TRANSLATION PROCEDURES IN STARTUP GUIDE SONY XPERIA C5 ULTRA DUAL SMARTPHONE

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Abstract

This research aimed to identify the translation procedures employed in the startup guide for the Sony Xperia C5 Ultra Dual Smartphone from English to Indonesian. The ata were collected from the guide and analyzed using a descriptive qualitative method, focusing on established translation procedures. Translation theory categorizes these procedures into seven types: borrowing, calque, literal, transposition, modulation, equivalence, and adaptation. The studies revealed that five of these procedures—literal, adaptation, borrowing, transposition, and modulation—were used in the translation process. The results showed that literal translation was the most frequently applied method, with 19 out of 48 items translated in this way. Adaptation translation accounted for 12 items, while borrowing and transposition were each applied to 8 items. Modulation was the least utilized procedure, appearing in only 1 item. This analysis highlights the predominance of literal and adaptation methods in translating technical documents, emphasizing the importance of accurate and contextually appropriate translations in user guides for electronic devices.

Keywords: *smartphone; startup guide; translation procedure.*

1. Introduction

Startup guides are available in many translations and are predominantly written in English, helping readers understand and operate various products. A startup guide provides essential information and detailed instructions on how to use a smartphone (Mustafa, Aziz, & Khabri, 2021). The Sony Xperia C5 Ultra Dual Smartphone startup guide, for instance, is multilingual, including translations in English, Vietnamese, Indonesian, Thai, Tagalog, Mandarin, and Arabic. This guide is published by Sony Mobile Communications Inc. or its local affiliates, with no warranty, and may be updated by the company at any time to correct typographical errors or inaccuracies, or to reflect improvements to programs and equipment.

Smartphones significantly impact human life by facilitating various activities, making them almost indispensable. They have revolutionized society and daily life by eliminating distance as an obstacle and enabling instant internet access, effectively shrinking the world (Setuju, Muhtadi, & Widowati, 2022). Smartphones simplify information retrieval, making it easier to satisfy curiosity.

Translation, as defined by Fitria (2020), involves encoding the meaning and form of the source language (SL) into the target language (TL). Newmark (1988) describes translation as the process where a translator conveys meaning from one language to another based on the text. In daily life, numerous languages convey useful information, and English-Indonesian translation aids society in understanding texts or speech more easily.

Translators must use appropriate procedures to create accurate and meaningful translations. Knowing how to translate correctly is crucial, and employing proper translation procedures is the best way to solve translation problems. A good translation product is achieved by using proper procedures; ensuring the message is well-delivered. Due to different grammatical structures, rules, and styles of languages, translators apply various strategies, procedures, or techniques to produce natural translations in the target language (Widiastuti, 2021).

Translation is especially essential for readers of mobile phone startup guides, as it enables users to understand their devices and resolve issues independently. This prevents time wasted on seeking assistance or visiting service counters, as users can read the manual anytime and anywhere.

This study focused on the translation procedures used in the startup guide for the Sony Xperia C5 Ultra Dual Smartphone, identifying the most frequently used procedures in translating the document from English to Indonesian. The findings provide insights for translators regarding effective translation procedures.

2. Literature Review

The term 'translation' can be generally defined as the interpretation of the meaning of a text and the production of an equivalent text that communicates the same message in another language. According to Newmark (1988), translation is the process of rendering the meaning of a text into another language in a way that preserves the author's intended message. Bell (1991) describes translation as the replacement of a representation of a text in one language with an equivalent text in a second language. Nida (1984) elaborates that translation involves reproducing the closest natural equivalent of the source language message in the receptor language, focusing first on meaning and then on style.

Hatim and Munday (2004) refer to "the ambit of translation" as the process of transferring a written text from the source language to the target language within a specific socio-cultural context. This encompasses the written product, or target text, which functions within the socio-cultural context of the target language. It also includes the cognitive, linguistic, visual, cultural, and ideological phenomena integral to the translation process.

Based on these explanations, translation can be concluded as the process of transferring a written text from a source language to a target language. This process uses thought and ideas to reproduce the closest natural equivalent of the source language in terms of meaning and style. It ultimately transforms a written source language text to demonstrate the learner's knowledge of the foreign language while preserving the original intent and context.

2.1 Translation Procedures

Vinay and Darbelnet are pioneers in translation procedures, presenting them as descriptions of the methods available to translators during the translation process. However, the procedures they describe focus on the final outcome rather than the process itself. This suggests that translation procedures and translation techniques refer to the same concept.

Vinay and Darbelnet, as cited in Hatim and Munday (2006), introduce several translation procedures categorized into two types: direct translation procedures and oblique translation procedures. Direct translation is employed when a source language message can be perfectly transferred into a target language message. This strategy includes three specific procedures: borrowing, calque, and literal translation.

1. **Borrowing**

    Borrowing is the simplest of all translation procedures. It involves taking a word or expression from the source language and using it in the target language in a 'naturalized' form, conforming to the target language's grammatical or pronunciation rules. Borrowing in translation is not always justified by a lexical gap in the target language; it can also be used to preserve the local color of the word or to retain its semiotic and cultural aspects that might be lost in translation. Examples of borrowing with no change in form and meaning (pure loanwords) include "email" becoming "email" and "internet" becoming "internet."

2. **Calque**

    A calque is a specific type of borrowing where a language borrows an expression from another language and translates each of its elements literally. This process involves directly translating the components of the source language expression into the target language, maintaining the original structure and meaning. An example of a calque is the translation of "access point" into Indonesian as "akses poin." Here, both words in the original English expression are translated individually and then combined to form the new phrase in Indonesian. Calques are often used to preserve the semantic and structural integrity of the original expression while adapting it to the grammatical and phonetic norms of the target language. This method ensures that the translated term retains the cultural and contextual nuances of the source language while being easily understood in the target language context.

3. **Literal Translation**

    Literal, or word-for-word, translation involves the direct transfer of a source language (SL) text into a grammatically and idiomatically appropriate target language (TL) text, where the translator's task is primarily to adhere to the linguistic rules of the TL. In essence, a literal translation is a straightforward and complete solution that remains true to the original text without needing any modifications beyond grammatical adjustments or inflectional endings. For instance, the English phrase "Where are you?" is translated into French as "Où êtes-vous?" This method is most commonly used between closely related languages, particularly those with similar cultural contexts. Examples include translating "network" to "jaringan," "monitor" to "layar," and "wireless" to "nirkabel."

    On the other hand, oblique translation is employed when a source language text cannot be directly translated without semantic or lexical changes in the target language text. This strategy encompasses four procedures: transposition, modulation, equivalence, and adaptation. These procedures allow for the necessary adjustments to convey the original meaning accurately and naturally in the target language.

1. **Transposition**

    Transposition involves changing the sequence of parts of speech without altering the meaning of the message. This can include changes in word order, word class, or grammatical

number (e.g., singular to plural). These adjustments are necessary due to differences in the grammatical structures between the source language and the target language. For example, the English phrase "big house" is translated into Indonesian as "rumah besar," reflecting a shift in word order to conform to Indonesian grammatical rules.

2. Modulation

Modulation involves altering the form of a message by changing its perspective. This adjustment is justified when a literal or directly translated phrase would sound unnatural, unidiomatic, or awkward in the target language. Modulation ensures that expressions like 'isn't expensive' become 'harganya murah' and 'is not possible to do' become 'ini mustahil,' resulting in natural and fluent translations.

3. Equivalence

Vinay and Dalbernet use the term 'equivalence' to describe situations where different languages convey the same idea using distinct stylistic or structural methods. A classic example involves the reaction of an amateur who accidentally hits his finger with a hammer: a French person might exclaim 'aie,' while an English speaker would say 'ouch,' and an Indonesian might cry out 'aduh.' Another notable example of equivalence is found in onomatopoeic words, such as animal sounds: 'cock-a-doodle-do' (English) corresponds to 'kukuruyuuk' (Indonesian), 'miaou' (English) to 'meong' (Indonesian), and 'groaarr' (English) to 'auumm' (Indonesian).

4. Adaptation

The final procedure involves pushing translation to its utmost limits; it is employed in cases where the situation described in the source language is unfamiliar in the target language culture. Adaptation can be seen as a specialized form of equivalence known as situational equivalence. Cultural equivalence involves transferring a cultural word from the source language to a corresponding cultural word in the target language (Newmark, 1988). In this procedure, when the situation referenced in the message does not exist in the target language, a new situation must be created that closely resembles the original concept. This approach is commonly used in translating book and film titles, such as translating 'kungfu' in Chinese to 'silat' in Indonesian.

Research titles reveal a range of related studies. For instance, Kustanti and Agoes (2017) conducted an analysis of procedure text translations in manuals for Android, iOS, and Windows operating systems, uncovering 100 similar words and phrases across these translations. They identified nine distinct translation techniques, with 'calque' emerging as the most frequently utilized method. Simanjuntak (2018) explored the translation of English metaphors into Indonesian in the novel 'The Sky is Falling,' identifying four metaphor types and outlining corresponding translation procedures. Similarly, Widiastuti (2021) examined the translation procedures of English phrasal verbs in Instagram captions, highlighting varying approaches influenced by contextual factors. Frithatmawati, Rentiana, and Dhini (2023) focused on the translation procedures of cultural words in an Indonesian phrasebook, emphasizing the importance of 'descriptive equivalence' to maintain cultural nuances. Kusumaningrum and Wahyuningsih (2022) categorized medical acupuncture terminologies into four conceptual groups and discussed five specific translation procedures applied in their research. Ramadhani and Fitriati (2021) delved into translation procedures and errors

in English-Indonesian student translations, noting that 'couplet' was the most frequently employed technique while also identifying various types of translation errors. Tasumbey (2023) analyzed the translation of psychological terms in the interpretation of dreams in 'Tafsir Mimpi,' revealing multiple techniques such as 'borrowing' and 'transposition.' Lastly, Widiyanthi, Jayanti, and Utami (2023) found that 'literal translation' predominated in subtitles for the movie 'Encanto,' emphasizing the fidelity of dialogue translation. Collectively, these studies underscore the diverse approaches and challenges encountered in translation practice across a spectrum of linguistic and cultural contexts.

3. Research Method

The research employed descriptive qualitative methodology to analyze the translation procedures used in the startup guide of the Sony Xperia C5 Ultra Dual Smartphone. The data were elaborated descriptively and presented through supporting tables that depicted percentages. The analysis focused on understanding how translators transferred the text into the target language.

The research followed the methodological framework outlined by Miles and Huberman (1984), involving several stages: data collection, data reduction, data display, and conclusion or verification. Initially, data collection involved identifying and coding the translation procedures used in the startup guide of the Sony Xperia C5 Ultra Dual Smartphone. Subsequently, data reduction entailed classifying these procedures based on common themes or categories. Data display involved analyzing the coded data to identify patterns and trends in translation procedures applied. In conclusion and verification stages, the researcher tallied and analyzed all identified translation procedures to draw conclusions about their prevalence and effectiveness in the translation process.

4. Results and Discussion

4.1 Borrowing

The first procedure is borrowing which is a process of transferring the SL (Source Language) into the TL (Target Language) where the words of the text become loan words. There is no change of form when transferring SL text into the TL. Some examples of borrowing found in the data analysis are presented in the following tables:

Source Language	Target Language
Email addresses	Alamat email
Memory card slot	Slot kartu memori
Nano sim card	Kartu sim nano
Google account	Akun google
Setting menu	Menu setelan
Model information	Informasi model
Certain operator	Operator tertentu
Any supported browser	Browser yang didukung

Based on the table above, it is evident that all words from the source language (SL) were transferred to the target language (TL) without altering their original forms, due to a lack of equivalent terms in the TL. Therefore, words like 'email,' 'slot,' 'nano,' 'google,' 'menu,' 'model,' 'operator,' and 'browser' can be easily understood by the reader. This version maintains clarity while improving the flow and structure of the sentences.

4.2 Literal

The translation of the target language (TL) was conducted by translating each word one-by-one and adhering closely to their most common meanings, without altering their form. For example:

Source Language	Target Language
Support for you	*Dukungan untuk anda*
You can visit support.sonymobile.com	*Anda dapat mengunjungi support.sonymobile.com*
The support option on our website include download	*Dukukungan opsi disitus web kami mencakup unduhan*
Find and tap	*Temukan dan ketuk*
Place the memory card in the memory card slot	*Tempatkan kartu memori ke dalam slot kartu memori*
Until you hear a clicking sound	*Hingga anda mendengar suara mengunci*
Close the cover	*Tutup penutup tersebut*
Open the cover for the nano sim card	*Buka tutup kartu sim nano*
Using of finger nail or other similar object	*Dengan menggunakan kuku jari atau benda serupa*
Reinsert the holder	*Masukkan kembali dudukan tersebut*
You turn it on the first time	*Anda menghidupkannya untuk pertama kali*
Press and hold down the power key	*Tekan dan tahan tombol daya*
The device vibrate	*Perangkat bergetar*
Help you configure basic setting	*Membantu anda mengonfiguransi setelan dasar*
Sign in to some accounts	*Masuk ke sejumlah akun*
you can find legal information as well as warranty, safety, SAR information	*anda dapat menemukan informasi legal serta informasi garansi, keamanan dan SAR*
Some frequency bands might be turn of in certain markets of by certain operator	*Beberapa pita frekuensi mungkin dinonaktifkan di beberapa pasar oleh operator tertentu*
Place the fingernail under the right or left edge of the label tray	*Tempatkan kuku jari di kanan atau di kiri ujung baki label*
Open the phone dialer,than enter *#07#	*Buka pemanggil telepon, lalu masukkan *#07#*

The examples in the table above were categorized as literal or word-for-word translations because the translator rendered all words directly, preserving identical meaning to the source language (SL). This approach aligns with Newmark's theory (1998), which defines literal translation as transferring SL text to the nearest equivalent in the target language (TL), also known as word-for-word translation.

Transposition

Transposition is another translation procedure involving a change in grammatical structure from the SL to the TL, as exemplified below:

Source language	Target language
Our support	*Dukungan kami*

User guide	*Panduan pengguna*
Support number	*Nomor dukungan*
The first time your start your device	*Kali pertama anda memulai menggunakan perangkat*
You are now ready to start using your new device	*Sekarang anda siap mulai menggunakan perangkat baru anda*
Frequency bands and model info	*Informasi pita frekuensi model*
Such change will, however, be incorporated into new edition of this startup guide	*Namun perubahan tersebut akan disertakan dalam panduan memulai edisi baru*
To view the regulatory compliance mark	*Melihat tanda kepatuhan regulasi*

Based on the table above, it is evident that changes in word order were observed in the examples provided, such as 'as in our support' becoming 'dukungan kami,' and 'frequency bands and model info' becoming 'informasi pita dan frekuensi model.' The translator employed transposition to ensure these sentences were translated effectively. If the translator had opted for a literal word-for-word translation approach, the resulting meaning would have been awkward and less comprehensible in the target language. This version maintains clarity while expanding on the reasoning behind using transposition in translation and contrasting it with literal translation.

Modulation

Modulation involves altering the form of a message by changing its perspective or point of view. This technique introduces variation in how the information is presented, adapting it to better suit the linguistic or cultural context of the target language. In the current analysis, only one example of modulation was identified. This version clarifies the concept of modulation while expanding on the context of your analysis.

Source language	Target language
Help is never far away	*Bantuan ada di dekat anda*

The phrase "It can be seen that help is never far away" transforms into "bantuan ada di dekat anda" in Indonesian. This adaptation is justified when a literal or transposed translation yields a grammatically correct but culturally awkward expression in the target language. Such direct translations are often considered unsuitable or unidiomatic. To achieve naturalness, modulation becomes essential. This technique ensures that the translated phrase aligns with the idiomatic norms and cultural nuances of the target language, thereby enhancing its effectiveness and clarity

Adaptation

One of the most frequently found translation procedures is adaptation, which involves initially transferring and then adjusting the pronunciation and morphology of the source language (SL) word to match those of the target language (TL) (Newmark, 1988). Examples of the adaptation procedure are presented in the following tables:

Source language	Target language
You can access	*Kamu dapat mengakses*
The support application	*Aplikasi dukungan*
Important information	*Informasi penting*
Other content	*Konten lainnya*
Transfer contact	*Memindahkan kontak*
Xperia transfer application	*Aplikasi xperia transfer*
Local affiliated company	*Perusahaan afiliasi local*
By typographical error	*Karenakesalahan tipografi*
All illustrions	*Semua ilustrasi*
may not accurately	*Tidak secara akurat*
Memory card slot	*Slot kartu memori*
new edition	*Edisi baru*

The examples in the table above were categorized as adaptation translation procedures because they have been adjusted to match the normal pronunciation and morphology of the target language (TL). These words are commonly used by Indonesians in various daily activities such as work and school. The TL closely mirrors the sense of the source language (SL) words, ensuring that the translation retains the form of the SL and effectively conveys the intended meaning.

5. Conclusion

This study examined the translation procedures employed in the startup guide of the Sony Xperia C5 Ultra Dual smartphone. The collected data underwent analysis using a descriptive qualitative method focused on identifying various translation techniques. These techniques encompassed borrowing, literal translation, transposition, modulation, equivalence, calque, and adaptation. The findings of the research indicated that five primary translation procedures were utilized in the startup guide of the Sony Xperia C5 Ultra Dual smartphone: borrowing, literal translation, transposition, modulation, and adaptation. Among these, literal translation emerged as the dominant approach, accounting for approximately 19 out of 48 instances. Adaptation translation was observed in about 12 instances, while borrowing and transposition each occurred approximately 8 times. Modulation was the least frequent, appearing only once. These results underscore the prevalence of literal translation in the startup guide, suggesting a preference for maintaining the original wording and structure. Adaptation translation also played a significant role, indicating instances where adjustments were made to better fit the target language context.

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