

Translation Ideology: An Analysis of Cultural Words in “Educated” Memoir by Tara Westover

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Received:

26 May
2024

Revised:

21 October
2024

Accepted:

13 Desember
2024

ABSTRACT

This study aims to describe translation ideology in translating cultural words of the “Educated” memoir by Tara Westover. The research method is descriptive qualitative. The data taken are in the form of words or phrases related to cultural words in “Part One” of “Educated” by Tara Westover and its translation. This article analysed the theories of cultural categories by Newmark (1988), translation methods by Molina & Albir (2002), and translation ideology by Venuti (1995). The research finding demonstrates four categories of cultural words in the memoir, such as ecology, material culture (artifact), social culture, and organization, custom and ideas. Furthermore, translation techniques applied by the translator were borrowing, amplification, description, adaptation, literal translation, established equivalent, and calque. The findings of this research show that the most dominant technique used in this memoir is borrowing (64%). In terms of translation ideology, the findings of this study indicate that foreignization is more prevalent than domestication. The research result can provide insights to EFL learners, especially in translation materials, to be more careful in translating cultural words because of the cultural barriers between the SL and TL. Moreover, this study contributes to developing cultural and linguistic studies by exploring domestication and foreignization ideologies in translating English literary works into Indonesian.

Keywords: *Cultural Words; Translation Ideology; Translation Technique.*

INTRODUCTION

Translation is the process of rendering the source text into the target text with equivalent meaning. Translation involves substituting equivalent textual material in the target language for the source language Catford, (1965). The word that requires underlining is its equivalent. Catford emphasizes the importance of finding meaning equivalence between the Source Language (SL) and the Target Language (TL) in translation. Therefore, the primary purpose of translation is to find an equivalence of the source language expressions to the target language Ummah & Basikin, (2019). Similarly, Larson (1984) stated that translation is an endeavor to convey meaning from the source to the target language. It involves changing the written or verbal expression of the source text to an equivalent expression in the target language by considering the cultural and linguistic nuances of both languages. In addition, translation plays a vital role in fostering cross-cultural communication, allowing for exchanging ideas, information, and

cultural expression across different languages Köksal & Yürük, (2020). This process is crucial in today's globalized world, where people from diverse linguistic and cultural backgrounds interact and collaborate on a daily basis. Effective translation helps to bridge the gap between languages, enabling individuals to understand and appreciate each other's perspectives, values, and customs more accurately.

One of the problems that translators often face is translating words or expressions that contain socio-cultural elements typical of the source language culture Dewi, (2020). The concept of culture can be defined as a set of terms that describe the traditions, customs, and way of life of a society or ethnicity Devi et al., (2021). On the other hand, according to sociologists, culture consists of the values, beliefs, language system, communications, and practices shared by society and defined collectively Cole, (2019). Additionally, culture includes material objects shared by a group or society. It can be inferred that culture is one of the most important terms because it plays a vital role in social life and becomes an individual's identity. We can recognize a person's origin from how they behave because the language and culture a person learns can influence their behavior and attitudes, such as how they form social relationships, maintain and challenge social order, determine how they understand the world and their place in it, and shape their daily actions and experiences in society.

Meanwhile, cultural identity is an essential focus in translation from a cultural perspective Tang, (2022). Cultural terms are easy to identify because they are specific to a particular language and cannot be translated literally Kuswahono, (2019). However, they are difficult to find equivalents due to cultural differences between the source and target languages. A translator cannot translate a source language text into a target text with one hundred percent accuracy; maybe they could only provide descriptive-functional equivalents to deal with cultural differences W & Asmarani, (2016).

Newmark (1988) divides the category of cultural words into five parts in his book "A Text Book of Translation." The first is ecology, which refers to the natural environment surrounding the community, which includes animals, plants, local wind, mountains, plains, ice, etc. The second is material culture (artifact), which provides various artifacts used by the community, such as food, clothes, housing, transportation, and communication. The third is social culture, which encompasses the work and leisure activities of the community. The fourth is organization, custom, and ideas; it includes political, social, legal, religious, and artistic. The last is gesture and habit, which describe "non-cultural" language.

Procedures or strategies are essential to ensure that words with cultural elements are translated appropriately into the target language Zhang, (2021). Some translation experts have different forms of strategies. One is the translation technique developed by Molina & Albir (2002), consisting of 18 techniques. The first is adaptation, which involves substituting or adapting words from the source language into the target language. This strategy is substituting cultural elements from the source language into the target language culture. The translator must find the right words when translating the text to have a similar meaning to the source text. An example is "I am feeling blue," translated to "*Saya merasa sedih*". The second is amplification; this is a type of strategy

that provides details in the target language that are not included in the source language, such as giving little information regarding the target language on its own, for example: “the old house” to “*rumah tua yang megah*”. The third is borrowing; this strategy picks up words from the source text straight away, for example: “computer” translated to “*komputer*”. The fourth is calque; this strategy is the literal translation of a foreign word or phrase, which can be lexical or structural. Example: “to make ends meet” translated to “*untuk membuat ujung bertemu*”. The fifth is compensation, which is a type of strategy by inserting or replacing different words in the target language since the target language cannot be put into the same structure as the source language; for example, “she has a sharp wit,” translated to “*dia memiliki kecerdasan yang tajam*”.

The sixth is a description, a strategy that involves translating the source language by describing it into the target language. This implies replacing a phrase or term with a description of its form and function. Example: “*panettone*” (Italian) translated to “*kue tradisional Itali yang dimakan pada malam tahun baru*”. The seventh is discursive creation, translating words or phrases that are unpredictable out of context by making them equivalent. This kind of translation creates an unpredictable temporary equivalent beyond the context. It frequently appears in the translation of movie titles, books, and novels, for example: “The Minangkabau Response to The Dutch Colonial Rule in the Nineteenth Century” translated to “*Asal-usul Elit Minangkabau Modern: Respons terhadap Kolonial Belanda XIX/XX*”. The eighth is established equivalent, type translating a word or phrase by giving the equivalent of the word or phrase in the target language. This uses a well-known term or expression (by the dictionary or language used) as its equivalent in the target text. Example: “human rights” translated to “*hak asasi manusia*”. The ninth is a generalization, a strategy type that provides a general meaning in the target language. It involves the usage of a more generic or neutral term. This occurs because no expression has the same meaning in the target language, so the translator translates it to be more general. Example: “*becak*” translated to “vehicle.” The tenth is linguistic amplification, a strategy of increasing linguistic essences or elements in the target language. It is often used in interpreting and dubbing, respectively. Example: “Everything is up to you” translated to “*semuanya terserah anda sendiri*”.

The eleventh linguistic compression compresses or decreases the linguistic essence in the source language. This strategy is commonly used in simultaneously translating and subtitling, for example: “Are you sleepy?” translated to “*ngantuk?*”. The twelfth is a literal translation, a strategy that involves translating words literally or word for word. The source language and target language forms are by the function and meaning; for example: “the sun rises in the east” is translated to “*Matahari terbit di timur*”. The thirteenth is modulation, which is a translation strategy that modifies the perception, focus, or cognitive categories related to the source language. This strategy changes the point of view, focus, or cognitive category associated with the foreign language, which can be lexical or structural. Example: “Nobody doesn’t like it” is translated to “*semua orang menyukainya*”. The fourteenth is particularization, the translation strategy of giving a more specific, concrete, or precise word in the target language; this strategy is the opposite of generalization. Example: “I like to collect jewelry” translated to “*saya*

senang mengoleksi gelang emas". The fifteenth is reduction, the translation strategy of reducing or emphasizing informative or descriptive things in the source language to simplify the translation. Example: "he got a car accident" translated to "*dia mengalami kecelakaan*". The sixteenth is substitution. Replacing linguistic words with paralinguistic words is widely used in translation, i.e., replacing linguistic elements with paralinguistic elements (intonation, gestures) or vice versa. Example: head nodding, translated into Indonesian, means yes.

The seventeenth is transposition; this strategy involves changing the grammar part of a word, from a clause to a phrase or a noun to a verb, while keeping the meaning or context intact. Example: "I have no control over this condition" is translated to "*saya tidak dapat mengendalikan kondisi ini*". Lastly is variation, a strategy that modifies the linguistic or paralinguistic essence that affects linguistic variation. This is a shift in linguistic or paralinguistic elements (intonation, gestures) that influence the linguistic variation aspect: a change in textual tone, style, social dialect, geographical dialect, etc., for example, introducing or changing dialect indicators for characters when translating for the theater, a change in tone when adapting a novel for children, etc. Example: "give it to me now!" is translated to "*kasih barang itu ke gue sekarang!*". Translation is not just about replacing words word for word but also about effectively transferring meaning and nuance. Each text is unique, and the translator must choose the most appropriate technique to achieve the best results. Selecting the proper translation technique for a text requires consideration of various factors, including the context, text type, and purpose of the translation.

Besides that, there are various tendencies, considerations, and translator's concerns while performing the translation process. That influences what is referred to as a translation ideology. Translation ideologies are beliefs, values, and principles that influence translation practice Putri et al., (2023). The ideology of translation reflects the perspectives and approaches used by translators or the translation community in understanding and carrying out translation tasks. The translation ideology was introduced by Venuti in 1995.

Venuti (1995) classified translation ideologies into foreignization and domestication. Domestication ideology refers to a translation strategy where a fluent and transparent style is used to minimize the foreignness of the source text for the target language readers. This approach involves adopting familiar elements from the target culture to make the translated text understandable and approachable for the target audience Abderraouf, (2019). Domesticating translation aims to create a natural translation into the target language so that the reader feels like they are reading an original text rather than a translation. This approach is often used when translating texts meant to be easily understood by a broad audience. In contrast, foreignization ideology is the translation ideology that uses the source language as the orientation. Foreignization translation refers to a strategy where the translator deliberately breaks target conventions by retaining something of the foreignness of the original text. This approach aims to introduce a new trend to oppose the dominant discourse and empower the target culture by allowing the target reader to experience unusual ways of expression,

different methods of thinking, and new manners of living Aich, (2021). Foreignization involves highlighting the foreign identity of the source text and protecting it from the ideological dominance of the target culture, thereby making the translator's presence visible. This approach is often used when translating more literary or culturally specific texts, such as poetry or historical documents. By emphasizing the text's authenticity, the translator can assist the readers in better perceiving the cultural content of the original work.

Recently, many works of literature have been translated into Indonesian. Even those translated books are top-rated in the community. One of the current bestselling is "Educated" by Tara Westover. Educated is a memoir by Tara Westover. This book has been translated into 45 languages. In 2018, "Educated" was selected as one of The New York Times' 10 Best Books and received the Nonfiction Book of the Year award from the American Booksellers Association. Some of the nominations received were the National Book Critics Circle's Award in Autobiography, the John Leonard Prize for Best First Book, the PEN/Jean Stein Book Award, the Los Angeles Times Book Prize, the Audie Award for Autobiography/memoir, the Audie Award for Best Female Narrator and Goodreads Choice Awards for Memoir and Autobiography. Apart from that, this book is also one of the favorite books recommended by Barack Obama and Bill Gates. As of December 2020, this book was sold over 6 million copies worldwide.

The "Educated" chronicles Tara Westover's journey from growing up in a strict household in rural Idaho to receiving a PhD from Cambridge University. The book emphasizes the importance of education in broadening horizons and overcoming limitations in the author's life. Tara Westover started college at 17 with no prior formal education. She explores her struggle to achieve an education while maintaining her relationship with her family, especially her father, who has a very conservative outlook on life. Moreover, "Educated" presents an extraordinary picture of life, making it a personal story and a profound reflection on the meaning of education, freedom, the importance of awareness of mental illness, and self-discovery. She was born from a different background, coming from a family that has extreme religious and cultural beliefs that do not believe in the government and medical treatment only depends on religion and herbal medicine made by her mother, making "Educated" contain many cultural words. So, this book is suitable as the object of research.

Moreover, several researchers discussed this topic and found that foreignization was more dominantly applied than domestication in the novel Janda Dari Jirah, translated into The Widow of Jirah Devi et al., (2021). Besides, Putri et al. (2023) discussed translation techniques and translation ideologies for cultural words. They found that the translator relied on adaptation, which takes 41% of the items, and prioritized domestication over foreignization in Sarimin Webtoon. Also, they investigate the degree of meaning equivalence in Andrea Hirata's novel "*Laskar Pelangi*" into its English version, "*The Rainbow Troops*" Pahlawanita et al., (2019). On the other hand, Kuswardani et al. (2023) found that the translator applied foreignization and domestication to be carried out in translating the Muallaf novel by John Michaelson. Furthermore, research on the Indonesian Version of Agatha Christie's "Endless Night

Novel" found that the ideology used in the translation text is foreignization Hadi et al., (2020). Overall, given the absence of translation ideology research on the "Educated" memoir, this research focuses on identifying the translation ideology in translating cultural words of the "Educated" memoir.

Translation ideology is essential in the translation process because it provides a framework for decision-making that goes beyond the linguistic aspects of translation. This includes cultural, ethical, and social considerations, allowing translators to navigate the complexities of cross-cultural communication responsibly and effectively. Furthermore, this research aims to contribute to developing cultural and linguistic studies by exploring domestication and foreignization ideologies in translating English literary work into Indonesian. It also provides valuable insights into using translation ideologies in cultural translation. Therefore, it is considered significant to conduct this research to look for translation ideology tendencies in translating cultural words in the "Educated" memoir by Tara Westover.

METHOD

The qualitative method was used to complete this research. According to Denzin Lincoln (2018), the qualitative method is a method that studies things in the natural setting. Qualitative methods rely on text and image data, have unique steps in data analysis, and draw on diverse designs Creswell & Creswell, (2018). In addition, this study used a qualitative descriptive method. The descriptive method aims to describe a phenomenon, event, or situation that is currently happening. Descriptive qualitative research explains the phenomena of research subjects, behavior, perceptions, motivations, actions, etc., holistically and how to describe the results in the form of words and sentences Moleong, (2018). The purpose of descriptive qualitative, defined by Creswell (2012), is to systematically find detailed information and description of the research object.

The data was taken from words, phrases, and expressions related to culture from both memoirs. The "Educated" memoir published by Random House LLC (2018) consists of 320 pages. Its Indonesian edition was translated by Berkas Setio entitled "*Terdidik*" and was published in Jakarta by Gramedia Pustaka Utama (2021) with 499 pages. The research subject is "Part One" of the memoir "Educated" by Tara Westover and its translation, which consists of 16 chapters with 151 pages (English version) and 226 pages (Indonesian version).

The data collection procedure was carried out through several stages. First, data was provided by reading the book and its translations to find cultural words in the Source Language (SL) and Target Language (TL), and second, data was collected in the form of words or phrases related to culture and underlined. After that, the data will be classified based on Newmark's theory (1988) for the types of cultural words. After classification, the next step is to analyze cultural word translation to find the translation method. This was done using Molina & Albir's (2002) theory. The last step is to analyze the data using Venuti's (1995) theory of ideological translation. Then, the data was presented using tables to show the results.

FINDINGS AND DISCUSSION

Cultural Words

This research found 75 cultural words, phrases, and expressions related to culture in “Part One” of the “Educated” memoir. After analyzing the data, the researcher categorized and found the following findings: 30 ecology words (40 %), 28 material culture words (37%), 2 social culture words (3%), 15 organizations, customs, and ideas words (20%), and 0 gesture and habits words (0%).

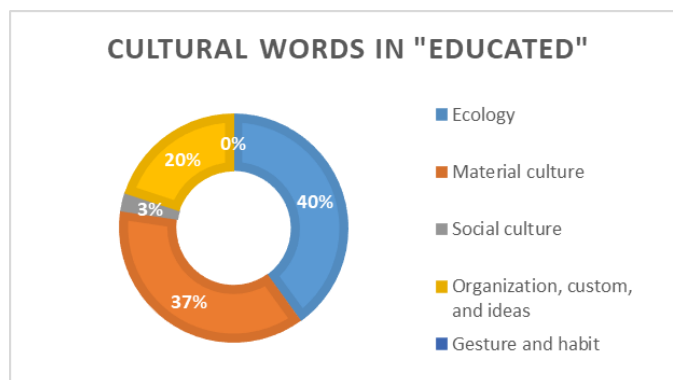


Figure 1. Cultural words in "Educated"

The analysis of cultural categories can be described as follows:

1. Ecology

The ecological category compasses cultural terms such as animals, plants, local winds, mountains, plains, ice, etc. Based on this data, 30 ecological words were found, consisting of 1 animal, 26 plants, and 3 mountains.

ST : With the receiver wedged against her shoulder, the cord stretched across the kitchen; she cooked, cleaned, and strained tinctures of **goldenseal** and **blessed thistle** while having the same conversation over and over (Educated, 25).

TT : *Dengan gagang telepon yang terjepit di bahu, kabel kabel terentang di tengah dapur, ibu memasak, bersih-bersih, dan menyaring ramuan **goldenseal** dan **blessed thistle** sambil berbicara di telepon dengan percakapan yang sama dan berulang-ulang (Terdidik, 29).*

The word “goldenseal” is translated to “goldenseal” in Target Language (TL). Goldenseal (*Hydrastis canadensis*) is an herbal plant native to North America, found explicitly in the forests of the eastern United States and Canada. It has long been used by Native American tribes in traditional medicine. It has also become popular in herbal medicine in various communities, especially as a remedy for gastrointestinal conditions, skin problems, fever, and infections Petre, (2020). Similar to this is the word "blessed thistle." Blessed thistle, known by the scientific name *Centaurea benedicta*, is an herbal plant that originated in the Mediterranean region and has now spread to various parts of the world. Known for its spiny leaves and yellowish or purple flowers, this plant is

traditionally used as a digestive tonic, digestive stimulant, cough remedy, and skin infection remedy Ahmadimoghaddam et al., (2020).

ST : All summer, he'd been buying horses, **Thoroughbreds** and **Paso Finos**, most of them unbroken because he could pick them up cheap. (Educated, 102).

TT : *Sepanjang musim panas dia telah membeli beberapa kuda, **jenis kuda balap Thoroughbreds** dan **jenis Paso Finos**, yang kebanyakan belum terlatih sehingga dia bisa membelinya secara murah (Terdidik, 151).*

Thoroughbred is a horse breed renowned for its speed, toughness, and excellence in horse racing. They originated in England in the 17th century. They were initially developed for horse racing, following crossbreeding between some of the most superior horse breeds at the time, such as the Darley Arabian, Byerley Turk, and Godolphin Arabian. Thoroughbred horses have slender bodies with well-defined muscles, long and strong legs, and exceptional speed, endurance, and strength. They are used extensively in horse racing, gallop and horse races, and other equestrian sports such as weekend races and obstacle races. The horse racing industry in many countries relies heavily on Thoroughbred horses to produce high-quality races and attract spectators.

The Paso Fino horse breed is renowned for its distinctive, smooth stride. Native to Latin America, especially Puerto Rico and Colombia, Paso Fino is the result of crossbreeding between Spanish horses brought by the colonizers and indigenous local horses. They have well-proportioned bodies, with graceful necks, deep chests, and strong backs. Used in various activities such as equestrian competitions, parades, recreation, and fieldwork, Paso Fino often appears in shows and demonstrations to showcase the beauty of their movements. Despite its origins in Latin America, the Paso Fino has gained global popularity due to the uniqueness and beauty of its smooth stride.

The translator added the words "*jenis kuda balap*" to the translation of "Thoroughbreds and Paso Finos" to emphasize that "Thoroughbreds and Paso Finos" are a type of horse for racing. Without the added words, the reader might think that "Thoroughbreds and Paso Finos" are ordinary horses, not for racing.

ST : The sun had dipped below **Buck's Peak**, but the sky still held a few hours of light. (Educated, 102) Westover, (2018)

TT : *Matahari telah terbenam di bawah **Buck's Peak**, tapi langit masih memancarkan cahayanya selama beberapa jam (Terdidik, 151) Setio, (2021).*

Buck's Peak is a secluded mountain in Franklin County, Idaho. The translator keeps the phrase "Buck's Peak" in the translation because it is a geographical name that only exists in SL and has no equivalent in TL. Besides that, it clarifies the author's geographical situation.

2. Material culture (artifact)

Material culture (artifact) is a category of cultural words that includes various artifacts used by the community, such as food, clothes, housing, transportation, and

communication. This data shows 28 material culture words, including 8 food words, 4 clothes words, 8 housing or town words, and 8 transportation words.

ST : While Mother and I cooked **meatloaf**, they assembled the contents (Educated, 89).

TT : *Sementara Ibu dan aku memasak **meatloaf**, mereka merakit isinya (Terdidik, 135).*

According to the Oxford Learner's Dictionary, meatloaf is finely chopped meat, onions, etc., mixed together, shaped like a loaf of bread, and then baked. The finished form can be shaped by hand on a baking sheet or cooked in a baking dish. Meatloaf is popular in many countries, including the United States, Canada, the United Kingdom, and several other European countries. It is a versatile dish often served as a main course in everyday dinners or special occasions Hornby & Wehmeier, (2005).

ST : When the lesson finished, Caroline told me to buy a **leotard** and dance shoes (Educated, 80).

TT : *Ketika pelajaran selesai, Caroline memintaku membeli **leotard** dan sepatu tari (Terdidik, 117).*

A leotard is a bodysuit usually worn by dancers, athletes or acrobats. Leotards are typically made of stretchy material and blend into the body, covering the chest, back, and legs but open at the arms and legs. Leotards are designed to provide flexibility and support for dancers and athletes when performing extensive movements. They are often worn in activities that require free movement, such as ballet, gymnastics, gymnastics, aerobics, and many other sports.

ST : Mother called the church headquarters in **Salt Lake City**. (Educated, 25)

TT : *Ibu menelepon kantor pusat gereja di **Salt Lake City**. (Terdidik, 29)*

The phrase "Salt Lake City" is translated, keeping the original word in TL. Salt Lake is a city in the central part of the United States, in the state of Utah. The city's name is sometimes shortened to SLC. Salt Lake City is the state's capital and center of government (1849) and is the most populous city in Utah. As the world capital of The Church of Jesus Christ of Latter-day Saints (Mormon), the city affects the social, economic, political, and cultural lives of people across a wide area of Utah and the bordering states of Idaho, Nevada, and Wyoming Bauer, (2024). Founded on the benches of ancient Lake Bonneville, the city (approximate elevation 4,300 feet [1,300 meters]) is located at the foothills of the Wasatch Mountains, which rise more than 1 mile (1.6 km) above the Salt Lake valley floor. Salt Lake City is at the center of an expanding urban area along the mountains that takes Ogden to the north and Provo to the south.

ST : It was six in the morning, and he'd been driving silently for most of the night, piloting our **station wagon** through Arizona, Nevada, and Utah. (Educated, 36)

TT : *Saat itu jam enam pagi dan dia mengendarai mobil **station wagon** kami dalam keheningan malam, melewati Arizona, Nevada dan Utah. (Terdidik, 47)*

A station wagon is a sedan-based car form in which the rear roof extends to the top of the trunk. This merges the trunk space of the station wagon with the passenger space. Although initially designed as a family car, station wagons now serve various functions. One of the main functions of a station wagon is that it allows it to carry more passengers or goods compared to a regular sedan. This makes it a popular choice for large families or people who need additional space for luggage when traveling long distances or carrying large equipment or luggage. Referring to the context, the Westover family uses this type of car to carry more passengers because the Westover family is big.

3. Social culture

Social culture is a category of cultural words that encompasses the community's work and leisure activities. Based on this data, researchers found 2 words related to social culture.

ST : "You need a **chiropractor**," he says (Educated, 97)

TT : "*Kau membutuhkan **chiropractor***" katanya (Terdidik, 144)

Chiropractors are licensed health professionals who focus on the body's healing ability. They treat the neuromusculoskeletal system, including bones, nerves, muscles, tendons, and ligaments Bureau of Labor Statistics, (2024). A chiropractic expert will usually apply pressure to the affected and injured joint to restore its ability to move as before.

4. Organization, custom, and ideas

Organization, custom, and ideas are cultural words that include political, social, legal, religious, and artistic. The researcher found 15 words, including 10 religious words, 4 political social words, and 1 artistic word.

ST : A year after my father told us that story, we gathered one evening to hear him read aloud from **Isiah** a prophecy about Immanuel. (Educated, 10)

TT : *Pada satu malam, setahun setelah ayahku menceritakan kisah itu, kami berkumpul untuk mendengarkan kisah nubuat tentang Immanuel dari Kitab **Nabi Yesaya**. (Terdidik, 4)*

Isiah is a prophet known in Abrahamic religious traditions, including Judaism, Christianity, and Islam. Isaiah is one of the fourteen Major Prophets in Judaism and one of the most important prophets in the Hebrew Bible or Tanakh. In the Christian tradition, the Book of the Prophet Isaiah is part of the Old Testament of the Christian Bible. It comprises 66 chapters and contains prophecies and teachings considered important to Christians. The prophet Isaiah is known for his predictions of the Messiah, or Christ, who would come to save humanity. The prophet Isaiah is renowned for his

powerful vision and for speaking out strongly against sin and unfaithfulness while offering hope of restoration, salvation, and a better future for God's people.

ST : According to Grandma, a hundred years ago, a tribe of Apaches had fought the **U.S. Cavalry** on those faded rocks. (Educated, 39)

TT : *Menurut Nenek, seratus tahun yang lalu satu Suku Apache berperang melawan **Pasukan Berkuda Amerika Serikat** di pegunungan batu itu. (Terdidik, 52)*

The United States Cavalry is one of the military branches of the United States Army. It is an equestrian unit that played an essential role in American military history, especially during the Indian wars in the western United States. Therefore, the translator uses the word “Pasukan Berkuda Amerika Serikat” because the U.S. Cavalry involves the use of horses as transportation and combat units.

ST : The summer I sang the lead for **Annie**, it was 1999 (Educated, 85).

TT : *Musim panas ketika aku tampil sebagai penyanyi utama dalam **sandiwara Annie** adalah tahun 1999 (Terdidik, 125).*

Annie is a 1982 American musical drama-comedy film based on the 1977 Broadway musical, adapted from the Little Orphan Annie comic strip created by Harold Gray.

Technique Translation

Some techniques used in translating cultural words in the “Educated” memoir are borrowing (64%), amplification (16%), description (4%), adaptation (8%), literal translation (4%), established equivalent (3%), and calque (1%).

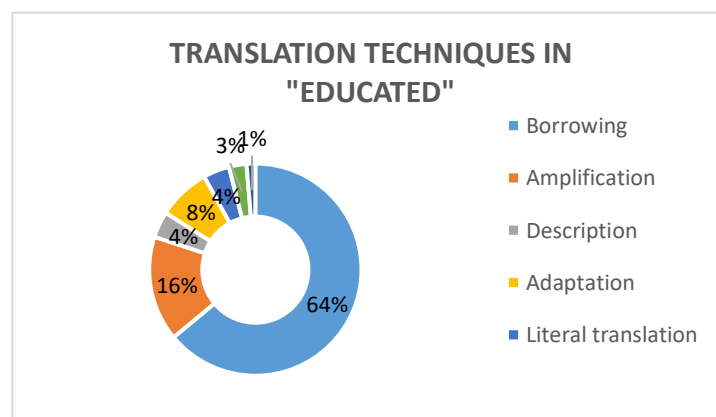


Figure 2. Translation Techniques in "Educated"

1. Borrowing

Table 1: Borrowing Translation Technique

SL	TL
Water hemlock	Water hemlock
Burrito	Burrito

Forklift

Forklift

The borrowing technique is an approach that directly borrows a word or expression from the source text. An example is water hemlock. This phrase is italicized in the Indonesian version. Water hemlock is a poisonous plant that belongs to the genus *Cicuta*. It is one of the most toxic plants in North America and is considered the most poisonous plant on the continent. The plant contains a potent toxin, cicutoxin, which can be fatal if consumed by humans or animals. The translator does not translate this phrase because no equivalent phrase exists for it, and in Indonesian itself, it still uses the original word, “water hemlock.” It also occurs in the words “burrito” and “forklift”; the same word is italicized in the translation.

2. Amplification

Table 2: Amplification Translation Technique

SL	TL
Wounded knee	<i>Peristiwa pembantaian Wounded knee</i>
Thoroughbreds and Paso Finos	<i>kuda balap Troroughbed dan jenis Paso Finos</i>
Annie	<i>Sandiwara Annie</i>

Amplification is a translation strategy that adds some words in the target language that do not exist in the source language to create a more detailed meaning. “Wounded knee” is translated to “*peristiwa pembantaian Wounded Knee*”. Wounded Knee itself is the name of a place in the United States famous for the Wounded Knee Massacre that occurred in 1890. The word “*peristiwa pembantaian*” is added so that readers clearly know what Wounded Knee means. Readers may not know what a Wounded Knee is, but using this technique makes readers understand and not guess the meaning of Wounded Knee.

Likewise, “Thoroughbreds and Paso Finos” is translated to “*kuda balap Troroughbed dan jenis Paso Finos*”. The word “*kuda balap*” is added so the reader will recognize the type of animal. This also applies to “Annie,” translated to “*sandiwara Annie*”. The translator added the word “*sandiwara*” to the translation to clarify that Annie is a drama; perhaps if the word “drama” is not added, the reader thinks Annie is a song or a person's name.

3. Description

Table 3: Description Translation Technique

SL	TL
U.S Cavalry	<i>Pasukan Berkuda Amerika Serikat</i>
Black leotards	<i>Leotard –baju ketat- hitam</i>

The description technique is a translation technique that replaces words, phrases, or sentences with their meaning. An example is “U.S Cavalry.” The United States

Cavalry is one of the military branches of the United States Army. The translator replaces “U.S. Cavalry” with “*Pasukan Berkuda Amerika Serikat*” in its description because the U.S. Cavalry involves the use of horses as transportation and combat units. So, it helps the reader understand that “Cavalry” is a military unit that rides horses. Likewise, “black leotards” translated to “*leotard –baju ketat- hitam*”. The word “*baju ketat*” was added to describe a leotard. It aims to illustrate what the leotard looks like.

4. Adaptation

Table 4: Adaptation Translation Technique

SL	TL
Princess	<i>Sang Putri</i>
Rescue remedy homeopathic	<i>hemeopati rescue remedy</i>

Adaptation techniques are an approach to transforming source language cultural expressions into culturally equivalent expressions in the target language. Adaptation techniques make the translation more comprehensible to the intended readers and their cultural backgrounds. Words like “Princess,” for example, in the context “Princess,” means a peak in the shape of “the dark form of an Indian Princess” at the top of Buck’s Peak Mountain. Nevertheless, the translator translated it to “*Sang Putri*” because Indonesians are more familiar with the meaning of “Princess” as “*Putri*”. However, this raises questions because Indonesians know that the meaning of a Princess is more like the daughter of a King in a kingdom, not a symbol of a mountain peak.

Another example is the phrase “Rescue remedy homeopathic” to “hemeopati rescue remedy.” In this case, the translator retained the term “homeopathic” for a specific treatment approach. However, the term “homeopathic” was not translated into Bahasa Indonesia but adapted in its original form to “hemeopati.” Furthermore, “rescue remedy” is also retained but translated as “hemeopati rescue remedy” to clarify further that it is a specific homeopathic treatment called “rescue remedy.” Based on context, “Rescue Remedy Homeopathic” is a brand of a combination of homeopathic products used to reduce stress, anxiety, and tension in adults and cures stammering problems in children.

5. Literal Translation

Table 5: Literal Translation Translation Technique

SL	TL
Days of Abomination	<i>Hari-hari kemurkaan</i>
End of the world	<i>Hari akhir dunia</i>

The translation strategy used is a literal translation or word-for-word translation, as both languages have similar functions, meanings, and structures. This translation aims to maintain fidelity to the original text and express the meaning directly according to the source language. For example such as the phrase “Days of Abomination” is translated as “*Hari-hari kemurkaan*”, where every word in the phrase has a direct equivalent in the

target language, which is “days” as *“hari-hari”* and “abomination” as *“kemurkaan”*. Likewise, “end of the world” translated to *“hari akhir dunia”*.

6. Established equivalent

Table 6: Established Equivalent Translation Technique

SL	TL
Eucalyptus	<i>Kayu Putih</i>
Sandalwood	<i>Cendana</i>

The established equivalent is a strategy that provides a meaning equivalent to the target language, which is already recognized by the dictionary or the language used as the equivalent of the target language. The use of an established equivalent in an “Educated” memoir is, for example, the word “eucalyptus,” which is translated to *“kayu putih”*. The word “eucalyptus” in the English dictionary is *“kayu putih”*, which means this word is already well-known in the dictionary. Likewise, the word “sandalwood” in the English dictionary means *“cendana”*.

7. Calque

Table 7: Calque Translation Technique

SL	TL
Socialist Mormon	Socialist Mormon

In the context of translation, calque occurs when a term or phrase from the source language is translated directly into the target language without changing the word structure or composition. In this example, the term "socialist Mormons" is translated into "socialist Mormons" by maintaining the same word order as in the source language. The use of calque depends on the similarity of word structure or composition between the source and target languages.

Translation Ideology

As stated by Molina & Albir (2002), some translation techniques appear most often depending on the purpose of the translation, whether to produce a foreign or domestic version. The “Educated” memoir uses seven translation techniques based on the previous finding. This study found that borrowing is the most frequent technique used by translators evidenced by 48 data (64%). Amplification comes next, accounting for 12 data (16%), followed by adaptation (6 data or 8%), description (3 data or 4%), literal translation (3 data or 4%), established equivalent (2 data or 3%), and the last is calque (1 data or 1%). The researcher categorizes the translation techniques used in the "Educated" memoir into ideologies as follows:

Table 8: Translation Techniques Categorized for Translation Ideology

Ideology	Technique	Frequency (percentage)
Foreignization	Borrowing	48 (64%)
	Amplification	12 (16%)
	Literal translation	3 (4%)
	Calque	1 (1%)
Domestication	Adaptation	6 (8%)
	Description	3 (4%)
	Established equivalent	2 (3%)

The researcher compares two ideologies traced from the strategies used by the translators in the memoir in the table. Of the 75 data, 64 (85%) led to the SL-oriented or foreignization category of ideology, and 11 (15%) led to the TL-oriented or domestication category of ideology.

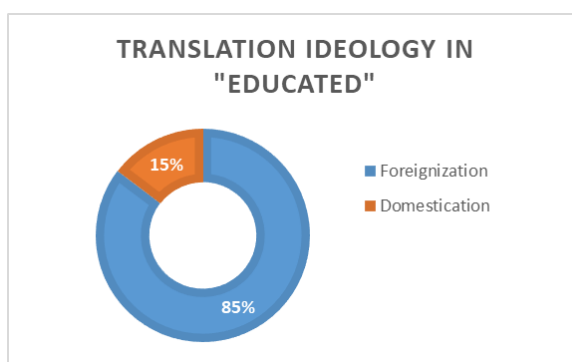


Figure 3. Translation Ideology in "Educated"

From the chart above, it is evident that in translating the memoir "Educated," this memoir is more inclined to the source language or has a foreignization ideology in translating cultural terms.

Putri et al. (2023) and Pahlawanita et al. (2019) conducted studies that focus on translation techniques related to culture-specific items. Putri et al. explored the translation methods in the "Sarimin" webtoon, while Pahlawanita et al. examined cultural terms in Andrea Hirata's novel "Laskar Pelangi." Both studies identified Adaptation as the most frequently used translation technique. Moreover, they revealed a preference for domestication over foreignization, indicating a conscious effort to make culturally specific elements more relatable to the target audience. However, the studies conducted by Devi et al. (2021) on "Janda Dari Jirah" and Hadi et al. (2020) on "Agatha Christie's Endless Night Novel" demonstrate a preference for foreignization ideology over domestication. Their studies also found that the translation methods most often found in each study are word-for-word translation and literal translation. Additionally, Kuswardani et al. (2023) found that translators applied foreignization and domestication in Muallaf novels. It is known that the use of different techniques shows that cultural elements cannot be translated as they are because of the cultural differences between the source text and the target text. Furthermore, different needs to convey information to the audience can lead to variations in the translation methods, which are context-dependent. This study found that the translator mostly used the borrowing method, which is directly

borrowing words or expressions from the source text. This translation has foreignization as its translation ideology, which aims to highlight the linguistic and cultural differences between the source and target languages and to make the target language readers aware that they are reading a translation. The results of this study can provide insights to EFL learners, especially in translation materials, to be more conscious in translating cultural words because of the cultural barrier between SL and TL. In addition, the choice of translation technique can affect the translation result. Therefore, EFL learners need to know the form of the text and its purpose.

CONCLUSION

Based on the finding above, it can be concluded that in “Educated” and its translation found 75 cultural words they are; 30 ecology words (40%), 28 material culture words (37%), 2 social culture words (3%), 15 organizations, customs and ideas words (20%), 0 gesture and habits word (0%). The translator uses seven translation techniques in translating cultural words it consisted of borrowing (64%), amplification (16%), description (4%), adaptation (8%), literal translation (4%), established equivalent (3%), and calque (1%). The study reveals that the translators predominantly use borrowing as their translation technique, accounting for 48 or 64% of the translations. The research findings indicate that the translators adopt the ideology of foreignization. This is evident in the frequent use of source language-oriented translation techniques, with borrowing being the dominant technique used in over 50% of the cases.

Based on this study's conclusion, it is suggested that book translation in any form needs to balance the ideologies of domestication and foreignization in translating cultural elements. A good translation process needs to balance these two translation ideologies to preserve the cultural aspects of the original text while making it easily understood by target readers. In addition, it is suggested that further researchers who examine the same topic be more thorough and understand more about the objects and theories taken so that misunderstanding does not occur during the research.

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