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The Translation Ideology of How to Make Stress Your Friend by Kelly Mc Gonial

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Abstract

This study aims to learn the ideology of translation “how to make stress your friend by Kelly Mc.Gonial” in the event of Ted Talk. The method uses qualitative descriptive. The findings are the title of the manuscript how to make stress your friend, including the ideology of domestication with addition translation techniques, while the overall result is that the majority of the study of translation ideology uses domestication ideology with analytical techniques. entitled How to make stress your friend by Kelly Mc.Gonial. The practical benefit is to provide literature development related to the ideology of translation in the context of English speech and translated into Indonesian. The findings or innovations produced are theories and guidelines related to the translation ideology used by English to Indonesian translators. The benefits of the study are to explore a theoretical ideology on translation used by translator on the script title “how to make stress your friend by Kelly Mc.Gonial”. The invention is theory and guiding about translation used by translators from English to Indonesian.

Key words: ideology, speech, translation

Introduction

A translator is needed so that the communication tool between the two parties with different languages can understand each other and interact well. A translator uses a different translation ideology for the process of translating from the source language into the target language and vice versa. The ideology of translation can have an influence in the translation process. The ideology used by the translator is the ideology of foreignization, namely the ideology oriented to the source language (SL) and the ideology of domestication (domestication), namely the ideology oriented to the target language (TL).

The speech with the title How to make stress your friend by Kelly Mc Gonial presented on Tedtalk with English language that stress do not often define negative but there is positive impact for people. Kelly Mc.Gonial said the secret of stress that unknown from other people. Kelly Mc.Gonial is an expert on psychological health who said her experience about stress and observation the typically of stress from somebody with different effect. The transcript from indonesia translator on English speech the title How to Make stress your friend by Kelly Mc.Gonial have ideology of translation. A translator deliver to audience or reader based on ideology of translation that used by a translator. The Ideology of translation from Speech by Kelly Mc Gonial explore about the orientation a translator on Source Language

(SL) and Target Language (TL) so that it is very important to investigate the ideology of translation from a translator the speech How to Make Stress Your Friend By Kelly McGonigal.

Ted Talk is a motivational sharing event delivered through presentations and public speeches. Indonesian people can listen to Ted Talk from the youtube channel. The Ted Talk program has been loved by many subscribers on YouTube and even many researchers have studied the language and translation used by the speakers on Ted Talk. As the opinion of Nurhidayat and Arifah (2011) explained that Ted Talk was acknowledged to improve understanding of English voice and accent in the context of English Foreign Language (EFL) by research participants who listened to Ted Talk.

The Ideology of Translators tend to use domestication for state Speech of President of Republic of Indonesia because the translation results in diverting the message into the target language. Even 84% of the translated texts use the ideology of domestication (Sutopo, 2011). Purbasari (2011) found that Jane Eyre's subtitled audio and visual film texts use two types of ideology, namely domestication and foreignization where the tendency of the text refers to the target language (TL) and also refers to the source language (SL). This translation ideology affects the quality of translation in terms of accuracy, acceptability and readability.

Seeing the results of the translation research above, this is where the role of the translator is very important, and the task is very difficult because he is required to be able to maintain the translation results while still being able to show the ideology of translation so as to improve the quality of accurate translation, acceptability and legibility. Therefore, the challenge for translators is in translating while maintaining the ideological guidelines of the translator.

Thus, based on the background and after seeing the example of the translation research, the researchers were moved and interested in conducting research and knowing more about the ideology of translation in English speech which was translated into Indonesian. make stress your friend by Kelly McGonigal from English to Indonesian.

Literature Review

Translation is translating a text or writing from the source language (SL) into the target language (TL). Translation is the reproduction of messages contained in the original text for readers for various purposes (Suprpto, 2010).

The Ideology of Translation

a) The ideology of translation is related to translation problems at the macro level, namely the text level. Ideology is often associated in critical discourse analysis. Texts, conversations, and others are forms of ideological practices or reflections of certain ideologies. The first translation ideology is known as forenization and the second is domestication.

Forenization

Forenization is a translation ideology that is oriented towards the source language, namely that an accurate, acceptable, and easy-to-understand translation is one who wants the presence of the source language culture in the translation results. This ideology considers the presence of foreign cultures to be beneficial for the target audience. A striking feature of this ideology is the presence of foreign cultural aspects expressed in the target language. This phenomenon is pointed out by Venuti (in Oittinen, 2002:74) as a form of resistance to racism and ethnographic violence developed by the ideology of domestication.

The criteria of Foreign Ideology such as (1) Word-for-word Translation, (2) literal Translation; (3) Faithful Translation; (4) Semantic Translation. This ideology will be seen from the use of four translation techniques, (1) literal technique; (2) pure lending techniques; (3) natural borrowing techniques; (4) kalke technique.

Domesticatrimon

Domestication is a TL-oriented translation ideology, namely that an accurate, acceptable, and easy-to-understand translation is one who wants the presence of the target language culture in the translation results. Venuti (2008) defines domestication as an ethnocentric reduction of a foreign text into a local text that contains cultural values that are in accordance with the local culture. The values in question are values related to issues of time, social, norms and power.

Oittinen (2002:78-79) asserts that if translators want their translation to be successful, they must adapt their translated text to what the target readers want. Unfortunately, translators cannot be one hundred percent sure what the target readers want.

The translator of the domestication ideology, determines the translation method that is oriented to the target language, such as adaptation, free translation, idiomatic translation, and communicative translation. Therefore, the techniques used include (1) amplification; (2) compensation; (3) description; (4) discursive creation; (5) common

equivalence; (6) generalization; (7) modulation; (8) particularization; (9) reduction; (10) substitution; (11) transposition; and (12) variation, (13) adaptation (Newmark, 1988).

Framework of thinking

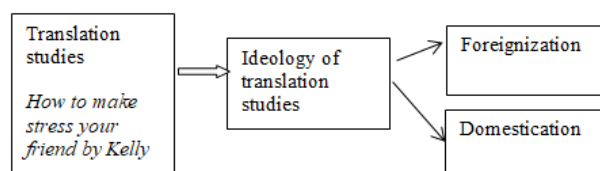


Figure 1. Framework of thinking

Figure 1 explains that the translation study factor of the speech text *How to make stress your friends* by Kelly McGonial focuses on the ideological study of translation which consists of Foreignization and domestication.

Method

Design of Research

This research includes qualitative descriptive research. Qualitative research focuses on data in the form of words, sentences or pictures that have more meaning than numbers or frequencies in a holistic manner and by describing them in the form of words and language (Sutopo, 2007). This research is a product research (product oriented) because it focuses on examining the text of the transcript of English sentences into Indonesian. The data is in the form of sentences from the script entitled *How to make stress your Friend* by Kelly McGonial. The data source is the motivational speech *How to make stress your Friend* by Kelly McGonial.

Data Collection Techniques

In this study, data collection was carried out by document analysis (content analysis), and focus group discussions (focus group discussions). This technique is used to obtain a clear picture of the use of translation ideology which consists of foreignization and domestication based on the source language (SL) and in the target language (TL).

The Data Validation

Data validation in this study only used the triangulation method. Method triangulation is a triangulation technique related to the technique of obtaining or collecting data (Riyadi, 2014: 58). Method triangulation is a triangulation technique related to the technique of obtaining or collecting data (Riyadi, 2014: 58). In this research, document analysis method and focus group discussion method are used. The document analysis method was carried out by reading the speech script *How to make stress your friend* by Kelly McGonial and then analyzing it to determine the ideology of domestication or foreignization used by the translator.

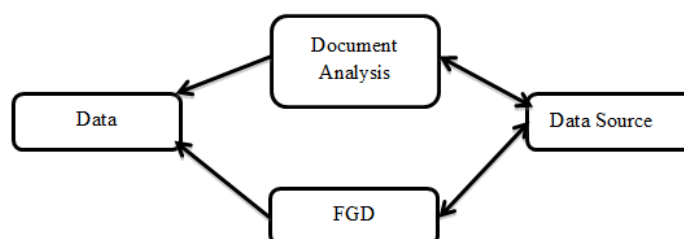


Figure 2. Method Triangulation (Sutopo, 2002: 81)

Data Analysis Techniques

The data analysis technique consists of several stages, first, source language analysis to obtain source language data, namely English from the speech script How to make stress your friends by Kelly McGonial, Second, the analysis uses total sampling so that all sentences found are taken as data. The third analysis is translation analysis where the researcher compares the SL sentences with the TL sentences to determine the translation technique.

Results & Discussion

The Tittle is How To Make Stress Your Friend

-That Tittle means the ideology Domestication.

Data

Bsu: I have a confession to make, but first, I want you to make a little confession to me.

Bsa: *Saya ingin mengakui sesuatu, namun sebelumnya, saya ingin anda mengakui suatu hal kecil pada saya. Transposisi(domestikasi)*

Explanation: The translator uses transposition analysis which includes the ideology of domestication.

Table 1. The Results

No	Ideology	Technique	Number of data	Frequency	%
1	Domestication	Eksplisitasi	3, 6, 10	3	25%
		Adisi	9, 11	2	16,67%
		Implisitasi	12	1	0,083%
		Reduksi	2, 8	2	16,67%
		Transposisi	1, 4	2	16,67%
		mixed	5, 7	2	16,67%
		Total	-	12	100%

Sources : data (2022)

Based on table 1 that from the results of the analysis of 12 data, it can be seen that the technique used by the translator of the speech text How to make stress your Friend by Mc.Kelly Gonial is a domestication technique which consists of techniques of Explanation, Addition, Implication, Reduction and Transposition.

Discussion

From the search results of data from SL and SL speech text How to make stress your Friend by Mc.Kelly Gonial, it can be seen that overall most of the speech texts use the ideology of domestic translation. These results are known from several ideological translation techniques used, including the majority using the explicit technique, while the least used technique is the implicit technique. In addition, the techniques used in the ideology of domestication in the speech text How to make stress your Friend by Mc.Kelly Gonial are Transposition, Reduction and Addition Techniques.

Conclusion

- The study of the ideology of the translation of the speech text how to make stress your friend by Kelly McGonial uses the ideology of Domestication. These results are reinforced by the findings of several translation techniques, including explicitation techniques, addition techniques, transposition techniques and implicit techniques.
- The majority of translation techniques from the ideology of domestication translation in the translation of the text of how to make stress your friend by Kelly McGonial are explanatory techniques, while the translation technique that appears very little is implicit technique.

Suggestions

- Translators can pay attention to the ideology of translation and the translation techniques that follow in translating a speech text so that readers can understand it better.

- 14 b. Translators can use a translation ideology that is in accordance with the content of the text from the source language to the target language.

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