A Direct Translation Analysis of Mobile Phone User Guides: An Applied Linguistics Study

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Abstract: *This research aimed at analyzing and describing the types of direct translation found in a mobile phone user guides. The data were analyzed through a translation theory stated by Vinay and Darbelnet, they were direct translation and oblique translation. But in this occasion, the writer focused on the types of direct translation which covered borrowing, calque, and literal translation, found in a mobile phone user guides from English (as the source language) into Bahasa Indonesia (as the target language). Problems discussed in this research were: 1) what types of direct translation found in a mobile phone user guides? And 2) what are the most frequent types of direct translation found in a mobile phone user guides? To solve the problems, Descriptive qualitative method was implemented in this research. The data were taken from each sentence written in English (as the Source Language/SL) into Indonesian (as the Target Language/TL). Finally, the writer found that: 1) all types of direct translation occurred in a mobile phone user guides; they are borrowing, calque, and literal translation. 2) the most frequent types of direct translation found in a mobile phone user were literal translation (70.6%), borrowing (23.5%), and calque (5.88%).*
Keywords*: Borrowing, Calque, Literal Translation*

I. Introduction

Language plays an important part in humans' life, especially in the occasion of communicating. Language is used as a tool of communication to connect one to another in order to share their feeling, desire, emotion, ideas, etc. Sapir (1921:8) defines language as purely human and non- instinctive method of communicating ideas, emotions and desires by means of a system of voluntarily symbols. From the statement, it is clear that human will never be apart from language.

Nowadays, as the years go by and the world comes to the globalization era where the people from many other countries will have conversation to one and another. Not only conversation by face to face, as the improvement of technology, media communication also plays an important role in humans' life, especially the mobile phone. Mobile phone can be used to share and communicate with other people easily. The development of era together with technology is very fast. Of course English, as the first international language, is going to be the medium of communication for all people but the fact is not all people in this world understand and able to communicate by using English. Translation is one best way to solve the problem of communicating in any kinds of languages in the world, but the fact is translation demands people to master at least two or more language to conduct it. Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL) (Catford, 1965:20). Nida and Taber (1974:12) states that "Translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style". Furthermore, Larson (1984:3) stated that "… translation consists of transferring the meaning of the source language into the receptor language. The definition of translation by Larson can be diagrammed in Fig. 1 below.
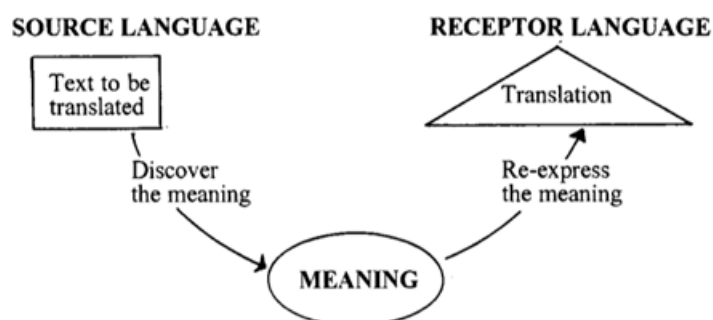

Figure 1.Definition of Translation (Larson, 1984)

Translation is not only done by transferring but it is more complex. There are many kinds of procedures or methods in translations. Vinay and Darbelnet in Venuti (2000: 84-93) mention that the method or procedure of translation can be divided into two main procedures, they are (a) literal or direct translation; consists of Borrowing, Calque, and Literal translation, and (b) oblique translation; consists of Transposition, Equivalent, Modulation and Adaptation.

Literal or direct translation procedures are used when structural and conceptual elements of the source language can be transposed into the target language. For example, **I love you very much** which is translated into **saya sangat mencintaimu**, is the example of literal translation procedure because the direct transfer of source language text into a grammatically and idiomatically target text. Meanwhile, oblique translation procedures are used when the structural or conceptual elements of the source language cannot be directly translated without altering meaning or upsetting the grammatical and stylistics elements of the target language. For example, **Hello** which can be translated into **halo, selamat pagi, Horas, syalom, etc,** it is the example of modulation, because of the variation of the form of the message, obtained by a change in the point of view.

In this occasion, the writer would like to analyze the direct translation found in the user guide of mobile phone. The word of "**profiles**" and "**menu function**" which translated into "**profil**" and "**fungsi menu**" are the examples of borrowing procedures because the SL is transferred directly to the TL. The writer hoped that this research will give contribution to the teachers and the students who study the translation.

1.1 Problems of the Research
Based on the explanation above, there are some problems to be discussed, they are:
1. What types of direct translation are found in a Mobile Phone User Guides?
2. What are the most frequent types of direct translation found in a Mobile Phone User Guides?

1.2 Objectives of the Research
The objectives of this research are to answer the problems as what have been mentioned in the previous point. They are:
1. To find out the types of direct translation found in a Mobile Phone User Guides
2. To find out the most frequent types of direct translation found in a Mobile Phone User Guides

1.3 Scope of the Research
There are so many kinds of mobile phones in the world, such as Nokia, Samsung, Sony, Apple, etc. In Indonesia, Nokia is one of the most dominant mobile phone used. In this research, the writer focus to the data of English to Bahasa Indonesia from Nokia 1202 mobile phone user guide. The data from Nokia 1202 mobile phone user guide into Bahasa Indonesia will be analyzed through translation procedures which has two main parts, (1) literal or direct translation which covers borrowing, calque, and literal translation. Meanwhile (2) an oblique translation serves transposition, modulation, equivalence, and adaptation. But the writer will only focus to the literal or direct translation in order to find out the types and most dominant types of direct translation in the data of Nokia 1202 mobile phone user guide into Indonesia.

1.4 Significances of the Research
This research paper analysis has some contributions, theoretical and practical. The significances of this research are:
1. Theoretically, the writer hopes that this research paper can give contributions in increasing and developing the knowledge of translation study
2. Practically, it is also hoped that this research paper will become a reference and useful addition information for someone who wants to study and analyze the translation procedures.

II. Theoretical Review
2.1 Definitions of Translation
There are so many experts of translations and so are the definitions. In this occasion, the writer would like to discuss more clearly about the definitions of translation. Generally, translation is known as a process of transferring a language to another. Catford (1965:20) defines translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL).

In the Theory and Practice of Translation, Nida and Taber (1974:12) states that "Translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style". Here Nida and Taber used the terms of receptor language rather than target language

Newmark (1988:9) says, "what translation theory does is, first, to identify a translation problem (no problem – no translation theory!); second to indicate all the factors that have to be taken into account in solving the problem; third, to list all the possible translation procedures (or methods); finally, to recommend the most suitable translation procedures, plus the appropriate translation"

Hence, Larson (1984:3) states that translation means transferring the meaning of the source language into receptor language.

Based on the explanation about translation, the writer concludes that translation is the problem of two different kind of language. The language that is going to be chosen as the first language is known as source language (SL), and the second language is about to be translated as a product is known as target language (TL). Furthermore, product is not the most important things but the process is. The product (TL) can be various forms but the meaning from source language (SL) to target language should be equivalent. The equivalence from source language to target language takes an important role in doing the translation process.

2.2 Translation as a Process

Nida and Taber (1974:12) states that "Translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style". The definition is clear that the form of target language is not the priority in doing the translation but the meaning is. In producing a good meaning, the translator should know and understand the process and what should be produced.

Hatim and Munday (2004:3) say, "the first of these two senses relates to translation as a process, the second to the product". So a process of translation means as some activities that doing by a translator while he transferring the message from SL to TL. Hence, Levy (in Venuti 2000:148) says, "translation is a process of communication: the objective of translating is to improve the knowledge of the original to the foreign reader."

Furthermore, Nida and Taber in Munday (2001:40) divide the process of translating into three stages system: 1) analysis of message in the SL; 2) transfer, and; 3) reconstruction of the transferred message in the TL. This process is described in Fig. 2:
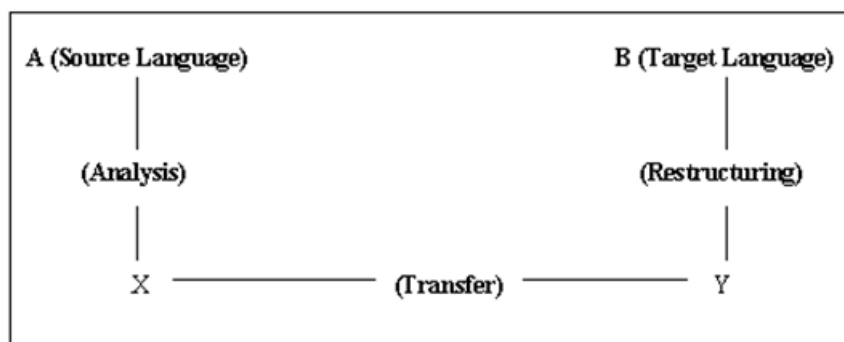

Figure 2. The Process of Translation [Nida and Taber in Munday, (2001:40)]

The figure above is clear to state that translation is started from analyzing the source language (as original text). When the translator makes the process of analyzing, the translator should be able to understand the meaning of the text and transfer the meaning from source language (SL) into target language (TL). At last is the restructuring where the translator re-expresses the result/product in various types of styles which are acceptable and readable.

2.3 Translation as a Product

Translation activities end in the result or can be known as "product" of translation. Nababan (1999:9) states "Product is the result of translator's work". If we see the translation as a process, it means that we are going to see the step in translation that applied by the translator to get a good product of translation. The differences between product and process are very important in translation. If we see the translation as a process, it means that we observe the way of translator to get a result. We see the steps that through by translator, what procedure that he used, what method that he used to translate and why did he choose that method, why he chose a certain term to translate a concept. And why he did not choose another term which has a same meaning and etc. (Machali 2000:9).

2.4 Translation Procedures

Vinay and Darbelnet in Venuti (2000:84-93) are experts who firstly identify two general methods that comprise seven procedures in translating source text to target text. The two methods are Direct Translation and

Indirect (Oblique). Direct translation covers borrowing, calque, and literal translation while oblique translation covers transposition, modulation, equivalence, and adaptation.

2.4.1 Direct Translation

Literal or direct translation procedures are used when structural and conceptual elements of the source language can be transposed into the target language. According to Vinay and Darbelnet, there are three procedures of Direct or Literal Translation; they are Borrowing, Calque, and Literal Translation.

2.4.1.1 Borrowing

Vinay and Darbelnet in Venuti (2000:84-93) say that Borrowing is the simplest of all translation procedures. In borrowing procedure, the Source Language is directly transferred to the Target Language. In other words, this procedures means that one language borrows an expression form from another language.

These procedures mean that one language borrows an expression form from another language. Wills (1977:97) defines borrowing is the carryover of SL lexemes or lexemes combinations into the TL normally without formal or semantic modification. According to Haugen in Siregar (2009:73), there are some possibilities that may occur in this procedure. First, borrowing with no change in form and meaning (pure loanwords), the second, borrowing with changes in form but without changing the meaning (mix loan), and the third, borrowing when part of the term is native and other part is borrowed, but the meaning is fully borrowed (loan blends).

Examples:
a. Borrowing with no change in form and meaning (pure loanwords)
email → email
edit → edit

b. Borrowing with change in form but without change the meaning (mix loanwords)
contract → kontrak
international → internasional
profile → profil
computer → komputer

c. Loan blend (borrowing when part of the term is native and the other part is borrowed)
computer network → jaringan komputer
international rule → peraturan internasional
internet provider → penyedia layanan internet

2.4.1.2 Calque

Calque is a phrase borrowed from another language and translated literally word for word. Vinay and Darbelnet in Venuti (2000:84-93) say that a calque is a special kind of borrowing whereby a language borrows an expression from another, but then translates literally each of its elements. The result can be a calque of expression, which preserves the syntactic structure of the source language while introducing a new mode of expression to the target language. It consists of phrases in direct (literal) translations of fixed expression in target language, for example French Compliment de la saison, which come from English Christmas greeting compliments of the season. The result can also be a structural calque, which introduces a whole new construction into the target language, for example science-fiction, used as such in French.

Examples:
He is the new assistant manager → Dia adalah asisten manajer yang baru
Menu function → fungsi menu
Directorate General → Direktorat Jendral

2.4.1.3 Literal Translation

Literal translation is also called as word for word translation. It is the direct transfer of a SL text into a grammatically and idiomatically appropriate TL text in which the translators' task is limited to observing the adherence to the linguistic servitudes of the TL. In principle, a literal translation is a unique solution which is reversible and complete in itself.

Examples:
Black market → pasar gelap
Honey moon → bulan madu

settings   → pengaturan

2.4.2 Oblique translation

Oblique translation occurs when word for word translation is impossible. Oblique translation procedures by Vinay and Darbelnet, consist of four types. The first is transposition, the second is modulation, the third is equivalence, and the last is adaptation.

2.4.2.1 Transposition

Vinay and Darbelnet in Venuti (2000:84-93) define transposition is a procedure that involves replacing one word class with another without changing the meaning of the message or the sense. Transposition also involves replacing one word class with another without changing the meaning of the message. On the other hand, transposition is also a change in the grammar from source language to target language (singular to plural; position of the adjective, changing the word class or part of speech). In translation, there are two types of transposition, namely obligatory transposition and optional transposition. Obligatory transposition occurs when the target language has no other choices because of the language system.

Furthermore, Vinay and Darbelnet suggest their understanding about transposition, they are:
(1) SL verb, TL noun
(2) SL conjunction, TL indefinite adjective
(3) SL clause, TL noun group
(4) SL verb group, TL verb
(5) SL noun group, TL noun
(6) SL complex sentence, TL simple sentences.

Examples:
keyword   → kata kunci (phrase)
advises caution   → mengingatkan
Medical Student   → Mahasiswa Kedokteran
It's free (clause)   → Gratis (word)
Password   → kata sandi

2.4.2.2 Modulation

Modulation is a variation of the form of the message, obtained by a change in the point of view. This change can be justified when, although a literal, or even transposed, translation results in grammatically correct utterance, it is considered unsuitable, unidiomatic or awkward in the TL

Examples:
I am not in a good condition   → saya sakit.
It is not difficult to study English → mudah untuk belajar bahasa Inggris

2.4.2.3 Equivalence

Vinay and Darbelnet in Venuti (2000:90) use this term to refer to cases where languages describe the same situation by different stylistic or structural methods.. Idioms and proverbs are also included as equivalence case.

Example:
Black and blue → lebam/babak belur
We're in the same boat → senasib
Bookworm → kutu buku
Kill two birds with one stone → sambil menyelam minum air
Don't cry over spoiled milk   → Nasi sudah menjadi bubur
It's raining cats and dogs → hujan deras

2.4.2.4 Adaptation

Vinay and Darbelnet in Venuti (2000:84-93) define adaptation as a procedure that creates a new situation to indicate a situational equivalence. And also it involves changing the cultural reference when a situation in the source culture does not exist in the target culture. Adaptation is used in those cases where the type of situation being referred to by the SL message is unknown in the TL culture. In this case, a translator can create a new situation that can be considered equivalent.

Example:
Cricket (UK) → Baseball (US)
Football (UK) → Soccer (US)

III. Research Method

This chapter discusses about the method and procedure that are used to solve the problems of the research. The writer has written some theories in the previous chapter in order to describe research design, data collecting method, and data analyzing method

3.1 Research Design

The research design of this research paper is the library research. It is done by consulting some books and dictionaries in order to collect the theories and references. In conducting the analysis, the writer used descriptive qualitative method. Strauss (2003:7) defined that descriptive qualitative method refers to a research explaining the analysis or a hypothesis of a research. Hence, library research is a research that is done in library where a researcher faces many kinds of literatures that is suitable with the objective and problem of the analysis.

3.2 Data Collecting Method

This research paper is conducted in the form of library research in which the data is taken in the form of English and Indonesia language. The data are collected from the Nokia 1202 mobile phone user guide that is written in two languages, English and Indonesia. To make the analysis easier, the data is collected in random way. Some subtopics in Nokia 1202 mobile phone user guide are chosen as samples for the analysis.

3.3 Data Analyzing Method

In analyzing the data, descriptive method is used. Nawawi (1991:63) says that descriptive method can be defined as problem solving procedure which is researched by describing the subject or object of the research based on the real fact nowadays. So, the following procedures were followed to carry out this analysis of Nokia 1202 mobile phone user guide:
- collecting data from Nokia 1202 Mobile Phone User Guide
- identifying data from Nokia 1202 Mobile Phone User Guide
- classifying data from Nokia 1202 Mobile Phone User Guide
- analyzing the data from Nokia 1202 Mobile Phone User Guide to find out the direct translation procedures.

From the procedures above, the writer tries to analyze the data to find out the types of direct translation. After that the writer draws tables for making classification of each borrowing, calque, and literal translation.

IV. Data Analysis And Findings

4.1 Data Analysis

After reading the Nokia 1202 mobile phone user guide, the writer listed down some source languages (SL) and target languages (TL) whereas from English into Bahasa Indonesia. After that, the data were analyzed into direct translation which covers borrowing, calque, and literal translation. The analysis can be seen in the following tables.

No	Source Language (SL)	Target Language (TL)	Types of Direct Translation
1	Content	Daftar isi	Literal translation
2	Safety	Keselamatan	Literal translation
3	Get started	Persiapan	Literal translation
4	Your phone	Ponsel anda	Literal translation
5	General information	Informasi umum	Literal translation
6	Accessories	Aksesori	Borrowing
7	Battery	Baterai	Borrowing
8	Taking care of your device	Perawatan perangkat	Literal translation
9	Additional safety information	Informasi keselamatan tambahan	Literal translation
10	Open the back cover	Membuka penutup belakang	Literal translation
11	Insert the SIM card and battery	Memasukan kartu SIM dan baterai	Literal translation
12	Remove the SIM card	Mengeluarkan kartu SIM	Literal translation
13	Charge the battery	Mengisi daya baterai	Literal translation
14	Switch on and off	Mengaktifkan dan menonaktifkan	Literal translation
15	Keys and parts	Tombol dan komponen	Literal translation
16	Main features	Fitur utama	Literal translation

No	Source Language (SL)	Target Language (TL)	Types of Direct Translation
17	Make and answer a call	Membuat dan menjawab panggilan	Literal translation
18	Write text	Menulis pesan	Literal translation
19	Message	Pesan	Literal translation
20	Contacts	Kontak	Borrowing
21	Multi-phonebook	Multi-buku telepon	Borrowing
22	Turn the flashlight on or off	Mengaktifkan atau menonaktifkan lampu senter	Literal translation
23	Battery information	Informasi baterai	Calque
24	Nokia battery authentication	Pedoman otentikasi baterai Nokia	Literal translation
25	Guidelines	Perawatan perangkat	Literal translation
26	Recycle	Daur ulang	Literal translation
27	Small children	Anak kecil	Literal translation
28	Operating environment	Kondisi pengoperasian	Literal translation
29	Medical devices	Perangkat medis	Literal translation
30	Vehicles	Kendaraan	Literal translation
31	Potentially explosive environment	Kawasan berpotensi ledakan	Literal translation
32	Emergency calls	Panggilan darurat	Literal translation
33	Certification information (SAR)	Informasi pengesahan (SAR)	Borrowing
34	manufacturer's limited warranty	jaminan terbatas pabrikan	Literal translation
35	Switch on safely	Aktifkan dengan aman	Literal translation
36	Road safely comes first	Utamakan keselamatan dijalan raya	Literal translation
37	Interference	Gangguan	Literal translation
38	Switch off in restricted areas	Nonaktifkan di tempat yang dilarang	Literal translation
39	Qualified service	Layanan resmi	Literal translation
40	Accessories and batteries	Aksesori dan baterai	Borrowing
41	Water-resistance	Kedap air	Literal translation
42	Earpiece	Lubang suara	Literal translation
43	Display	Layar	Literal translation
44	Selection keys	Tombol pilihan	Literal translation
45	Call key	Tombol panggil	Literal translation
46	End/power key	Tombol putus/daya	Literal translation
47	Keypad	Tombol	Literal translation
48	Flashlight	Lampu senter	Literal translation
49	Microphone	Mikrofon	Borrowing
50	Writ strap eyelet	Lubang tali telepon	Literal translation
51	Charger connector	Soket pengisi daya	Literal translation
52	Headset connector	Soket headset	Borrowing
53	Release button	Tombol pelepas	Literal translation
54	Call register	Register	Borrowing
55	Settings	Pengaturan	Literal translation
56	Alarm clock	Jam alarm	Borrowing
57	Reminders	Pengingat	Literal translation
58	Games	Permainan	Literal translation
59	Extras	Ekstra	Borrowing
60	SIM services	Layanan SIM	Literal translation
61	Make a call	Membuat panggilan	Literal translation
62	Answer a call	Menjawab panggilan	Literal translation
63	End or reject a call	Mengakhiri atau menolak panggilan	Literal translation
64	Use the loudspeaker or earpiece	Menggunakan loudspeaker atau lubang suara	Borrowing
65	Adjust the volume	Mengatur volume suara	Borrowing
66	Use traditional text input	Menggunakan input teks biasa	Borrowing
67	Activate predictive text input	Mengaktifkan input teks prediktif	Calque
68	Deactivate predictive text input	Menonaktifkan input teks prediktif	Calque
69	Change a word	Mengubah kata	Literal translation
70	Add a word	Menambah kata	Literal translation
71	Add a space	Menambah spasi	Borrowing
72	Change text input method	Mengubah metode input teks	Calque
73	Add a number	Menambah angka	Literal translation
74	Add a special character	Menambah karakter khusus	Borrowing
75	Undo clearing of a message	Membatalkan penghapusan pesan	Literal translation
76	Write and send a message	Menulis dan mengirim pesan	Literal translation

No	Source Language (SL)	Target Language (TL)	Types of Direct Translation
77	Delete messages	Menghapus pesan	Literal translation
78	Search for a <u>contact</u>	Mencari kontak	Borrowing
79	Save contacts to the contacts list	Menyimpan kontak dalam daftar kontak	Borrowing
80	Copy contacts between the phone and SIM card memory	Menyalin kontak antara memori kartu SIM dan memori telepon	Borrowing
81	Activate the multi-phonebook	Mengaktifkan multi-buku telepon	Borrowing
82	Activate a phonebook	Mengaktifkan buku telepon	Literal translation
83	Assign a contact to one or more phonebooks	Menetapkan kontak ke satu atau beberapa buku telepon	Literal translation
84	Rename a phonebook	Mengubah nama buku telepon	Literal translation
85	Menu function	Fungsi menu	Calque

After analyzing the data, the types of direct translation found in Nokia 1202 mobile phone user guide from English (source language) to Bahasa Indonesia (target language) can be described in the Table 4.1 as in the following.

Table 4.1 Types of Direct Translation in Nokia 1202 mobile phone user guide

No	Types of direct translation	Number of cases	Percentages (%)
1	Borrowing	20	23.5
2	Calque	5	5.88
3	Literal Translation	60	70.6
	TOTAL	85	99.98

4.2 Findings
4.2.1 Types of Direct Translation found in Nokia 1202 Mobile Phone User Guide
After analyzing the data, the researcher found that all types of direct translation occurred in Nokia 1202 mobile phone user guide from English (as source language) into Bahasa Indonesia (as target language), they are Borrowing, Calque, and Literal Translation.

4.2.2 The Most Frequent Types of Direct Translation found in Nokia 1202 Mobile Phone User Guide
The table 4.1 above shows that literal translation is the most dominant direct translation procedure used in Nokia 1202 mobile phone user guide. Sixty of eighty five cases (70.6%) are translated with this direct translation procedure. Five of eighty five cases (5.88%) are translated with calque procedure. Twenty of eighty five cases (23.5%) are translated with borrowing procedure.

V. Conclusion
After describing definition of translation and direct translation by Vinay and Darbelnet, then analyzing them into the data of Nokia 1202 mobile phone user guides, it can be concluded that all types of direct translation found in Nokia 1202 mobile phone user guides, they are borrowing, calque, and literal translation. Furthermore, the most frequent types of direct translation found in Nokia 1202 mobile phone user guides is literal translation (70.6%), calque (5.88%), and borrowing (23.5%).

The writer hopes that more research about direct translation needs to be conducted to make further analysis in other kinds of text in order to get a better understanding of translation procedures because the writer feels that his research is not enough yet to fulfill human's needs in further studying of translation procedures.

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