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ANALYSIS OF TRANSLATION TECHNIQUE IN THE WEBTOON "SMILE BRUSH" BY WAROO

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Abstrak

The purpose of this study were (1) to find out the translation techniques used in comics in the webtoon application entitled "Smile Brush" by Waroo and (2) to find out the most dominan translation technique in the webtoon entitled "Smile Brush" by Waroo .This study is used descriptive qualitative method to analyze and describe the translation technique used in Webtoon entitled "Smile Brush" by Waroo. The data in this study were collected through webtoon application. The source of this study was the original text of the webtoon in Indonesian (Source Language) translated into English (Target Language) by fans of the webtoon. To collect data, the researcher used a random sampling technique. From 36 episodes on the webtoon, the researcher took 10% of the data. The researcher analyzed what technique the translator used in translating the webtoon based on the translation technique put forward by Molina and Albir (2002).

From this study, the writer presented two points of the results of the study. First, the translation technique used in the Webtoon entitled "Smile Brush" by Waroo is literal (36.8%), established equivalent (27.9%), reduction (20.6%), borrowing (2.9%), amplification (1.5%), and transposition (1.5%). In addition, in the second point it can be concluded that the most dominant translation technique used in the Webtoon entitled "Smile Brush" by Waroo is a literal translation (36.8%)

1. INTRODUCTION

Webtoon is a platform where we can read comics online. The Webtoon is accessible to readers all over the world, which means it uses multiple languages. In line with that, some of the comics in the Webtoon are translated into other languages from the original. According to Nida & Taber (1969), translating is reproduces the receiving language's closest natural equivalent of the source language message, in terms of meaning and style. It can be used as a translation learning method in the classroom. Meanwhile, according to (Catford, 1965), translation can be defined as the replacement of textual material in one language (Source Language or SL) by equivalent textual material in another language (Target Language or SL).

(Molina & Albir, 2002) in his journal entitled "Translation techniques revisited: A dynamic and functionalist approach" states that to find out how the result of the translation functions in

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relation to the appropriate unit in the source text, we need a translation technique. In their journal, there are 18 translation techniques proposed by Molina, which are used by researchers in analyzing, to find out what translation techniques are used by fans in translating the Webtoon entitled "Smile Brush" by Waroo. The 18 translation techniques are adaptation, amplification, literal translation, established equivalent, borrowing, calque, compensation, description, discursive creation, generalization, linguistic amplification, linguistic compression, modulation, particularization, reduction, substitution, transposition, variation.

In the journal, there are 18 translation techniques proposed by (Molina&Albir, 2002), which will be used by researchers in analyzing, to find out what translation techniques are used by fans in translating the Webtoon entitled "Smile Brush" by Waroo.

2. LITERATURE REVIEW

Translation

According to Nida & Taber (1969): 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. Another definition from Catford, 1974:20, explains that Translation is the replacement of textual material in one language (source language) with equivalent textual material in another language (target language).

(Bell & Candlin, 1995) in her book Translation and translating : theory and practice stated the definition of translation is an expression expressed in one language (source language) into another language (target language), while maintaining semantic and stylistic equivalence.Similar to the definition by Pinchuck (1997:38), Translation is a process of finding a TL equivalent for an SL utterance.

From all the definitions above, the researcher can conclude that translation is replacing text in one language (source language) with text in another language (target language) which will produce an easy-to-understand translation. Therefore, translators must learn effective translation strategies and methodologies.

Translation Technique

According to (Molina & Albir, 2002), the translation techniques needed for research (or teaching) requirements may make it important to consider micro textual units as well, i.e., how the translation functions concerning the appropriate units in the source text. Translation techniques were also described by (Molina & Albir, 2002a) as methods for analyzing and categorizing the process of translation equivalency.

There are 18 translation techniques proposed by (Molina & Albir, 2002)used by researchers in conducting this research : (1) adaptation, (2) amplification, (3) borrowing, (4) calque, (5) compensation, (6) description, (7) discursive creation, (8) establish equivalent, (9) generalization, (10) linguistic amplification, (11) linguistic compression, (12) literal, (13) modulation, (14) particulation, (15) reduction, (16)substitution, (17) transposition, (18) variation.

Webtoon

Webtoon is a digital platform for accessing published comics that can be accessed online via gadgets. Webtoons can be easily opened through applications or web browsers.Meanwhile, according to medium.com, the term “Webtoon” is relatively new to the comic industry, this word is of Korean origin, it is a combination of “world wide web” and “cartoon”.

It started in August 2000 when Chollian, a now-defunct Internet service engine, released Chollian Webtoon to provide readers webtoons. While most online comics at that time followed the traditional horizontal layout designed for PC (landscape style), the use of a vertical layout was what made the webtoon different from other online comics.

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3. METHODOLOGY

According to Gay (1992: 217), descriptive research involves collecting data to test hypotheses or answer questions concerning the current status of the subject of the study. A descriptive study determines and reports the way things are. Descriptive research systematically describes events, phenomena, or facts dealing with a particular area or population. This study presents descriptively with a qualitative method. The writer used descriptive analysis for this research. That is, the data were not from numbers but derived from notes, memos, and official documents.

The object of the study is the translation technique used in translating the Webtoon entitled "Smile Brush" by Waroo. Smile Brush was a Slice of life Webtoon created by Waroo; it concluded on October 19, 2014. The original Korean Webtoon premiered on Naver and concluded on June 26, 2010. This webtoon has a total of 36 episodes (1 initial episode as a prologue), and webtoon fans have translated all episodes into English, which is in the 'fan translation' section.The writer took 10% for a sample and used “simple random sampling”. Based on Kerlinger (2006:188), simple random sampling is a research method in which every member of the population has an equal opportunity to be a participant.

The writer took the following steps to collect data: (1) The writer observed and read the English and Indonesian versions of the Waroo 'Smile Brush' Webtoon, (2) The writer read and understand 18 translation techniques by Molina & Albir(2002), (3) The writer identified the translation technique of the “smile brush” webtoon by Waroo based on Molina & Albir's (2002) theory, (4) The writer selected words and classify them into the table according to the type of translation, (5) The writer calculated the data to determine the frequency and percentage of each translation technique.

The writer analyzes the data in this step using the descriptive qualitative method. There are three steps of data analysis, according to Miles and Huberman (1940:10):

1. Data Reduction
   The writer is currently identifying, categorizing, and concentrating on the occurrence of relevant data.
2. Data display
   The writer provides the data in a table after eliminating the extraneous information. Data can be present in various forms, including narrative prose, graphs, charts, networks, and infographics.The writer can better comprehend and take action by carefully reviewing the data displayed. They can either conduct additional analysis or act based on the data.
3. Drawn/verified conclusions
   The last step is making conclusions and checking the accuracy of the completed data analysis. After the data is collected, the writer can conclude. Verification can take many different forms. It can be simple, like a fleeting thought that crosses the analyst's mind while they are writing, with a quick trip back to the field noted, or it can be elaborate, like a lengthy discussion and review among colleagues to develop "intersubjective consensus," or it can involve a lot of work to replicate a finding in another data set.

The writer used the following steps to analyze the data :

1) The writer reads the Webtoon entitled “Smile Brush” by Waroo.
2) English and Indonesian transcripts were broken down to analyze the data.
3) Then, the writer categorizes the data into translation techniques according to the theory of Molina & Albir (2002).
4) The data be presented in the following table :

Table 3.1 categorizes the data into translation techniques

No	Source Language (SL)	Target Language (TL)	Translation Techniques

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1			
2			

5) After classifying the words, the writer calculated the data to determine the frequency and percentage of each translation technique. Researchers will show the data in the table:

Table 3.2 frecuency of the data collection

No	Translation Technique	Frecuency	Percentage (f%)
1			
2			
Total			100%

6) The formula for calculating the percentage:

P = F/N X 100%

P: Percentage of the translation technique
F: Frequency of the translation technique
N: Total of all translation techniques used

7. The writer makes conclusions from the data that has been obtained.

4. FINDINGS AND DISCUSSION

The writer categorized the data based on the translation strategy ofMolina and Albir (2002: 509). The results of text analysis in Waroo's Webtoon "Smile Brush" describe this chapter into two parts, as follows:

The techniques Webtoon Fans used to translate the Webtoon entitled "Smile Brush" by Waroo

The writer analyzes every conversation in the Webtoon "Smile Brush" which is translated by fans of the webtoon, and this data is found in the 'fan translation' section. Everyone can contribute to translating this webtoon, therefore they must use different translation techniques. The researcher found that there were 7 of the 18 translation techniques proposed by Molina and Albir (2002) were used in translating the sample data taken. The technique used is establishedequivalent, literal, reduction, modulation, amplification, reduction, and borrowing.

1. Literal

Table 4. 1 data of literal translation

Source Language (SL)	Target Language (TL)
..bis	... the bus
hari ini	today

The first translation technique found is the literal translation technique. From table 4.1 it can be seen the data found. The first word is "bis". 'bis' in Indonesian is a public vehicle that can fit many people. The word "bis" in the Webtoon translates literally to "the bus" in English. The second word is "today" which is translated literally as "today". This literal translation is the translation most often used and the easiest to use because this translation translates word for word without looking at the equivalence of meaning. Students who are learning to translate can start by using this literal translation technique.

2. Establish equivalent

Table 4. 2 data of establish equivalent translation

Source Language (SL)	Target Language (TL)
Nunggu	waiting for

The second translation technique found is the established equivalent translation technique. This translation technique is translating words from the source language (SL) into everyday language

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in the target language (TL) so that it is easier to understand. As can be seen in table 4.2, the word 'nunggu' is translated as 'waiting for'. If the word 'waiting' is translated literally it should only be 'wait' but the translator adds 'waiting for' to make it easier to understand hat the sentence indicates waiting for something.

3. Reduction

Table 4. 3 data of reduction translation

Source Language (SL)	Target Language (TL)
minum segelas kopi	with a cup of coffee

This translation technique is reduces the words in the translation results because they have the same meaning. From table 4.3, there is the sentence 'minum secangkir kopi' which is translated as 'with a cup of coffee'. It can be seen from this that the word 'minum' should also be translated, but the translator only writes 'with the cup of coffee' which, when translated into Indonesian, literally means 'dengan secangkir kopi'. Reducing the word in the sentence intends to shorten the sentence but the meaning of the sentence does not change much.

4. Borrowing

Table 4. 4 data of borrowing translation

Source Language (SL)	Target Language (TL)
komik favoritku!	my favorite comic !

The next translation technique is the borrowing translation technique. Borrowing translation technique is a technique of taking words from the source language as the target language. This is usually the language almost the same as the source language. This technique is divided into two namely pure borrowing and naturalized borrowing. Pure borrowing is a translation technique that uses an original word from the source language for the result of translation into the target language as a whole without changes. Meanwhile, naturalized borrowing is a translation technique that uses an original word from the source language for translation into the target language but changes according to the culture of the source language.

However, apart from the two types of borrowing translation techniques above, the researcher found another type of borrowing translation technique. The third technique is an additional translation technique quoted from Nugrahani (2019) namely the variant borrowing technique, which is when the cultural term in the source text comes from the target language. In this translation technique, the translator does not need to translate the word again.This technique changes the point of view from the source language (SL) to the target language (TL), this change can be either lexical or structural.

In table 4.4 it can be seen, there is a sentence 'komik favoritku' which translates to 'my favorite comic. There are two words that are translated using borrowing translation techniques, the word " komik" is translated into "comic" and the word "favorit" is translated into "favorite".

5. Modulation

Table 4.5 data of modulation translation

Source Language (SL)	Target Language (TL)
.. mulai mengganggu semua penumpang	.. started getting on everyone's nervous

The next translation technique is the modulation translation technique. This technique is a translation technique that changes the perspective of the target language. This technique can change the meaning (lexical) or structural. Structural changes, for example changing active sentences into passive sentences.

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From table 4.5 it can be seen that there are 2 sentences. From the example of the first sentence above, the sentence "Bayi itu memakannya" is translated into "The baby took it in his mouth". If translated literally, the sentence should be "the baby eats it". The translator changed the word "eat" to "took it in his mouth". In this case, the point of view of the verb "eat" is changed to "put in the mouth". The word change is still acceptable, the meaning of "putting something in the mouth" could be the same as "eating it".

In the second example sentence, the sentence “Aku sudah dua kalibeli buku ini” is translated into “It’s my second time buying it”. If translated literally, it should be “ I have bought this book twice”. The word 'buying books twice' in this sentence is changed by the translator to become "second time buying it", which has almost the same meaning.

6. Amplification

Table 4. 6 data of amplification translation

Source Language (SL)	Target Language (TL)
eh? Masih disini	huh? It’s still here

The next translation technique is the amplification translation technique. Amplification is a technique of adding more detailed information that is not in the source language (SL) into the target language (TL) so that the information conveyed can be clearer.

From table 4.6 above, there is the sentence “Eh? Masih di sini” which is translated as “Huh? It's still here.” It should, if translated literally, be “Huh? Still here" without the additional word "it" because in the source language (SL) there is no word "that" which indicates the existence of an object. However, in the translation, the translator adds the word "it" to provide information that what is meant in the sentence is an object.

7. Transposition

Table 4.7 data of transposition translation

Source Language (SL)	Target Language (TL)
sesuatu hal yang aneh terjadi	something strange I discovered

The transposition technique is a technique of replacing or shifting grammar in a sentence but still having the same meaning. From the example above, the sentence " Sesuatu hal yang aneh terjadi " by the translator is translated into "something strange I discovered". If translated literally, it should be “Something strange happened”. But in this sentence, the translator replaces the word "happened" with "discovered". From this it can be concluded that the sentence has undergone transposition in translating into the target language.

The most dominant translation technique used by translator to translate Webtoon “Smile Brush” by Waroo

After analyzing the data, the writer concludes that there are seven translation technique used by translator to translate Webtoon “Smile Brush” by Waroo. The writer presents the percentage of the data and the total frequency of the data below, as follow :

Table 4. 8 frequency of translation technique

No	Translation Techniques	Frequency	frecuency in %
1	Literal Translation	25	36.8%
2	Established Equivalent	19	27.9%
3	Reduction	14	20.6%
4	Modulation	6	8.8%
5	Borrowing	2	2.9%
6	Amplification	1	1.5%
7	Transposition	1	1.5%

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	Total	68	100%

5. CONCLUSION

Based on the data analyzed, 10% of the total 36 episodes, the writer analyzed 4 episodes and there were 68 sentences using the Molina and Albir translation techniques. The results found: the translator used seven translation technique to translate Webtoon entitled "Smile Brush" by Waroo, they are literal translation techniques 25 data (36.8%), established equivalent 19 data (27.9%), reduction 14 data (20.6%), modulation 6 data (8.8%), borrowing 2 data (2.9%), amplification 1 data (1.5%) and transposition 1 data (1.5%).

Based on frequency data, it can be concluded that the translation technique that is most dominant or most often used by translators in translating the Webtoon entitled "Smile Brush" by Waroo is Literal Translation (36.8%). Literal translation is often used by translators because this technique is the easiest, only focusing on translating word for word.

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