Guidelines book? which procedures are dominantly used by Apple Guidelines Translators? and what are advantages and disadvantages of Apple Guidelines Translation words? This study used a qualitative descriptive methodology. The author of this study explained the methods the translators employed to translate the manual and how they affected the final translation's quality. The Apple Smartphone Guidelines serves as the main source of info. The manual is available for download online in two versions: the English-Indonesian version and the Indonesian-English version. Each technique's percentage is explained as follows: Calque used 29 times and accounts for 33%; pure borrowing occurs 19 times and accounts for 21%; and naturalized borrowing occurs 19 times and accounts for 21%. (4) establish equivalent signifies 12 & and occurs 12 times. The final step, (6) adaptation, happens once and constitutes 0.01%, while (5) modulation occurs four times and represents 0.04%. The proportion of natural and pure borrowing is equal. Thus, it can be said that adaptation is the least used strategy and the Calque technique is the most commonly used.

Keywords: Techniques for Translating; Apple Smartphone Guidelines; Qualitative

1. Introduction

In human's life, it is certain that language is a very important thing for human to live. It has a function as communication media for human beings. It is impossible for people to communicate without language because they will get problems in expressing their feelings, ideas, and thought.

In today's globalized society, the cyber world allows individuals to connect with people from all over the world without restrictions. English is among other international languages has a crucial role in this context. The internet has made it easier to obtain knowledge and information for leading to an increasing demand for English skills. Indonesia is a developing country, aims to actively participate in this century and seize opportunities.

It's interesting to see if a manual book written in two languages is properly translated. This study examines a handbook book called Apple Smartphone Guidelines. I limit my concentration to the usage of the manual's translation techniques book. I utilize Molina and Albir's classification system to evaluate translation techniques.

Bilingual Apple Smartphone Guidelines used English and Indonesian language to deliver the materials which help the Apple Smartphone Guidelines user to understand about how to operate the smartphone well. Explanation in the manual book present description of a certain object which is contains many words, phrases, sentences and paragraphs. Moreover, Manual book deals with many specialized terminologies which relatively much more difficult to be translated because the target language sometimes does not have the equivalence of those terminologies. The appearance of the complex sentences also makes manual text more complicated to be translated. Thus, the editor of this bilingual manual book should use certain techniques in their translating process.

Apple Smartphone Guidelines was a bilingual handbook book, was chosen for its relevance and widespread use in Indonesia. I am interested in learning about the translation procedures used in the bilingual Apple Smartphone Guidelines. Hopefully, the inquiry into translation procedures will provide helpful suggestions for both editors and readers of the manual.

Based on Oxford English Dictionary, "translation is written or spoken expression of the meaning of a word, speech, book, etc. In another language". There are many definition of translation given by linguists. Newmark (1988:5) explains that it is rendering the meaning of a text into other language in the way that author intended the text. The temptation is to transfer as many SL (Source Language) words to the TL (Target Language) as possible.

Translation is a phenomenon that has a huge effect on everyday life. This can range from the translation of a key international treaty to the following multilingual poster that welcomes customers to a small restaurant near to the home of one of the authors (Hatim and Mundai, 2004: 3).

Newmark (1988:5) states that translation is rendering the meaning of a text into another language in the way that the author intended the text. The second meaning concerns on the author intended the text that source language (SL). From here, we can know that the translator can use what the language or style they want.

There were many researchers' studies about analysing the techniques in translation. I found some studies about translation techniques that were done by Intaniasari (2009) did a study entitled "The Use of Translation Technique in Improving Students Reading Comprehension". Her research had concluded that teaching by using translation technique was very useful for improvement of the student's ability reading text. Her study is about the use of translation technique in difficult words in reading text by describe the translation technique, describe the effectiveness of translation technique in improving students reading comprehension.

Meanwhile, Wardani (2013) conducted research entitled "English – Indonesian Translation Techniques of Time Flies for Ms Wiz and Their Effects on Clarity". Her study came up with the result 17 translation techniques used: adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, and modulation.

Base on the previous studies above, the researchers want to analyse Techniques for Translating Apple Smartphone Guidelines of English-Indonesian which have three kinds of research questions. For the first is what procedures are applied in Translating Apple Guidelines book? which procedures are dominantly used by Apple Guidelines Translators? and what are advantages and disadvantages of Apple Guidelines Translation words?

2. Method

This study used a qualitative descriptive methodology. The author of this study explained the methods the translators employed to translate the manual and how they affected the final translation's quality. The Apple Smartphone Guidelines serves as the main source of info. The manual is available for download online in two versions: the English-Indonesian version and the Indonesian-English version.

The data gathered for this qualitative descriptive study was fully and accurately examined and described. Tables and detailed descriptions of the tables were used to explain the data, which was gathered in the form of words and phrases. This study concentrated on translated works rather than the translation process; in other words, it was process-oriented. The document analysis approach is the method of data collecting employed in this study (content analysis).

This investigation was carried out in a number of steps. After reading the two textual sources, the author examined the translation strategies used in the two manuals. However, only significant words or sentences that experienced a challenging translation procedure were examined; not all words were. After that, the chosen words or phrases were arranged in tables. Molina and Albir (2002) proposed eighteen different types of translation processes, which served as the basis for the creation of the tables. After that, the words or phrases are chosen and added to the table according to the different translation methods they employ. After the words or phrases were grouped based on their types of translation techniques, then the researcher analysed and explained the translation process so that the percentage level of the translation techniques can be calculated.

3. Result and Discussion

3.1. The Procedures applied in Translating Apple Guidelines

In this section, the writer presents: translation techniques, non-equivalence problems, grammatical equivalence, and relation between translation techniques and grammatical equivalence.

Table 1. Data analysis

No of Data	Source language	Target language	Type of translation
1.	A built-in backup tool	Alat pencadangan internal	Establish equivalent
2.	A variety of task	Berbagai tugas	Calque
3.	Accomplish	Menyelesaikan	Calque
4.	An important note	Catatan penting	Calque
5.	App store	App store	Pure borrowing
6.	Apple apps	App apple	Pure borrowing
7.	Apple id	Id apple	Naturalized borrowing
8.	Apple manual books	Buku petunjuk apple	Modulation
9.	Apps	App	Pure borrowing
10.	Book store	Toko buku	Calque
11.	Bottom of the screen	Bagian layar bawah	Establish equivalent
12.	Calendar	Kalender	Naturalized Borrowing
13.	Camera	Kamera	Naturalized Borrowing
14.	Charge device	perangkat daya	Calque
15.	Check	Memeriksa	Calque
16.	Click the finder icon	Klik ikon finder	Naturalized borrowing
17.	Connect	Sambungkan	Calque
18.	Connecting	Terhubung	Calque
19.	Contact	Kontak	Naturalized Borrowing
20.	Control your mac	Mengontrol mac anda	Naturalized borrowing
21.	Customize	menyesuaikan	Calque
22.	Document	Dokumen	Naturalized borrowing
23.	External display	Layar eksternal	Establish equivalent
24.	External storage	Sambungan penyimpanan	Calque
25.	External storage devices	Perangkat penyimpanan external	Modulation + pureborrowing
26.	Facetime	Facetime	Pure Borrowing
27.	FaceTime HD Camera	Kamera HD facetime	Modulation
28.	files and folders	file dan folder	Pure borrowing
29.	Find information	Menemukan informasi	Calque
30.	High performance devices	Perangkat berkinerja tinggi	Calque
31.	Icloud	Icloud	Pure Borrowing
32.	information	informasi	Naturalized Borrowing
33.	Instruction	Instruksi	Naturalized borrowing
34.	iTunes	Itunes	Pure Borrowing
35.	Locate files	Mencari file	Calque
36.	Iphone	Iphone	Pure Borrowing
37.	Iphone desktop	Desktop Iphone	Naturalized Borrowing
38.	Iphone essentials guide	Petunjuk hal penting Iphone	Modulation + pureborrowing
39.	Iphone info guide	petunjuk info Iphone	Modulation
40.	IOS	IOS	Pure Borrowing
41.	Magnetically attach the powercord	Pasang kabel daya bermagnet	Establish equivalent
42.	Lithium	Lithium	Pure Borrowing
43.	Mail	Mail	Pure Borrowing
44.	Memory card	Kartu memori	Establish equivalent
45.	Menu bar	Bar menu	Naturalized borrowing
46.	Messages	Pesan	Calque
47.	Multi touch trackpad	Trackpad multi-touch	Naturalized Borrowing
48.	Multi-touch gesture	Gerakan multi touch	Pure borrowing + calque
49.	Music	musik	Naturalized borrowing
50.	Navigate	navigasi	Naturalized borrowing
51.	Power button	Tombol daya	Calque
52.	Pc	Pc	Pure Borrowing
53.	Photos	Foto	Naturalized borrowing
54.	Popular gesture	Gerakan populer	Establish equivalent
55.	Power button	Tombol daya	Calque
56.	Recovery	Pemulihan	Calque
57.	Reinstall	Menginstal ulang	Calque
58.	Restart	Mulai ulang	Calque
59.	Restoring your software	Memulihkan perangkat lunak anda	Calque
60.	Safari	safari	Pure Borrowing
61.	Safety information	Informasi mengenai keselamatan	Calque
62.	Scroll up/ down/ sideways	Gulir keatas/ kebawah/ kesamping	Calque
63.	Setup assistant	Asisten pengaturan	Establish equivalent
64.	Shortcut menu	Menu pintasan	Establish equivalent
65.	Sign in	Masuk	Adaptation
66.	Simple gesture	Gerakan sederhana	Calque
67.	Siri	Siri	Pure borrowing
68.	Support information	Informasi dukungan	modulation

No of Data	Source language	Target language	Type of translation
69.	Swipe to navigate	Gesek	Calque
70.	System preference	Preferensi sistem	Naturalized borrowing
71.	System preference	Preferensi sistem	Naturalized borrowing
72.	The command and R keys	Tombol command dan R	Naturalized borrowing
73.	The dock	Dock	Naturalized borrowing
74.	The statues	Status	Naturalized borrowing
75.	Thunderbolt	thunderbolt	Pure Borrowing
76.	Time machine icon	Icon time machine	Pure borrowing and modulation
77.	To access	Mengakses	Naturalized borrowing
78.	Trackpad	Trackpad	Pure borrowing
79.	Transfer	Mentransfer	adaptation
80.	Troubleshooting information	Informasi mengenai penyelesaian masalah	Calque
81.	Useful information	Informasi yang bermanfaat	Calque
82.	User account	Akun pengguna	Calque
83.	user guide	Petunjuk penggunaan	Calque
84.	Webpages	Halaman web	Establish equivalent
85.	Wifi network	Jaringan wifi	Establish equivalent
86.	Wireless internet connection	Koneksi internet nirkabel	Establish equivalent
87.	Your Computer	Computer anda	Pure borrowing
88.	Your voice	Suara anda	Calque

The data above displays the analysis's conclusion. The information was extracted from the English and Indonesian versions published by Apple Corporation's. There are 88 data points in all. According to the statistics, the translation process uses six different translation techniques. The following formula can be used to determine the frequency of the techniques utilized in the data as well as the overall frequency of the techniques.

$$\text{Percentage} = \frac{\text{Frequency of techniques}}{\text{Total frequency of techniques}} \times 100\%$$

Each technique's percentage is explained as follows: Calque used 29 times and accounts for 33%; pure borrowing occurs 19 times and accounts for 21%; and naturalized borrowing occurs 19 times and accounts for 21%. (4) establish equivalent signifies 12 & and occurs 12 times. The final step, (6) adaptation, happens once and constitutes 0.01%, while (5) modulation occurs four times and represents 0.04%. The proportion of natural and pure borrowing is equal. Thus, it can be said that adaptation is the least used strategy, and the Calque technique is the most used.

No	Translation Technique	Frequency	Percentage
1	Calque	29	33
2	Pure borrowing	19	22
3	Naturalized borrowing	21	24
4	Establish equivalent	11	12
5	Modulation	6	7
6	Adaptation	2	2
Total		88	100%

3.1.1. Calque

Calque is a literal translation of phrases or foreign words which are translated from English into Indonesian. Calque refers to the literal translation of foreign words or phrases from English into Indonesian. Words and phrases are translated literally from the source language to the target language using this method.

Example:

SL: *phone number*

TL: nomor telepon

There are 29 data that apply the Calque technique in this study. Calque ranks first in the translation techniques contained in the manual book of Apple Guidelines.

Calque refers to literal translation of both words and phrases from the source language to the target language. It means that the translation of the text of the source language is found in the dictionary, for example: the phrase ; '*power button*' is translated into

'*tombol daya*'. 'Power' in Indonesian language is '*daya*' and '*button*' is '*tombol*,' Then it becomes '*tombol daya*' not '*daya tombol*' since Indonesian language follow the rules of D-M (diterangkan menerangkan) Meanwhile the word, '*connecting*' is from the word '*connect*' which means '*menghubungkan*.' The word, '*user account*,' is translated into '*akun pengguna*,' since it is found in the dictionary that the word '*akun*' in English is '*account*' and '*pengguna* in English is '*user*.'

3.1.2. Pure Borrowing

Borrowing can be divided into two: Naturalized and Pure Borrowing. In this research, there are 19 data showing Pure Borrowing. It occurs to 22 percent.

In the following data, all the words do not occur in the change or translation process. The original words regarding the spelling and pronunciation are accepted in target language such as the words: Iphone, Pc, app store, Itunes, facetime, mail, safari, thunder bolt, files and Siri. The other words found in the data are trackpad, Apple apps and lithium. Pure Borrowing usually happens when there is no equivalence of the words in target language. It often occurs for the words that relate to technology and culture terms.

3.1.3. Naturalized borrowing

Borrowing is a translation strategy in which translators borrow words or idioms from the source language. This borrowing can take the form of naturalized borrowing or borrowing that has been naturalized either through morphology or an adapted pronunciation in the target language. For example:

SL: Photo

TL: Foto

Translator translated words or phrases from source language to target language by altering in the form of morphology or pronunciation; for example, the word microphone becomes '*mikrofon*', the word history becomes '*histori*', and so on.

Some words in the data below are translated by naturalizing them from the source language to the target language. The word document is transformed into '*dokumen*', which converts the letter "c" to "k," with a slight difference in pronunciation. A same process occurs with the term calendar, which is rendered as '*kalende'r*'. The term photo is shortened to '*foto*' because the Indonesian language lacks the vowel "ph." The phrase multi touch trackpad is translated as trackpad multi touch because the Indonesian language uses the notion of D-M (*Diterangkan-Menerangkan*) for noun phrases. The phrase system preference is rendered as '*preferensi sistem*'. This translation style appears 21 times, accounting for approximately 24% of the total number of translations.

3.1.4. Establishment Equivalent

Establish equivalent is a translation technique which uses a term or expression recognized in a dictionary.

SL: Great Britain

TL: Britania Raya

The data below shows the Establish Equipment translation technique. Establish equivalent is a translation which uses the term or expression recognized in the dictionary such as the word: *setup assistant* is translated into '*asisten pengatura*'n. The word, '*wifi network*' is translated into '*jaringan wifi*'. Wifi is an English term which is found in English and there is no equivalence in Bahasa. The word *memory card* is translated into '*kartu memori*' which is categorized as establish equipment since the terms or expression is recognized by the English dictionary. There are 11 data showing the Establishment Techniques found in this study and 12 percent for frequency.

3.1.5. Modulation

Modulation is the variation of language caused by a shift in perspective; this shift can be legitimate, even if it is literal or transposed. There are two sorts of modulation: free or optional, which is often used for non-linguistic reasons. It is primarily utilized to emphasize the meaning, improve coherence, or discover natural shape in the TL. For analysing data, there are 6 words that used modulation in the Apple Guidelines or 7 percent. For example; support information has meaning '*informasi dukungan*'.

3.1.6. Adaptation

Adaptation is the absolute limit of translation, employed when the translator must construct a new circumstance that is regarded similar. There are two words in the Apple Guidelines or 2 percent and for example is word 'transfer' has meaning '*mentransfer*'.

3.2. The procedures that are dominantly used by Apple Guidelines Translators

Calque means literal translation of a foreign word or phrase; it can be lexical or structural, e.g. useful information becomes '*informasi yang bermanfaat*' in Indonesian. This is a literal translation at phrase level. Sometimes calques work, sometimes they don't. You often see them in specialized, internationalized fields such as quality assurance. On this research there are There are

29 data that apply the Calque technique in this study. Calque ranks first in the translation techniques contained in the manual book of Apple Guidelines.

Table 2. Calque Rank Manual Book of Apple Guidelines

Data	Source Language /SL	Target Language/ TL
2	A variety of task	Berbagai tugas
3	Accomplish	Menyelesaikan
4	An important note	Catatan penting
10	Book store	Toko buku
14	Charge device	perangkat daya
15	Check	Memeriksa
21	Customize	Menyesuaikan
24	External storage	Sambungan penyimpanan
29	Find information	Menemukan informasi
30	High performance devices	Perangkat berkinerja tinggi
35	Locate files	Mencari file
46	Messages	Pesan
51	Power button	Tombol daya
55	Power button	Tombol daya
56	Recovery	Pemulihan
57	Reinstall	Menginstal ulang
58	Restart	Mulai ulang
59	Restoring your software	Memulihkan perangkat lunak
61	Safety information	Informasi mengenai keselamatan
62	Scroll up/ down/ sideways	Gulir keatas/ kebawah/kesamping
66	Simple gesture	Gerakan sederhana
69	Swipe to navigate	Gesek
80	Troubleshooting information	Informasi mengenai penyelesaian masalah
81	Useful information	Informasi yang bermanfaat
82	User account	Akun pengguna
83	user guide	Petunjuk penggunaan
88	Your voice	Suara anda

3.3. The advantages and disadvantages of Apple Guidelines Translation

Users may learn how to use, maintain, and solve issues with the products they buy from the manual book, which serves as a crucial guide. This book includes crucial information to guarantee the product is used properly and successfully, including step-by-step instructions, pictures, safety warnings, and care instructions. In particular, manual books are essential for electronic equipment as they offer comprehensive instructions for installation, setting, and troubleshooting in the event of issues. The handbook for the Apple Smartphone is a comprehensive instruction for using electronic devices that its readers may easily understand. Pictures that show the various parts of the smartphone are also included in each instruction. The original language of the nation of manufacture is frequently used in these manuals, though, and not all users in the worldwide market may understand them. From improper use to the possibility of accidents, this can lead to major issues. Thus, it is crucial to translate the handbook into a language that the intended audience can comprehend. Without diluting the content or directions, a good translation must preserve the information's accuracy and communicate the message in an understandable manner.

There are some advantages of Apple guidelines translation

1. Makes it easier to use the product

Translating manuals is very important, especially when you buy electronic goods or products that require special instructions. The manual book contains important information regarding how to use the product correctly. By translating it into a language you understand, such as Indonesian, the manual book will make it easier for you to understand the instructions given, so you can use the product correctly and safely.

2. Understand Product Specifications Better

If you want to know the detailed specifications of the product you are buying, a manual book translated into a language you understand will be very helpful. Translated manuals provide clear and complete information regarding product specifications and features, so you can fully understand what you are purchasing and how the product can meet your needs.

3. Makes Product Maintenance Easier

The translated manual book also makes it easier for you to care for the item. This manual usually includes care instructions that must be followed to keep the product in good condition and long-lasting. By understanding instructions in clear language, you can take better care of your items and prevent unnecessary damage. Thus, translating the manual into the right language is an important step to ensure users can use and maintain the product properly and understand the detailed specifications.

4. Translate the manual book with a professional translator

Translating a manual book requires special skills, because the information in it must be conveyed precisely and accurately to prevent misunderstandings that can have serious consequences. Therefore, the translator must be completely fluent in the foreign language and understand the technical context of the product being described. Don't let your manual be translated by inexperienced people.

There are some disadvantages of Apple guidelines translation:

Disadvantages in translating guidebooks can be:

1. Translation with more general or neutral words
2. Translation with cultural substitution
3. Translations that change the original meaning of the source text
4. Differences in language, grammar, syntax, and vocabulary
5. Literary works often use cultural allusions, wordplay, metaphors, and idiomatic phrases
6. Literal translations can lose irony or meaning

4. Conclusion

Some results that can be summed up as follows are drawn from the data analysis of English-Indonesian translation methods on the Apple Smartphone guidelines. Calque used 29 times and accounts for 33%; pure borrowing occurs 19 times and accounts for 21%; and naturalized borrowing occurs 19 times and accounts for 21%. (4) establish equivalent signifies 12 &; and occurs 12 times. The final step, (6) adaptation, happens once and constitutes 0.01%, while (5) modulation occurs four times and represents 0.04%. The proportion of natural and pure borrowing is equal. Thus, it can be said that adaptation is the least used strategy and the Calque technique is the most commonly used.

Apart from that, there is also one technique in the translation of the Apple smartphone manual guidelines that dominates this translation, namely Calque. Advantages and disadvantages have also been discussed in the results and discussions section. We can conclude that a translation always has a conclusion so that it can be understood by the reader. The advantages and disadvantages of translation will be visible when we relate it to the benefits of a product. Researchers hope there will others research about translating manual guidelines and giving critics for the result, so the translators of the manual guidelines will improve their translation if it is not appropriate.

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