Analyzing On English-Indonesian Culture – Specific Concept Translation By Google Translate

Dwi Setiyadi, Yuli Kuswardani, Dera Kumala Sari, Dwi Anita Martanti

Abstract: Language is one of the tools to interact with other people. Ways to understand the meaning of another language with translate the textual material. Translation consists of transferring the meaning of Source Language (SL) into the Target Language (TL) in order to get the information easily. The researcher focuses on the cultural specific concept translation by Google Translate. The objectives of research are: to describe and analyze the accuracy, to describe and analyze the clarity, to describe and analyze the naturalness of translating English into Indonesian by Google Translate in the article from internet. This study uses qualitative method. The type of study is document research. The data: document, documentation technique, by quality translation from internet to be translated by Google Translate. Analysis technique: flow model of Miles and Huberman.

Index Terms: Translation, Cultural Items, Machine Translation

1 INTRODUCTION

LANGUAGE is very important. Language is one of the tools to interact with other people. Language is inseparable from human. With language, people can related to the other people which finally language utter communication with each other. English is important language because it is an international language and used almost in all areas of life use English such as school, college, government, tourism, business, entertainment, and others. Ways to understand the meaning of another language with translate the textual material. Translation is important manner to help reader understand information from the source language (SL) into the Target Language (TL). The researcher focuses only on machine translation because it can help people to translate text quickly. However in the research, the researcher will chose one of the machine translation is Google translate. Google translate easily accessible by human. Google translate only translate the text without considering the accuracy of the text. Many text or words find every day. The researcher will choose text from internet. However, the researcher focuses on the cultural specific concept which find from article in the internet. By using Google translate reader can translating text from English into Indonesian. Indonesian has many kinds of culture. The reader must be carefully if want to translate, especially using Google Translate. In this study, investigators want to know how Quality of Google Translate to translating a text and how the accuracy of the text. Many text or words find every day. The researcher will choose text from internet. This study uses qualitative method. The type of study is document research. The data: document, documentation technique, by quality translation from internet to be translated by Google Translate. Analysis technique: flow model of Miles and Huberman.

The diagram above shows that first, the process of translation discovered the meaning inside the source language. In this diagram, the translator want analyze the source language text make it as simple be read, and then transfer the meaning to the receptor language to be re-express the meaning, so the reader can receive the appropriate same meaning with the source language. To produce a good translation, Larson (1998: 529) proposes three criteria must be done the result of translation and to be a good translation or quality translation, they are according to Larson (1998: 530-532) they are explained as bellow:

- **Accuracy**
  Translator makes mistake that a careful check for accurate is needed. It means that translation should not be changed, deled and added the information must have the closest meaning as possible with the target language.

- **Clearness**
  The translation should be clear and understandable. Translator aims to communicate the message in a way that people can readily understand. The translation should be understand clearly by the reader and able to convey all meaning what the author’s purpose.

- **Naturalness**
  The translation must be tested to see if the grammatical forms used are those normally used. In the translation,
the quality the message is accurate must appropriate with source text and clear in deliver information to the reader, but at the same time, they sound strange. The translator does not want his translation to sound “strange” of “foreign”. There are two types of untranslatability based on Newmark (1988: 78) the first is linguistic untranslatability. Untranslatability occurs when an ambiguity which is strange in the source language text is functionally relevant feature and the second is cultural untranslatability. The reason cultural of this untranslatability is a cultural which has characterization itself that has not found in other cultural. According to Newmark (1988: 94) “culture as the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression”. From the definition, it can be said that culture is the way of life as evidence in human society that uses particular language to express. They are types of Cultural items Nida (in Newmark, 1988: 95) states, cultural items can be categorize into five, they are ecology (flora, fauna, winds, plains, hills), material culture (artifacts), Social culture, organization, customs, activities, procedures, concepts: political, social, legal, religious, artistic, gestures and habits. Culture specific concept is one type of non-equivalence at word level. It is difficult to translate into other languages which is rarely understood by people from other cultures. The definition Machine translation (MT) itself, according to Cheragu (2012: 160) “translation from one natural language (source language) to another language (target language) using computerized systems and, with or without human assistance”. Meanwhile, according to Lopez (2008: 8) “MT is the automatic translation from one natural language into another using computers”. From statements above, it means that machine translation is a translation from source language into target language using computer.

2 RESEARCH METHOD

Design is important thing in a qualitative research. According to Yin (on Hancock and Algozzine, 2006: 31) “Types of case study research designs include exploratory, explanatory, and descriptive”. It means that research design have many types. There are exploratory, explanatory, and descriptive. In doing the research, the researcher uses descriptive qualitative because the data of this research give expression to a problem and hand over in an objective manner about condition in fact (fact) from investigated object. The object is Google Translate and the purpose of this research to know how accuracy, clearness and naturalness in using Google Translate and it can used to reference for the student or the other people when they are using Google Translate. Yin (2011:6) says that the allure of qualitative research is that it enables you to conduct in-depth studies about a broad array of topics, including your favorites, in plain and everyday term. It means that the researcher active to do going deep studies and the research can do in a plain manner and everyday terms. This research uses document as a source of data. According to Bogdan and Biklen (2007: 64) “Qualitative researchers are turning to documents as their primary source of data”. The researcher uses documentation in collecting data and this technique qualitative research have function as tool collecting the data principal. Nawawi (2005: 95) states that this technique is way to collecting the data which is doing in the manner of categorization and classification written materials which related with problems of the research, both of source documents although books, newspaper, and etc. According to Richard and Schmidt (2002: 465) “Purposive sample is a sample that is deliberately chosen without using randomizing technique”. It means that purposive sample is Plan of researcher selected a sample to do research based on the researcher’s judgment and a sample and it is adjust to research study need. In analyze the data, the researcher uses component of data analysis from Miles and Huberman (1994: 10-11). Therefore, the analysis of the data consists of three flow of activity. There are data reduction, data display and conclusion drawing and verification.

3 RESEARCH FINDING & DISCUSSION

The researcher will analyze the criteria of good translation such as accuracy, clarity and naturalness and the researcher will denote the data in percentage form of accuracy, clarity and naturalness of using Google Translate. Firstly, the researcher will be analyzing the accuracy.

3.1 The Accuracy

Based on the parameter used in this research as bellows:

a. Accurate: The culture specific concept text translation is accurate. Here, the translation should communicate the same meaning with the source language.

b. Less Accurate: The culture specific concept text translation is Less Accurate. Here, the translation still have the same meaning with the source language but rather difficult to be understood by reader. It means that there are removal meaning in order to reader understood and there are some additions or reductions in delivering a message.

c. Inaccurate: The culture specific concept text translation is Inaccurate. The translation does not communicate with the same meaning as the source language. It means that the target language has lost meaning as accurate as possible.

Table 1.1: DATA OF PERCENTAGE OF THE ACCURACY IN GOOGLE TRANSLATE

<table>
<thead>
<tr>
<th>No</th>
<th>Accuracy</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Accurate</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Less Accurate</td>
<td>86%</td>
</tr>
<tr>
<td>3</td>
<td>Inaccurate</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Based on table 1.1 it is concluded that of data are 29 data, the result from the respondent is zero data are translated accurate. It means that there are no data which considered to be accurate, 25 data (86%) are translated less accurate, 4 data (14%) are translated inaccurate using Google Translate in translating a culture specific concept text. The researcher is assisted by the expert in determining the accuracy of the result of Google Translate to determine the accuracy in Google Translate result.

Table 1.2: DATA SHOWING ACCURACY IN GOOGLE TRANSLATE

<table>
<thead>
<tr>
<th>No</th>
<th>Code</th>
<th>Source Language</th>
<th>Target Language</th>
<th>Accuracy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
A5
Celebrated on the last full moon of the lunar month every year, the vibrant Holi Festival marks the end of winter and the abundance of the upcoming spring harvest season.

Dirayakan pada bulan purnama terakhir dari bulan lunar setiap tahun, Holi Festival bersemangat menandai akhir dari musim dingin dan kelimpahan musim semi panen mendatang.

It is whipped with "chasen (a bamboo whisk)" until it gets foamy, and is then served.

Hal ini dikocok dengan "chasen (kocokan bambu)" sampai mendapat berbusa, dan kemudian disajikan.

From the explanation above, it can be concluded that the researcher only focuses on the result of accuracy on Google Translate about culture specific concept and the researcher infer that the accuracy about culture specific concept of Google Translate is still poor, but overall in the text most of the data occur accurate. By Google translate is translated overall culture specific concept term there is no meaning of change into a target language. It can be seen on table 2.1 which the data have shown zero percent belong to accurate, 25 data (86%) belong to less accurate, 4 data (14%) belong to inaccurate. The result of Google Translate can be said less accurate, because the translation still have the same meaning with the source language but rather difficult to be understood by reader. Although culture specific concept term does not change in translating by Google Translate but Culture specific concept in the text exiting or indicated meaning of the term itself.

3.2 The Clarity
The researcher has been evaluated by the viewer (reader) using the parameter as bellows:

a. Clear: the reader can understand clearly when translated. The translation commonly used and familiar by the reader.
b. Less clear: the meaning of target language occur ambiguity problem and used of the term there was a slight error. It can be the reader rather confused in understanding the text.
c. Unclear: The target language cannot be understood, it makes the reader difficult to read the text.

The result of clarity in Google Translate by the viewer (reader) is presented as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Code</th>
<th>Source Language</th>
<th>Target Language</th>
<th>Clarity</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A19</td>
<td>Tabi (Japanese socks) and zouri (Japanese sandals) are worn when going out.</td>
<td>Tabi (kaus kaki Jepang) danzouri (sandal Jepang) yang dikenakansaat keluar.</td>
<td>✓</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>A4</td>
<td>Whilst the Indian year is packed with both regional and national religious ceremonies, and each religious community has their own observances and rituals, Diwali, or the ‘festival of lights’ remains the biggest event in the cultural calendar.</td>
<td>Sementara tahun India dikemas dengan baik upacara keagamaan regional dan nasional, dan masing-masing komunitas agama memiliki ibadah dan ritual mereka sendiri, Diwali, atau 'festival lampu' tetap event terbesar dalam kalender budaya.</td>
<td>✓</td>
<td>76%</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

It can be shown that the degree of the clarity of Google Translates translation result of clear is 4 data (14%), less clear is 22 data (76%), and unclear is 3 data (10%). It is the result from respondent. There are some examples of the clarity of Google Translate from respondent.

TABLE 1.4: DATA SHOWING CLARITY IN GOOGLE TRANSLATE

<table>
<thead>
<tr>
<th>No</th>
<th>Code</th>
<th>Source Language</th>
<th>Target Language</th>
<th>Clarity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A19</td>
<td>Tabi (Japanese socks) and zouri (Japanese sandals) are worn when going out.</td>
<td>Tabi (kaus kaki Jepang) danzouri (sandal Jepang) yang dikenakansaat keluar.</td>
<td>✓</td>
</tr>
<tr>
<td>2</td>
<td>A4</td>
<td>Whilst the Indian year is packed with both regional and national religious ceremonies, and each religious community has their own observances and rituals, Diwali, or the ‘festival of lights’ remains the biggest event in the cultural calendar.</td>
<td>Sementara tahun India dikemas dengan baik upacara keagamaan regional dan nasional, dan masing-masing komunitas agama memiliki ibadah dan ritual mereka sendiri, Diwali, atau 'festival lampu' tetap event terbesar dalam kalender budaya.</td>
<td>✓</td>
</tr>
</tbody>
</table>
3 A12 Kabuki is one of the representative traditional theater forms of Japan. It is said to have begun around 1603 when Okuni, a female attendant of the Izumo Shrine, performed Nenbutsu folk dances in Kyoto.

Kabuki adalah salah satu dari perwakilan ben tur teater tradisional Jepang. Hal ini dikatakan telah dimulai sekitar 1603 ketika Okuni, seorang petugas perempuan sakti Izumo Shrine, dilakukan Nenbutsu taria n rakyat di Kyoto.

From the explanation above, it can be concluded that how the result of clarity on Google Translate about culture specific concept based on the result the questioner which is given to the some respondent.

3.3 The Naturalness
After that the researcher will denote the data in percentage from of naturalness using Google Translate. In this chapter, same with chapter before, based on the parameter used in this research.

a. Natural: the sentence or the translation can be easy to read. It means that the translation is easy to read by the reader and the words are normally used.
b. Less natural: the translation can be understood by the reader, but there are certain part that should be read more than one because target language somewhat seems strange in terms of grammar.
c. Unnatural: the translation is difficult to read. The words are not normally used. Translation unnatural or feel like work of translation.

<table>
<thead>
<tr>
<th>No</th>
<th>Naturalness</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Natural</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Less Natural</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Unnatural</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Based on Table 1.5, Data of percentage of the Naturalness in Google Translate. The result from the respondent is 29 data (100%). It means that there are all data which considered to unnatural and natural and less natural is zero data. Some examples of the naturalness of Google Translate can be tabulated and analyzed as follows:

Table 1.6: Data showing naturalness in Google Translate

<table>
<thead>
<tr>
<th>No</th>
<th>Code</th>
<th>Source Language</th>
<th>Target Language</th>
<th>Accuracy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A2</td>
<td>Deeply traditional and rich in culture and heritage, Onam Festival is a ten-day harvest festival, celebrated with great devotion and enthusiasm in Kerala</td>
<td>Sangat tradisional dan kaya akan budaya dan warsan, Onam Festival adalah festival panen sepuluh hari, dirayakan dengan pengabdian yang besar dan antusiasme di Kerala</td>
<td>3</td>
</tr>
</tbody>
</table>

From the explanation above, it can be concluded that the researcher infer that the natural about culture specific concept of Google translate is still poor or most of data occur unnatural. Here, the respondent have difficult to the understanding the sentence.

4 CONCLUSION AND SUGGESTION

4.1 Conclusion
a. Accuracy
A translation can be said accurate if the translation should communicate the same meaning with the source language. The research results of accuracy translation of culture specific concept terms data show that there are 29 data the result from the respondent is zero data are translated accurate. It means that there are no data which considered to be accurate, 25 data (86%) are translated less accurate, and 4 data (14%) are translated inaccurate. The result of Google Translate can be said less accurate.

b. Clarity
A translation can be said clarity if the reader can understand clearly when translated. The clarity of Google Translates translation result of clear is 4 data (14%), less clear is 22 data (76%), and unclear is 3 data (10%). It is the result from respondent. The result the data is less clear.

c. Naturalness
The last is naturalness, it is the translation is easy to read by the reader. The rating conducted of the clarity by three rates concluded that the result from the respondent is 29 data (100%). It means that there are all data which considered to unnatural and natural and less natural is zero data. The naturalness about culture specific concept of Google Translate is still poor, they are mostly unnatural.

4.2 Suggestion
In this research, the researcher give suggests to the readers if want to translate cultural specific concept:

- Dictionary/ encyclopedia of culture
- Consult to the expert
- Making cultural adjustment
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