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Strategies of Translating *The Kite Runner* into Indonesian: A Comparative Textual Analysis

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ABSTRACT

The issue of translation strategies as a phenomenon in literary translation is an important area to be explored. Therefore, this study aimed to figure out 1) What strategies of translation are applied in the translation of *the Kite Runner*, 2) which strategy is dominant in the translation. The study used a descriptive qualitative approach with the content analysis that uses textual and comparative analysis. The technique of data collection included analysing the original version of the novel *The Kite Runner* and its translated version and then compares both to generate the data corpus. Based on the analysis of the data, it can be concluded that the strategies applied by the translator in transferring messages of the SL into TL were two- the strategy of direct translation (20.41%) and the strategy of oblique translation (with a frequency of use of 79.58%). The strategy of domestication was dominant in translating *The Kite Runner* into the Indonesian language. The results of the translation through the oblique strategy were more related with the understanding and culture of the target text reader. Thus, messages of the SL can be understood and accepted by the readers of the TL. This can be seen from the various techniques of translation chosen by the translator, such as- the transposition technique, modulation, equivalence, and adaptation technique. Domestication in the translation of the *The Kite Runner* is also very influential in the equivalence of meaning, the equivalence that is more inclined towards dynamic equivalent.

Keywords: *Translation Strategies, Literary Translation, Novel, Comparative Analysis, Domestication*

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1. Introduction

Within the context of globalization and rapid growth, increased contact has made our world smaller. Even though these interactions often lead to new opportunities and enrichment, we have also experienced various obstacles related to different languages. To transfer these various types of information from developed countries to developing countries, such as Indonesia, will be difficult without the presence of translation. The role of translation, therefore, is quite important in bridging this communication gap. The massive translation efforts undertaken by major nations have been an outstanding achievement.

In this respect, the quality of a translation into a target language is of great importance. Koby et al (2014, p. 416) assert

that a high-quality of the translation is the message embodied in the source language and is transferred completely into the target language, including denotation words, connotation, nuance, and style of language. Nevertheless, the realities show the quality of translation, especially in literary texts, has often been a problem because the messages contained in translated text suffer from various kinds of meaning shifts. In this respect, Applying inappropriate strategies in a translation will have an impact on the results of the translation. It may distort the meaning in a target language. The issues of translation strategies as a phenomenon in literary translation is an important area to be explored and many researchers and experts have paid attention to this. According to Fahim and Mazaheri (2013), the choice of



translation strategies is not simply a personal or random act. Alvarez and Vidal assert that the translators are limited in many ways, by the prevailing of the rules and norms, by dominant institutions and ideologies, by the public for whom the translation is intended, the constraints are called sociocultural constraints (cited in Fahim, 2013, p.64). The translation strategies applied in the literary translation are also influenced by sociocultural factors. With this background, this study used *The Kite Runner* to explore the strategies applied in the translation of the novel.

Using *The Kite Runner* of Khaled Hosseini as an object of analysis is relevant. High schools and college students in Indonesia are being given this novel as assigned reading. It is a story about two boys who grow up together in Afghanistan. The book tells a touching story of friendship, betrayal, and redemption. The author expresses all of these themes in varieties of language styles and many cultural terms. Therefore, this study primarily aimed to figure out 1) what translation strategies are applied in the translation of *The Kite Runner*, 2) which strategy is dominant in the translation of the novel. The findings of the research are expected to contribute to the development of Applied Linguistics especially in the field of translation and become a reflection for teachers, students, lecturers, translators and researchers who are interested in the field of translation. This work seeks to improve the quality of translation activities, particularly in terms of matters related to translation shift.

2. Literature Review

2.1 The Concept of Translation

Translation is a part of applied linguistics. Many theorists define the concept of translation differently. The translation is not only about moving a text into another language but also it is the process of transferring a message. The concept of translation is reproducing the message of the source language into the target language to acquire equivalence of meaning, and the closest natural equivalent of the source language message (Nida & Taber, 1982, p.12). The translator, therefore, must attempt to provide a translation that is most similar to the source language.

Larson asserts that translation is a transfer of meaning from the source language into the receptor language (Larson, 1984). The meaning should be transferred accurately and it must be

consistently maintained. Newmark believes that translation is rendering the meaning of a text into another language in the way that the author intended the text (1988:37). Furthermore, Newmark states that a translator tends to transfer as many words as possible from the source language to the target language, yet translation is not simply to reproduce. A good translator should pay attention to the style and culture of the source language, author and reader's expectation of the target language. According to Bell (1991), the translator should preserve the semantic and stylistic equivalent of the source in the translation. The equivalence between the source text and target text will be achieved if the translator reproduces the same message and adjusts the style. In short, they agree the equivalent of translation should be the closest to the source as the author intended. Catford (1965) sees translation as an operation performed on languages: a process of substituting a text in one language for a text in another or the replacement of textual material in a source language (SL) by equivalent textual material in another target language (TL). In other words, the process of translation is not only transferring the meaning between languages, but it is more about replacing a source language meaning by using a target language meaning which has the same message.

Munday (2008, p.5) also elaborates that the term translation itself has several meanings: it can refer to the general subject field, the product (the text that has been translated) or the process (the act of producing the translation, otherwise known as translating). The process of translation into two different written languages involves the translator changing an original written text (the source text) in the original verbal language (the source language) into a written text (the target text) in a different verbal language (the target language) (Lovihandrie et al., 2018). They also assert that translation is not only a linguistic activity, translation is not simply a matter of seeking other words with similar meanings, but of finding appropriate ways of saying things in another language.

According to Sara (2014), language is an intrinsic part of a culture. The same thing was said by Nida (1982) that language also is part of a culture. Nida emphasizes the importance of considering the cultural differences between the source text and the target text. The cultural differences often

cause the difficulties for translators. This indicates that translating texts containing cultural aspects is a problem for the translator. Therefore, it requires the appropriate strategies to solve the problem.

Based on the explanation of these concepts of translation, it can be concluded that many experts have expressed similar views about the translation. To sum it up, translation is a process by which the chain of signifiers that constitute the source language text is replaced by an equivalent chain of signifiers in the target language. Actual translation efforts, however, often encounter obstacles, because of a different system of the source language and the target language, semantic and stylistic complexity, cultural constraint. Cultural constraints have a big impact on the translation because not all the terms of one culture have an equivalent in another culture. Therefore, applying the appropriate strategies must be carried out to solve the problem, especially in literary translation (novel).

2.2 Translation Process

The process of translation has been explained by some linguists. Larson postulates the translation process to be of three steps:

- 1) Studying the lexicon, grammatical structure, communication situation, and cultural context of the source language text;
- 2) Analyzing the source language text to determine the meaning;
- 3) Reconstructing the same meaning by using the lexicon and grammatical structures which are suitable in the receptor language and its cultural context (Larson, 1998, p. 4).

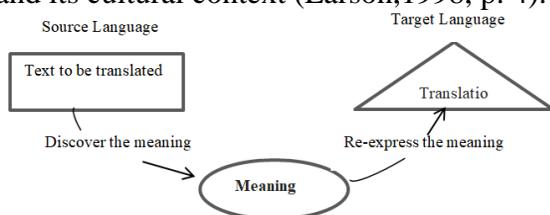


Figure 1: The process of Translation (Larson, 1998)

Nida and Taber (1982, p.33) propose a different conception of the process of translation, as follows:

- 1) **Analysis:** In this step, a translator explores the meaning and the grammatical relationship of source language words or compound words. According to Newmark (1988), the word-for-word translation and literal translation can be employed in this step to find out the meaning.
- 2) **Transfer:** This concept refers to the transfer of the sense in the mind of a translator from language A to language B. In this step, the translator decides what words or sentences will be selected to use in the translation.

- 3) **Restructuring:** The sense that has been transferred is restructured to make the final message fully acceptable in the receptor language. The translator adjusts text into more acceptable terms for target readers.

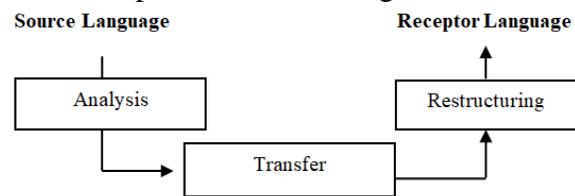


Figure 2: The Process of Translation (Nida & Taber, 1982)

The perspective of the translation study, translation is a process of decision-making in Interlingua communication. The communication involves two different languages: the source language and the target language.

2.3 Strategy of Translation

Each expert uses different terms to describe the translation strategy. Vinay & Darbelnet (2000) used the term strategy, while Newmark (1981) calls it procedure. Newmark states that the procedure of translation is used to overcome the problem of translation at the level of words, phrases, and sentences. According to Krings (1986), the strategy of translation is the translator's potentially conscious plans for solving concrete translation problems in the framework of a concrete translation task. In line with Molina & Albir's view, the translation strategy is the procedure used by the translator to solve the translation problem and the strategy will affect the results of the translation. The strategies used by the translators for comprehension (distinguish main and secondary ideas, establish a conceptual relationship) and reformulation (e.g., paraphrase, retranslate). According to Molina & Albir (2002, p.508) the strategies of translation play an essential role in problem-solving in translation. Chesterman (2016, p.89) categorizes two strategies of translation, they are a comprehensive strategy and production strategy. A comprehensive strategy used to understand and analyze the source text, while a production strategy is chosen to produce the target text. From a linguistic perspective, Chesterman divides local strategies into syntactic strategies, semantic strategies, and pragmatic strategies. Syntactic strategies include syntactic changes, manipulating forms or structures, which result in the calque technique, transpositions and changes the structure of the sentence. The semantic strategy is emphasizing the changes relate to semantic



notion and manipulation of meaning. So, this strategy can be applied to the technique of synonym, hypnotism, and paraphrase.

Translation strategy is one part of the process of translation because the translation strategies are applied when a translation process is being carried out that started from the initial stages to the final stages. Bell (1991) looks at strategy in terms of two perspectives, those are the global and local strategies. Global strategy is aimed at overcoming problems related to the entire text, for example, the type of text, social context, cultural, and communication. While local strategies are related to the settlement of issues relating to elements of text, such as morpheme, word, group of words or phrases and clauses as well as sentences.

Vinay and Darbelnet (2000, pp.84–91) provide two general strategies of translation and identify them as direct translation and oblique translation. The two strategies comprise seven procedures, of which direct translation techniques cover three: Borrowing, Calque and Literal Translation.

- 1) **Borrowing:** the source language (SL) words are borrowed directly to the target language (TL) without translation. covers words such as the Russian *rouble*, *datcha* or, more recently, *glasnost* and *perestroika*, that are used in English and other languages to fill a semantic gap in the target language (TL).
- 2) **Calque:** This is a special kind of borrowing where a word or phrase in the source language is translated and used directly in the target language. For example, the French calque '*Compliments de la Saison*' for the English 'Compliments of the Season.' Vinay and Darbelnet asserted that both borrowings and calques often become fully integrated into the TL.
- 3) **Literal translation:** it is a word-for-word translation (verbatim), which Vinay and Darbelnet describe as being most common between languages of the same family and culture. Their example is '*I left my spectacles on the table downstairs*' which becomes '*J'ai laissé mes lunettes sur la table en bas.*'

In those cases where literal translation is not possible, Vinay and Darbelnet said that the strategy of oblique translation must be applied. Oblique translation techniques are used when the structural or conceptual elements of the source language cannot be directly translated without altering the meaning or upsetting the grammatical and stylistic elements of the target language.

Oblique translation techniques cover four further procedures:

- 4) **Transposition:** This is a change of one part of speech for another without changing the sense of substituting one word class with another, without changing the meaning of the message.
- 5) **Modulation:** Modulation is a translation procedure related to changing a point of view. They can be lexical and structural. For example, you are going to have a child that can be translated into Indonesian "*Anda akan menjadi seorang bapak*" (you will become a father). Other examples are *I cut my finger* can be translated *jariku tersayat* (cut my finger). Through modulation, the translator generates a change in the "point of view" of the message without altering the meaning and without generating a sense of awkwardness in the target text.
- 6) **Equivalence:** Vinay and Darbelnet use this term to refer to cases where languages describe the same situation (context) by different stylistic or structural means, in other words, to express something in a completely different way. This technique is particularly useful in translating idioms, proverbs and advertising slogans. Gabriela Bosco stated that the process is creative, but not always easy. Would you have translated the movie *The Sound of Music* into Spanish as *La novicia rebelde* (The Rebellious Novice in Latin America).
- 7) **Adaptation:** Involves changing the cultural reference when a situation in the source culture does not exist in the target culture. Thus, translation can be considered as a special kind of equivalence that has situational equivalence. It is a shift in cultural context, for example replacing the word snow with cotton in Indonesian culture for a metaphor of cleanliness and sincerity. The elaboration of translation strategies by Vinay and Darbelnet (2000, p. 92) can be seen in the following table:

Experts	Strategies of Translation	Techniques of Translation
Vinay & Darbelnet	Direct Translation	1. Borrowing 2. Calque 3. Literal Translation
	Oblique Translation	4. Transposition 5. Modulation 6. Equivalence 7. Adaptation

Table 1: Translation Strategies (Vinay & Darbelnet, 2000)

2.4 Ideology of Translation

In general term, the ideology can be interpreted as an idea, perspective, and

principle that are believed to be true by a group of community. Ideology is also interpreted as cultural values agreed upon and owned by certain groups of people as a basis of thinking and acting. Therefore, ideology is a relative concept because in many cases, something that is considered right in a certain group of a community can be understood as something wrong in other community groups, it's depending on who and the purpose of the translation. Ideology is a body of assumptions that reflect the beliefs and interests of an individual, a group of individuals, societal institutions and which ultimately finds expression in the language (Hatim and Mason 1997, cited by David Heath & Crabbe, 2019). In the context of translation studies, ideology is defined as a principle or belief about right or wrong (Hoed, 2003). All the translator's decisions always are based on the ideology. The ideology is a belief system, point of view, culture, and the norm is owned by a translator that will influence the behavior of translator. According to Venuti, there are two poles in translation- foreignization and domestication. Foreignization means a target text is produced which deliberately breaks target conventions by retaining something of the foreignness of the original. While domestication designates the type of translation in which a transparent, fluent style is adopted to minimize the strangeness of the foreign text for target language readers (Venuti, 1995 cited by Wenfen, 2010). According to Alvarez and Vidal (1996, cited by Khosravi & Majid, 2016) translation is not only transferring words to other languages, but translation also transmits the cultures to another. Therefore, it is important to know what the ideologies underlying in the translation. In general, translators try to convey the source language message into the target language, if the source text contains ideological concepts, consciously or unconsciously, the translators may translate it according to their own ideological beliefs.

Based on the discussion of the concepts of the ideology of translation, it can be said that knowledge of ideology is very important in translation. However, especially in literary translation, there is still a lack of studies that reveal the issue of ideology of translation. To overcome it, this research tries to investigate what ideologies are adopted by the translator in translating *The Kite Runner* into the Indonesian language.

2.5 Literary Translation

A literary translation should reflect the imaginative element, intellectualism, and intuition of the author. Literary translation plays an important role in increasing awareness and understanding among diverse cultures and nations. Among different types of translation, a literary translation is an original subjective activity at the center of a complex network of social and cultural practices (Baker & Saldanha, 2009).

Therefore, According to Jones (2009), the literary translator is often seen as a communicator between cultures. Translating certain cultural terms has often been a challenge, especially if the same concept does not exist in both languages. On the other hand, the translator may want to preserve the cultural flavor of the source language into the target language. Often in a cultural translation, these types of terms require annotation. However, the translator often has not provided annotation in the target language. Potentially this style choice could cause misunderstandings.

Leppihalme (1997) conceives the translator as a decision-maker and cultural mediator who is competent and responsible. He points out that, those reading the target text enjoy a different cognitive environment from source text readers, which means that the translator will need to consider also the implicit part of the message, the contextual and referential part, and to decide whether it needs to be explicated in the target text. Appiah (2000) states that in translating the cultural concepts, the translator needs to seek, with annotation and its accompanying glosses, to locate the text in a rich cultural and linguistic context. He calls this "thick translation," and it may be applied in literary translation.

2.6 Related Studies

Arjomandi and Kafipour (2016) attempted to investigate what strategies were applied by two translators-Shamlou and Najafi in the translation of *The Little Prince* into Persian by using the theory of strategy proposed by Malone (1988). The results showed that there was a difference in the application of translation strategies by two translators in translating *The Little Prince* into Persian. They just focused on strategies that were reflected in Malone translation strategies. However, there may be some other types of strategies not considered in this categorization. Therefore, the results of the research cannot be generalized to all translated versions. It can be concluded that each translator has his own ideology of translation in translating the text. Through



the ideology, the translator can implement strategies in his translation.

In another study, Leni and Pattiwael (2019) attempted to examine translation strategies in the translation of the song "Do You Want to Build a Snowman?". The purpose of this study was to reveal the strategies applied by the translator in the translation of the song, in terms of strategic and non-strategic translation strategies. The framework used in this research was developed by Åkerström (2009) and Lefevre (1975). The result of this research showed that the translator tends to translate lines of lyrics by using fewer numbers of words, yet the number of syllables remains similar to the source lines. Five strategies were applied in this research. They were paraphrases, rhymes, interpretation, omission, and addition.

A study on the translation of Sarah (2016) entitled strategies in the translation of Arabic Da'wah texts: A case study of "Don't Be Sad" showed that one of the most important factors that affect the translator's decision in the translation of da'wah texts is the function or the aim of the text. To preserve the similar effect of the function and aim of the text, the translator applied eight strategies. These included-transliteration, literal translation, translation by addition, translation by omission, translation by definition, cultural transplantation, generalization and particularizing. The finding of her research showed that the most difficult challenges faced by the translator during the process of translation are culturally bound words and expressions. Translating these culturally-bound expressions usually causes a loss in the meaning of the target language equivalent.

The results of the previous studies indicate that the application of the right strategies must be carried out in a translation. Right strategies can overcome the problems related to the function and purpose of the text. These previous studies can be a contribution to this research, especially the study of translation strategies.

3 [Methodology](#)

This study uses a qualitative approach with content analysis method of textual and comparative model (W. Chesterman, 2002, pp. 64–65). This method is used to reveal and analyze the strategies and ideologies applied by the translator (Berliani Nugrahani) in translating the novel *The Kite Runner* into the Indonesian language. The

data source of this study is the text of the English-language novel *The Kite Runner* and its translation (translated version) into the Indonesian language. The data collection procedure included- reading the source and the target text of the novel and excerpt the words, phrases, clauses, and sentences, then comparing both to generate the data corpus. The procedure of analyzing the data was a comparative analysis of the contents of the text that is the source text (ST) and the translated text (TT) of the novel *The Kite Runner*. The steps used by the researchers in analyzing the data as follows:

- 1) Analyzing each word, phrases, clauses, and sentences in both of the novel, source text (ST) as well as the target text (TT) to interpret what strategies used by translator in translating *The Kite Runner*.
- 2) Analyzing the translation strategies and variant of techniques applied by the translator in translating the text of the novel *The Kite Runner*.
- 3) Analyzing each data to find out the ideology of translation of *The Kite Runner*.
- 4) The next step was analyzing the data and concluding the results of the analysis based on the problem and aim of the research.

[4. The Results and the Discussion](#)

Based on the analysis, it was found that there were 715 instances of translating using two strategies of translation proposed by Vinay and Darbelnet-the strategy of direct translation and oblique translation. From these two translation strategies, 7 techniques of translation were applied by the translator in translating the text of *The Kite Runner* into Indonesian. Out of these seven techniques, three techniques were categorized as direct translation strategies-borrowing technique (11.60%), calque technique (5.17%) and literal translation technique (3.63%). The other four techniques were categorized as oblique translation strategy-the transposition technique (26.71%), the modulation technique (14.54%), the equivalence technique (34.40%). The last technique was the adaptation (3.91%). These strategies of translation applied in translating the novel *The Kite Runner* into the Indonesian language can be seen in the following table:

Table 2: Frequency of the use of translation strategies

No	Strategies of Translation		
I	Direct Translation	Frequency	Percentage
1	Borrowing	83	11,60 %
2	Calque	37	5,17 %
3	Literal Translation	26	3,63%
		146	20,41 %
II	Oblique Translation		
1	Transposition	191	26,71%
2	Modulation	104	14,54%
3	Equivalence	246	34,40%
4	Adaptation	28	3,91%
		569	79,58%
	Total	715	100%

Clearer understanding of the research findings can be explained as follows:

4.1 Strategy of Translation

4.1.1 Strategies of Direct Translation

Borrowing

Borrowing technique is a technique in which a translator borrows a source language word, term or phrase into the target language. In this study, 83 examples of borrowing technique were noted. 64 were categorized as pure borrowing technique (full borrowing) and 19 data were categorized as naturalized borrowing. The examples of data were translated with the strategy of direct translation through pure borrowing technique as follows:

Source Text (ST)	Target Text (TT)
Ali was taking me to the bazaar to buy some <i>naan</i> .	Ali mengantarku untuk membeli <i>naan</i> .
Would you like some <i>chai</i> ?	Anda mau <i>chai</i> ? Would you like some <i>chai</i> ?
His pollute our homeland, our <i>watan</i> .	Kaumnya mengotori tanah air kita, <i>watan</i> kita.
No <i>laaf</i> .	Aku tidak mengatakan <i>laaf</i> .

The four examples of those texts were translated by using a pure borrowing technique, where the translator absorbs the terms/ words of the source language (SL) into the target language (TL) without any change of those forms of words. It can be seen in the first text which is the word *naan* was absorbed into the target language, then in the second text is word *chai* was adopted in TL. The same technique applied in the translation of the words *watan* and *laaf*, both of these cultural terms are also fully adopted into the target language.

Based on the analysis of the four examples of those translations, it is clear that the translator adopted these terms into the TL to introduce the cultural terms of the SL to the TL readers. As an example of the word *naan* which is a cultural term in the category of food, namely the type of flat leavened bread made from wheat flour, which is a popular dish originating from the countries of West Asia, Central Asia. The same thing was applied in translating the word *chai*. The term *chai* originated from the Hindustani word *chai*, which was derived from the Chinese word for tea, known as *cha*. In English, this spiced tea is

commonly referred to as *masala chai* or *chai*, though the term refers to tea in general in the original language. Numerous coffee shops use the term *chai*. Adopting the word *chai* into TL to preserves its characteristics to readers of TL. The term *watan*, which is a cultural term categorized in socio-political. The word *watan* means a homeland, but the translator still preserves it in the TL. This technique was applied to introduce cultural terms to TL readers.

Calque

Calque is a literal translation of a word or phrase from the SL to the TL. This study identified calque technique in 37 instances. Example of calque translation are-

Source Text (ST)	Target Text (TT)
In the shadows of a <i>loquat</i> tree	Di bawah bayangan pohon <i>loquat</i> tree

A phrase *loquat* tree was translated by using the technique of calque into the TL. Its translation in the TL is also formed as a noun phrase; the structural pattern has changed by following the rules of the TL. This technique is similar to the literal technique.

Literal Translation

Translators applied literal translation techniques with a frequency of use of 3.63%. An example can be seen in the translation of the phrase "*dyed hard-boiled eggs*" which means eggs that have been boiled until hard and colored. From the results, the translator transferred the phrase word-for-word BS into BT with a slight change to the structure of the language but the structure had followed the rules of the target language.

4.1.2 Strategies of Oblique Translation

Transposition

Out of 715 instances of the data, 191 could be identified by using the transposition techniques. The use of transposition techniques to grammatical units seems to vary. Starting from the word units to phrases, phrases to clauses, clauses to sentences and vice versa. The examples can be seen below:

Source Text (ST)	Target Text (TT)
Why Baba waited until I was ten to have me circumcised was beyond me and one of the things I will never forgive him for.	Aku tidak mengerti mengapa Baba menunggu hingga aku berumur sepuluh tahun untuk disunat, dan hal itu menjadi salah satu kesalahannya yang tak akan pernah kumaafkan.
Suddenly I wanted to withdraw. Pack all in, go back home.	Tiba-tiba aku tak ingin terus mengikuti turnamen ini. Aku ingin mengemasi semua peralatan dan pulang ke rumah.

The translator applied the transposition technique to two examples - translator changes the composition of the word by shifting the word into a unit of the sentence in the target language. This translation has structural changes from word to sentence. It seems that the translator states the message



clearly and in detail into the target language by adding linguistic elements; it was done for reasons of language style. The second, the technique of transposition was also applied by the translator to translate "*pack all in*" which is a unit of phrase, but its translation in the target language is changed to be a sentence "*aku ingin mengemasi semua peralatan*". The choice of applying this technique was taken by the translator to make the message more clearly so that the readers of TL easily understand the information.

Modulation

Modulation is a translation technique that changes the point of view, focus, or cognitive categories in a translation. Modulation technique occurred at the lexical or structural level. In this study, the translator applied a modulation technique for 14.54%. Two examples of the translations are as follows.

Source Text (ST)	Target Text (TT)
I'd sooner eat dirt, He said with a look of indignation.	Lebih baik aku makan tanah," katanya sedikit tersinggung.
Karim cleared his throat, dropped his head, said the soldier wanted a half hour with the lady in the back of the truck.	Karim menghela nafas dan menundukkan kepala, mengatakan bahwa si Rusia ingin menghabiskan waktu selama setengah jam bersama wanita yang duduk di depanku itu

The translator replaces the meaning of phrase with different phrases to omit the negative meaning contained in the source language. An example of such a negative meaning is "*eat dirt*" the sentence means *I would rather eat the dirt*. The same thing occurred in the second example, *Karim cleared his throat, dropped his head. Said the soldier wanted a half-hour with the lady in the back of the truck*. The sentence means the soldier wants to do something, maybe sexual activity. Thus, it is obvious the phrase "*in the back of the truck*" used euphemistically to refer to an action or a place for certain kind activity. This meaning has been lost when the translation more literally refers to the physical position of the woman.

In this translation, the translator replaces the phrase "*in the back of the truck*" with the phrase '*yang duduk di depanku itu*' which has the same meaning as '*sits in front of me.*' It is very different in the source and target language. The translator uses the modulation technique to overcome the problem by reducing the negative meaning into the target language because of the social context and culture.

Equivalence

Based on the identification of research findings, the source text (TS) which is translated by the equivalence technique is

around 34.40%. The two examples of the equivalence technique can be shown below:

Source Text (ST)	Target Text (TT)
What a tight little sugary cunt she had.	Aku menikmatinya.
Assef's buttock muscles clenching and unclenching, his hips thrusting back and forth	Assef melakukan perbuatan tidak senonoh.

From the results, the translator sought to reproduce the message into TL to be more neutral, and have the same meaning or impression or closest to the meaning of the SL. The two examples of this translation are more in line with the situation of the target language culture, which does not require vulgar equivalents. For example, the translation of the phrase "*what a tight little sugary cunt she had*" was paired with the phrase "*aku menikmatinya*" (I enjoy it), although this translation is more neutral but can represent the source text message so that the target text reader can understand the intended message. The same thing occurred in the second translation. The translator conceals the explicit meaning of source text into the target text become a general meaning or more neutral, like the example quoted in the expression, "*Assef melakukan perbuatan tidak senonoh*" (Assef commits misconduct). This technique was applied to avoid the vulgar expression. This translation is categorized as a dynamic equivalence because the translator reproduces messages with different structural forms of the source language but still preserves the contextual meaning so that the reader can easily understand the message conveyed.

Adaptation

Adaptation is a technique of replacing cultural elements of the source text with the same thing in the culture of the target language. In this study, oblique strategies through adaptation were identified in 3.91%. The examples of the findings are as follows:

Source Text (ST)	Target Text (TT)
I took a bite of my sandwich	Aku mengigit roti lapisku
In the taxicab	Di taksi

The two examples of data above are translations by applying adaptation techniques in the target language. The word of the *sandwich* is a category of food material culture terms, and then adapted into the target language become *roti lapis*. The same technique is also applied to the translation of the word *taxicab* which is a transportation term, then adapted to become *taksi*. Adaptation techniques are applied to produce an equivalent, in which the situation referred to by the SL message is unknown or owned in the TL culture, so the translator must create a situation that can be considered equivalent. The sandwich term was translated & became *roti lapis* because

of the cultural consideration as TL readers are more familiar with the term *roti lapis*. A similar thing occurred in the translation of the word *taxicab*. The readers of TL are more familiar with the term of *taksi*. It seems the translator is more likely to emphasize in the target language. That means, the translator is implementing a translation strategy that is more oriented towards the TL readers.

4.2 Ideology of Translation

In this study, it is clear that the translator of the novel is more likely to choose strategies and techniques that are more oriented to the target language- using the strategies of oblique with transposition, modulation, equivalence, and adaptation techniques. This can be seen in the table below:

Table 3: The orientation of Translation Ideology

Orientation	Translation Strategies	Frequency %	Techniques	Frequency %	Ideology of Translation
Source Language (SL)	Direct Translation	20,41 %	Borrowing	11,60 %	Foreignisation
			Calque	5,17 %	
			Literal Translation	3,63%	
Target Language (TL)	Oblique Translation	79,58%	Transposition	26,71%	Domestication
			Modulation	14,54%	
			Equivalence	34,40%	
			Adaptation	3,91%	

The table shows that there are two poles of ideologies- the ideology of foreignisation and domestication that were used as a basis for determining translation strategies and choosing translation techniques. The ideology of domestication is more dominant. The frequency of the use of four translation techniques in the strategy of oblique translation was (79.58%). Thus, it can be concluded that the translator adheres to the ideology of domestication in the translation of the novel *The Kite Runner* into Indonesian.

5 Conclusion

Based on the analysis of the research findings of the translation of *The Kite Runner* into Indonesian language, it can be concluded that, two strategies were applied by translator in transferring messages of the source language into target language. First, strategy of direct translation (20.41%). It can be seen from the use of borrowing (11.60%), calque (5.17%) and literal translation (3.63%). Second was the strategy of oblique translation (79.58%).

Based on the analysis of the research data relating to the frequency of use of these translation techniques, it can concluded that the dominant strategy of translation in the text of *The Kite Runner* into Indonesian was the strategy of oblique translation (79.58%). The results of the translation through the oblique strategy are more concerned with

the understanding and culture of the target text reader. Cultural terms and vulgar expressions can be adapted with the technique of equivalence, modulation, adaptation, and transposition so that messages of the source language can be understood and accepted by the readers of the target language.

Due to the dominance of the strategy of oblique translation in this research, it can be concluded that the ideology adopted by the translator in translating *The Kite Runner* into the Indonesian language was the ideology of domestication. It can be seen from the translation techniques such as- the transposition technique, modulation, equivalence, and adaptation technique.

The ideology of domestication in the translation of the novel *The Kite Runner* is also very influential on the equivalence of meaning that is the equivalence that is more inclined to dynamic equivalent, for example, the sentences containing the vulgar expressions. The translator applies the strategy of oblique translation, through dynamic equivalence technique by concealing the vulgar meaning of source language to make it implicit or general meanings in the target language. This is to make the messages acceptable to the TL readers as considerable majority of the target language readers are eastern cultured which does not approve explicit vulgar expression. The equivalence of the meaning in this translation is more dynamic in the target language.

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