The translations of the places' names in Nusa Penida with reference to *The Names of Tourism Sites in Nusa Penida from Ethno-Linguistic-History to Ecotourism.*

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ABSTRACT: *The study isentitled the translations of the places' names in Nusa Penida with reference to The Names of Tourism Sites in Nusa Penida from Ethno-Linguistic-History to Ecotourism. It is aimed at investigating the translation of the places' names in Nusa Penida, Bali Province, Indonesia expressed in Indonesian as the source language (SL) into English as the receptor language (RL), and discovering the techniques applied by the translator in the effort to reach the closest equivalence of the message.*
Translation of any text into a target language is realized as inter-cultural communication. It involves a complex process of transferring the meaning of the source language (SL) message to the receptor language (RL) by retaining its meaning. Place name is related to the neighboring environment. Society also has an attachment to the name of the place where they live; therefore, place name is closely associated with the culture. Larson (1984) mentioned that cultural word was the most difficult problem in translating.
The data were taken from a bilingual book entitled The Names of Tourism Sites in Nusa Penida from Ethno-Linguistic-History to Ecotourism which was published in 2019. The data were collected by applying library research using documentation method through close reading and note taking technique. The data was descriptively analyzed using qualitative method by adopting theories by Larson (1984) and Molina & Albir (2002). The result showed that the techniques applied involved: pure borrowings and neutralized borrowings. Neutralized borrowings included techniques: literal translation, transposition, and description techniques.
KEYWORDS:*places' names, translation, translation techniques*

I. INTRODUCTION

Translation of any text into a target language is realized as an inter-cultural communication. It involves a complex process of transferring the meaning of the source language (SL) message to the target language (TL) by retaining its meaning. Larson (1984) asserts that translation includes analyzing the lexicon, grammatical structure, communication situation, and cultural context of the SL text to discover its meaning and then restructuring this similar meaning operating the lexicon and grammatical structure that are appropriate in the target language and its cultural context. In translating a text from the SL into the TL, one should know and understands the language and the culture of the TL. This means that he/she should have abundant theoretical background of the cultural, social and linguistics terms as well as any other terms related to the translation studies.

Bell (1991: 6) argues that translation is the substitution of a depiction of a text in one language by a representation of an equivalent text in a second language. Texts in different languages can be equivalent in different degrees (fully or partially equivalent), in respect of different levels of presentation (equivalent in respect of context, of semantics, of grammar, of lexis, etc.) There are some factors that make it difficult to transfer meaning totally such as; the structure of the source language (SL) is different from that of the target language (TL) and the culture of SL is also different from that of the TL (Nida : 1975).

Dabaghi &Bagheri,(2012) mention that translation always take place as a multi-level process and an extensive interpretation that can be realized in many different ways. Ali Poordaryaei Nejad, et.al (2019) reveals that one of the problems in translation faced by a translator is associated with culture-specific word because each language has its own cultural words. Wu (2008) considers that the significance of translation is to convey words and phrases from one language to another language, and translation is a skill that restates the author'sidea accurately with an entirely different language from the source, as Larson (1984, p.137) mentioned that cultural word was the most difficult problem in translating.

Furthermore, Newmark(1988) defines, "cultural word as words denoting objects, processes, institutions, customs, ideas unique to one group of people" (p. 283). It is well-known that culture-specific items

are the most conflicting phenomena in translation which can make translation a challenging kind of task (Aixela, 1996). Similar to Newmark (1988), Culler (1976) considers that the difference between an SL and TL and the discrepancy in their cultures make the process of translating a real challenge.

According to Akbari (2013), cultural elements contain historical background in our life and cause people of a community to feel more connected with their culture and society. Indeed, a good translator has to be aware of the culture, customs, and social settings of the source and target language speakers. He should also be familiarized with different styles of speaking, and social norms of both languages. This awareness can develop the quality of the translation products to a great extent. Newmark (1988) also indicates that a good translator or writer not only could often avoid errors of language use but he also simply operates his common senses and shows sensitivity to language. This causes the result of the translation process an acceptable one.

In the same regard, this paper attempts to investigate the translation of the places' names in the source language (SL) and the target language (TL) and what techniques are applied by the translator in the effort to reach the closest equivalence. Oliveira and KapaA N (2009) mention that the giving of place names is a process of recognition by the surrounding community. Place name is related to the neighboring environment. Society also has an attachment to the name of the place where they live, therefore place name is closely associated with the culture. As mentioned before that the most challenging task for a translator is when he/she is faced with culture-specific items. Therefore discussing how places' names in Nusa Penida were transferred into English as the target language (TL) is perplexing.
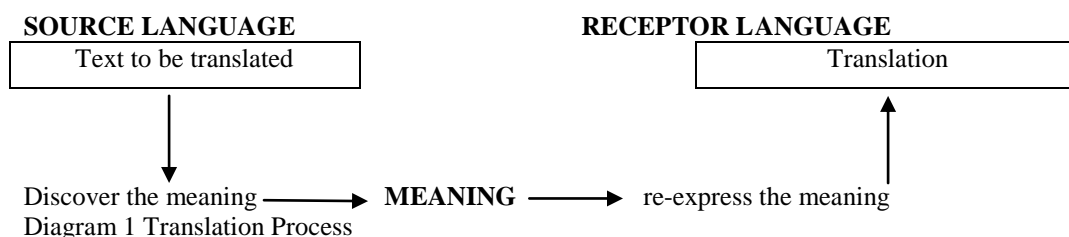
II. METHODOLOGY

This study is a descriptive-qualitative translation study that proceeds from a paradigm that sees translation as the product of the process of conveying messages enclosed in source languages into the target language. Translation text is seen as a means to analyze the steps taken by the translator in the decision-making procedure.

The data source of this study was a bilingual book entitled *The Names of Tourism Sites in Nusa Penida from Ethno-Linguistic-History to Ecotourism*. It was published in 2019. The researcher chose this book because of the following reasons: first this book contains numerous places' names of tourism destination in Nusa Penida, both known or having the potency to be known, seen from Ethno-Linguistic-History and Ecotourism, it is deeply culture-bound. Secondly, it is a bilingual book, newly published, and can be used as source of information for those who are working in tourism such as guides.

The data were collected by reading through the book and observing places' names in both versions of the book to identify the Indonesian terms as the source language (SL) and their translations in English as the receptor language (RL). The theory of translation technique by Molina and Albir (2002) was applied in classifying the data and the data was descriptively analyzed based on the theory.

III. DISCUSSION

This paper adopted the theory of translation by Larson (1984) who argues that translation consists of scrutinizing the lexicon, grammatical structure, communication situation and cultural context of the source language (SL) text, analyzing it in order to identify its meaning, and then reconstructing this same meaning utilizing the lexicon and grammatical structure which are appropriate in receptor language and its cultural context. This can be illustrated in the following diagram (Larson, 1998: 4):

SOURCE LANGUAGE   **RECEPTOR LANGUAGE**

| Text to be translated | | Translation |

Discover the meaning ⟶ **MEANING** ⟶ re-express the meaning
Diagram 1 Translation Process

Larson (1998) also mentions that a 'word' is a packet of components of meaning. The meaning components of lexical items in one language and another language are differently 'packaged'. A concept is a collection of components of meaning used to refer to the meaning content, not to the form (word).

This study also applied the theory of translation techniquesby Molina and Albir (2002), who distinguish the translation method, strategies, and techniques. It is believed that many scholars proposed the same techniques with different terms such as proposed by Vinay and Darbelnet in Venuti (2000). They classified seven basic procedures grouped into direct and literal translation, while Newmark (1988) offered four basic procedures namely recognized translation, functional equivalent, naturalization, and translation label.

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Molina and Albir (2002) argued that the procedures referred to the final result of translation that should be considered as techniques rather than procedures. They offered eighteen techniques in translation, but fifteen techniques are utilized in written translation, they are:

(1) *Adaptation;* replacing a ST cultural element with one from the target culture, e.g., to substitute *petak umpet* in Indonesian into *hide and seek* in a translation into English.

(2) *Amplification*; creating features that are not conveyed in the ST: information, explicative paraphrasing, e.g., when translating the Indonesian *Jilbab* into English 'the women's Muslim wear'

(3) *Borrowing*; rendering a word or expression straight from another language. Molina and Albir(2002:520), divide borrowing into two kinds. They are pure borrowing and naturalized borrowing. Pure borrowing means the expression or word is taken over purely into the TL without any change, i.e.: the English word *computer* is translated directly into *computer* in Indonesian. Meanwhile naturalized borrowing is made to fit the spelling rules in the Receptor Language (TL), e.g.; the word *computer* in English is translated into *komputer* in Indonesian.

(4)*Calque;* Literal translation of a foreign word or phrase; it can be lexical or structural, e.g., translating the English 'bamboo windmills' into the Indonesian '*baling-baling bambu'*

(5) *Compensation;*transferring a ST element of information or stylistic effect into the TL because it cannot be revealed in the same place as in the ST, e.g., *tikar pandan* in Indonesian is translated into *sleeping mat* in English.

(6) *Description; s*ubstituting a term or expression with a description of its form or/and function, e.g., to translate the Indonesian *sampur* as *a long scarf wore by the dancer in Java*.

(7) *Discursive*; creating a temporary equivalence that is totally unpredictable out of context, e.g., the Indonesian translation of the book '*Sukreni Gadis Bali'* as 'The Rape of Sukreni'.

(8) *Established equivalent;* utilizing a term or expression recognized (by dictionaries or language in use) as an equivalent in the TL, e.g., to translate the Indonesian expression '*buah tak akan jatuh jauh dari pohonnya'* into 'like father, like son' in English.

(9) *Generalization;* operating a more general or neutral term, e.g., to translate the Indonesian '*kopiah'* as 'cap'in English.

(10) *Literal translation;* to transfer a word or an expression word for word, e.g., to translate the Indonesian expression '*buah tak akan jatuh jauh dari pohonnya'* into 'the fruit never fall far from its tree' in English.

(11) *Modulation*; to replace the point of view, focus or cognitive category in relation to the ST; it can be lexical or structural, e.g., to translate the Indonesian '*di luar kemampuan manusia'* into 'by the will of God'.

(12) *Particularization;* to use a more precise or concrete term, e.g., to transfer the word '*sawah'*in Indonesian into 'wet rice fields' in English. It is in opposition to generalization.

(13) *Reduction;* to suppress a ST information item in the TL, e.g., 'upacara pembakaran mayat di Bali' in Indonesian into '*cremation'* in English. It is in opposition to amplification.

(14) *Transposition;* to replace a grammatical category, e.g., '*kerikil'* in Indonesian istranslated into English as 'pebble stones', changing the word for the phrase, instead of keeping the word and writing: 'stones'.

(15) *Variation*; to adjust linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation: e.g., by introducing or changing dialectal indicators for characters when translating for the theatre, changes in tone when adapting novels for children, etc.

Places' names found in the data source

As mentioned by Oliveira and Kapa A N (2009) that the giving of place names is a process of recognition by the surrounding community. There are some historical reasons behind the naming of the places and the issue of place naming is discussed in the toponimic study. Tent & Blair (2011:68) say that toponymic studies have classically attempted to answer the WH- questions for each place name: What is it? Where is it? Who named it? When was it named? And why was it given that name? Referring to this statement the place naming is cultural bound. And following Newmark's (1988) classifications of cultural categories, places' names can be classified into material culture. The places' names found in the data source covered; the names of the beaches, villages, regency, and temples.

There were 139 places' names occur in the book, the translator applied borrowings mostly in rendering the place's names from Indonesian as the SL and English as the TL. However, within the borrowing techniques applied, literal translation, transposition, and description techniques also occurred. This was presented as the followings.

Borrowings in the translation of places' names

Borrowing translation means a word transferred directly from another language without any change. It is applied by the translator because he/she cannot find the equivalent word in the target language. According to

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Molina and Albir (2002:520), borrowing is classified into two types. They are pure borrowing and naturalized borrowing.

Naturalized borrowing in the translation is made to match the spelling rules in the Receptor Language (RL). In this paper the researcher used the term modified borrowings since there is no adjustment to the spelling of the borrowing word to the target language but the modification of the word. This neutralized borrowing involved the techniques of literal translation, transposition, and description.

As mentioned before there were 139 places' names occurring in the data source and 40 (28.7%) belong to pure borrowings and 99(71.3%) belong to modified borrowings that is 47 (33.8%) borrowing with literal translation, 49 (35.3%)borrowings with transposition, and 3 (2.2 %)borrowings with Description. This can be illustrated in the following table.

Types of borrowings	Combined techniques	No. of occurrence	No. of occurrence
Pure borrowings			40 (28.7%)
Neutralized/modified borrowings	Borrowings with literal translation	47 (33.8%)	99 (71.3%)
	Borrowings with transposition	49 (35.3%)	
	Borrowings with Description	3 (2.2%)	

The occurrence of borrowing techniques.

Pure borrowings

The occurrence number of the pure borrowing technique applied in the translation of names' places is 28.7%. This shows that she could not find the exact words to substitute them, since they are closely related to culture where the places are. Pure borrowings utilized by the translator in translating the places' names in the data source can be seen in the followings;

No.	SL	RL
1	***Tembeling*** *memiliki dua kolam terpisah, yang lebih di atas untuk laki-laki dan yang agak ke bawah untuk wanita.(p.29)*	**Tembeling** has two separated pools. The upper one is for men and the lower one is for women. (p.29)
2	***Batu Cincin*** *atau Batu Kori Agung,* ***Nusa Penida****, Kabupaten Klungkung, Propinsi Bali sudah dikenal tetapi jarang dikunjungi wisatawan. Batu Cincin berasal dari bentuknya yang seperti cincin.Disebut juga Batu Kori Agung. Kori berarti pintu, Agung berarti besar. Dalam konteks ini Kori Agung.* (p. 35)	**Batu Cincin** or Batu Kori Agung, **Nusa Penida**, Klungkung Regency, the Province of Bali. It is known but rarely visited. Batu Cincin (batu 'stone'; cincin 'ring')= ring-like stone) Batu Kori Agung (batu 'stone'; kori 'entrance'; agung 'great) Batu Kori Agung 'Great entrance stone" Another name is Banah temple. (p. 35)

Data 1 and 2 show that the words in bold type; *Tembeling*, *Batu Cincin*, and *Nusa Penida* are all transferred into the TL directly without changes. These techniques applied by the translator because in rendering the places' names in Nusa Penida, the newly booming tourism destination in Bali, into English, she did not find the equivalent words in the TL so that they were directly transferred to the TL.

Neutralized/modified borrowings

Naturalized borrowing is the term given when the SL words are transferred, they are adjusted to the linguistic system of the TL. The researcher preferred the term modified borrowing or partial borrowing because only part of the words or the proper name is directly transferred and the linguistic form is adapted to the one in the TL. This type of borrowing occurred 71.3% percent in the data source. the data on Neutralized/modifiedborrowings found in the data source could be classified into three; they are neutralized/modified borrowings with literal translation, which occurred 33.8%, neutralized/modified borrowings with transposition(35.3%), neutralized/modified borrowings with Description(2.2%) and The followings are the elaboration of the data on neutralized/modified borrowings

Neutralized Borrowings with literal translation

Neutralized/modified borrowings with literal translation applied by the translator in transferring the places' names found in the data source are presented bellow;

No.	SL	RL
3	*Tidak lama kemudian, Raja Klungkung tersebut mengutus orang untuk membuat pura di bukit tersebut dan diberikan nama **Pura Banah***. (p. 30)	Soon after that, the king sent someone to build a temple which is now called **Banah Temple**. (p.31)

4	*Dahulu kala, nama tempat ini disebut dengan **mata air Behu** karena di mata air tersebut terdapat pohon Behu yang besar, namun sekarang pohon tersebut sudah tidak ada lagi*. (p. 38)	A long time ago the name of the place was **Behu water spring** because there was a big Behu tree there. (p. 37)
5	*Dari atas bukit pengunjung dapat melihat pemandangan indah termasuk **pantai Atuh** dan pulau Lombok*. (p. 42)	At the top of the hill there is simple bamboo bench made by the Tanglad youth and it is from that place the visitors can view **Atuh beach** and the island of Lombok. (p. 43)

Data 3-5 show that the places' names *Pura Banah*, *mata air Behu*, and *pantai Atuh* are in the form of phrases (*pura* = temple, *mata air* = water spring, and *pantai* = beach). They are transferred into *Banah Temple, Behu water spring, and Atuh beach* which are also in the form of noun phrases in the RL, following the RL language system that is the head before the modifier. Referring to data 3-5 only parts of the place's names are directly transferred into the TL as borrowings but partial borrowing modified by adapting the RL structures of noun phrases of which the head comes after the modifier. The technique applied can also be considered as literal translation that is word for word translation.

Neutralized Borrowings with transposition

What the researcher considered as neutralized borrowing with transposition technique is that borrowing with a change in the form of grammatical category i.e.; from word category into phrase or replacing the places' names in the forms of phrase category into word category. The followings are the data taken from the data source involving this type of borrowing technique.

No	SL	RL
6	*Pulau Melawang atau **Pulau Pepadasan** merupakan pulau karang terbesar di gugusan pulau tersebut.* (p. 52)	The islands of Melawang or **Pepadasan** is the biggest rocky island in the cluster of the islands. (p. 53)
7	*Anak-anak muda di **Desa Tanglad** memberi nama ini untuk wilayah perbukitan itu.* (p. 47)	The young people of **Tanglad** named the place because it looks similar with the hills in the film. (p. 48)
8	*Nama guyangan tersebut lebih sering digunakan saat ini (kira-kira sejak tahun 1995 saat mata air Guyangan mulai dikelola oleh PDAM) karena mata air tersebut berada di **Banjar Guyangan**.* (hal. 38)	The name of Guyangan has been frequently used since about 1995, at the time when the PDAM, the acronym of Perusahaan Daerah Air Minum (Indonesian Regional Water Utility Company) started to manage the water with the reason that the location of the water spring is in **Guyangan**. (p. 38)
9	*Air terjun Guyangan ini terletak di desa Batu Kandik, dusun Bangunurip. Jarak lokasi ini 18 km dari **Sampalan** kearah selatan dan dapat ditempuh selama 45 menit dengan kendaraan roda empat.* (p. 40)	Guyangan waterfall is located in the village of Batu Kandik, the sub-village of Bangun urip 18 km to the south from **the port of Sampalan** and can be reached in 45 minutes by car. (p. 40)

Data 6-8 show that the places' names *Pulau Pepadasan, Desa Tanglad, Banjar Guyangan* are in the forms of phrases which were transferred by applying borrowing techniques but only the proper names are directly transferred into RL without changes; *Pepadasan*, *Tanglad,* and *Guyangan.* The shift in the grammatical forms, from phrases into words is called as transposition techniques. Data 9 shows that the translator transferred the word *Sampalan* into a noun phrase *the port of Sampalan* in the RL, the product of the translation involved a change from word level to a phrase level which is referred to as transposition by Molina and Albir (2002).

Neutralized Borrowings with Description

This type of translation involves borrowing that is a direct transfer of the words or expressions from the SL into the TL, however the translator gives more elaboration as descriptions of the words or expressions in the RL. The data on this type of translation technique are presented in the followings.

	SL	RL
10	*Oleh sebab itulah wilayah Raja Lima juga disebut **Pulau Seribu**.* (p. 56)	That is why the area of Raja Lima is also called **Pulau Seribu** (Thousand island) (p. 56)
11	***Pandan Beach** terletak di desa Bunga Mekar, dusun sompang berjarak 16 km kea rah selatan dari pelabuhan Sampalan dengan jarak tempuh 45 menit.* (p50)	**Pandan beach** which is actually side by side with Crystal Bay is located in the village of Bunga Mekar, sub-village of Sompang, 16 km to the south from the port Sampalan and can be reached in 45 minutes (p.50).
12	*Di dekat **mata air Suganing** terdapat sebuah pura yang dulu disebut Pura Suganing, yang merupakan tempat pemujaan Ida Betara Dukuh yang memegang Caratan Mas Meketel*(p.25)	There is a temple close to **Suganing waterfall** which is called the Suganing temple. The name of god worshipped there is Lord Dukuh which is said to hold a golden pot.(p. 25)

The SL: *Pulau Seribu, Pandan Beach,* and*mata air Suganing* in data 10-12 were directly transferred into the RL, however the translator added a description to the expression as seen in the data in the RL: *Pulau Seribu (thousand island), Pandan beach which is actually side by side with Crystal Bay, and Suganing waterfall*

which is called the Suganing temple to confirm that the messages in the SL could be successfully delivered into the RL.

IV. CONCLUSION

Based on the discussion on the translations of the places' names in Nusa Penida it can be concluded that:

The translator, in her effort to re-express the meanings of the SL in the RL, she unconsciously applied some techniques proposed by Molina and Albir (2002). Molina and Albir (2002) proposed fifteen techniques which are utilized in written translation, they are; *Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive, Established equivalent, Established equivalent, Generalization, Literal translation, Modulation, Particularization, Reduction, Transposition, and Variation.* However, onlyBorrowing*s* with their variants are applied in the translation.

Molina and Albir (2002) classified borrowings into two they are *pure borrowings* and *neutralized borrowings.* Pure borrowings are direct transfers of words or phrases from the SL into RL without any changes. Meanwhile neutralized borrowings occurred when the SL words are transferred and are adjusted to the linguistic system of the TL, eg ; the spelling or the phonemic system . In this paper, the researcher used the terms modified borrowings in which only the proper names are directly transferred from the SL into the RL and the modifiers are adjusted to the linguistic system of the RL. The data showed that the translator applied *borrowings modifiedwithLiteral translation, Neutralized Borrowings with transposition,* and *Neutralized Borrowings with Description*in rendering the meaning equivalence of SL in the RL.Out of 139 places' names occurred in the data source, 40 (28.7%) belong to *pure borrowings* and 99 (71.3%) belong to *modified borrowings* that is ;47 (33.8%)*borrowing with literal translation*, 49 (35.3%)*borrowings with transposition*, and 3 (2.2 %)*borrowings with Description*.

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