An Analysis of Ideology Application in Translating *Next* Novel: A Translation Strategy

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Abstract. Ideology is considered very important in various disciplines including translation studies. Ideology and its influence on translation have long been the focus of research in the field of translation studies. The purpose of writing this article is to know and understand the ideology used by translators in translating Michael Crichton's Next. The research methodology is descriptive qualitative by reading, understanding and comparing Next novel in English with the its translation in Indonesian. Data was obtained by identifying each word, phrase, clause, and sentence in Next's novel. Data analysis by classifying the data obtained based on Newmark's theory (1988). He classifies the word culture into five categories in his book Translated Textbook, namely: (a) ecology, (b) cultural material, (c) socio-cultural, (d) the name of the organization, (e) gestures and customs. This study found 157 data includes cultural categories consisting of 55 data of Material Culture, 18 data of Socio-Cultural, 48 data of Social Organization, 23 data of Ecology, 6 data of Habits and 17 data of Other Cultures.

Keywords. *Ideology, Translation, Next novel*

Abstrak. Ideologi dianggap sangat penting dalam berbagai disiplin ilmu termasuk studi penerjemahan. Ideologi dan pengaruhnya terhadap penerjemahan telah lama menjadi fokus penelitian di bidang kajian penerjemahan. Tujuan penulisan artikel ini adalah untuk mengetahui dan memahami ideologi yang digunakan para penerjemah dalam menerjemahkan novel *Next* karya Michael Crichton. Metodologi penelitian deskriptif kualitatif dengan membaca, memahami dan membandingkan novel *Next* (2006) dalam bahasa Inggris dengan novel *Next* (2009) terjemahan dalam bahasa Indonesia. Data diperoleh dengan mengidentifikasi setiap kata, frase, klausa, dan kalimat dalam novel *Next*. Analisis data dengan mengklasifikasikan data-data yang diperoleh berdasarkan teori Newmark (1988). Ia mengklasifikasikan kata ke dalam lima kategori dalam bukunya *Translated Textbook*, yaitu: (a) ekologi, (b) materi budaya, (c) sosial budaya, (d) nama organisasi, (e) gerak tubuh dan adat istiadat. Penelitian ini menemukan 157 data terkait kategori budaya yang terdiri dari 55 data Budaya Material, 18 data Sosial Budaya, 48 data Organisasi Sosial, 23 data Ekologi, 6 data Kebiasaan, dan 17 data untuk Budaya lainnya.

Kata kunci. *Ideologi, Penerjemahan, Novel Next*

Introduction

Ideology is a guideline that is supposed to be accurate with the aid of a public in a society. According to (Hatim & Mason, 2005) ideology is the set of expectations, principles, and value systems that are owned collectively with the aid of a specific society or social organization. Meanwhile, in keeping with Hoed (2017), ideology in translation is a principle or belief about wrong-right in translation. Hoed also states that ideology is

a principle that is thought to be genuine in an organized community inside a society. In the fields of linguistic, tradition, and translation studies, the notion of ideology can be increased beyond a political context and described politically freely as a fixed set of thoughts that govern human lifestyles and assist us to apprehend our relationship with our surroundings Karuobi in (Arfani & Juhana, 2019). Still, in step with Karouby most human beings inside the translation network, nonetheless, regard ideology in a completely slender sense.

Translation is the replacement of textual material in one language with corresponding textual material in another language (Suryawinata & Hariyanto, 2016). It is consistent with Moentaha's opinion, which states that translation is the process of replacing text in the source language (SL) with text in the target language (TL) without changing the level of the content material of the textual content. The definition of this content material degree now includes not only the basic that means (a cloth that means), ideas or conceptions contained in the content material stage, but all of the facts contained within the source language textual content, specifically all language norms such as lexical that means, grammatical meaning, expressive nuances, and so forth. and so on. In other words, translation is an assessment of the lexicon, grammatical structure, verbal exchange state of affairs, and cultural contact between two languages, which is done through analysis.

The definition of translation above seeks recommendations from the importance of expressing the meaning or message contained in the original discourse. In translating, the message of the author must be maintained and communicated to the readers of the interpretation. The content of the intent text must be the same as the source text so that the message conveyed in the target language can be understood by the target language readers, even though the form may be exclusive. So commensurate in this situation does not mean equivalent but it must consist of identical messages.

The field of translation has developed so quickly. Initially, translation targeted the paradigms of accuracy and acceptability to assess whether or not a translation was "proper or incorrect". In the end, translation specialists realized that what was incorrect and needed to be properly changed was no longer merely in the realm of linguistics. What is proper and incorrect is decided by employing something outside the translation field itself. Translation then enters the realm of ideology, namely the values, norms, and beliefs that underlie a translator's decision about what to do with the text he or she translates. In this manner, to translate, one has to recognize the fine details of translation, along with processes, ideology, methods, and translation strategies (Harimansyah, 2017). However, in this paper most effective the ideological factor will be offered.

In the examine of ideology-encouraged translation, Mohannadi, (2008) discusses the effect of ideological norms on translation, he concludes that translation ought to emphasize how translators make strategic decisions because of diverse socio-cultural and ideological influences in factual life.

In translation activities, one of the problems faced by translators is translating words or expressions that contain very specific socio-cultural elements with the source language.

In addition, language contains culturally charged words that are not translated literally universally. Furthermore, certain languages become phenomena that are implied in cultural forms that contain translation problems (Newmark, 1988). Well, this is where the right translation techniques and strategies are needed in translating words with cultural ideas.

Related to the above, in the novel *Next* (Crichton, 2006) there is a complex cultural vocabulary. This is due to the background of the author, Michael Crichton, who lives in America and other coutries, thus influencing the culture in the novel. Likewise, the religion embraced by Michael Crichton as a Cristian living in a majority cristian country also influences the use of cultural vocabulary in the novel. *Next* novel is Michael Crichton work which has influenced the world of literature. This novel has also been translated into 42 languages in the world which was released in 2009. Thanks to this work, Michael Crichton is best recognized for the novels Jurassic Park and State of Fear. He is also the author of the television series ER. The first of his debatable novels became published whilst he became nevertheless in medical college.

Next (2006) is a novel written by Michael Crichton's and also his last published novel. The plot interweaves several different stories. There are two main story elements: that of a family trying to raise GMO Half-Human Hybrids in secret and that of a family that is being hunted for illegal theft of their cancer-resistant genes. Sub-plots include a highly intelligent parrot, a pedophile job security for a genetics company who is promptly framed for rape and convinced by his lawyer to use genetics to excuse his behavior, a delusional hippie, a foul-mouthed orangutan, and the media hype surrounding him, a baby rapist with a small penis (who happens to have the same name as Crichton's real-life critic) and a pair of bounty hunters who hunt the family.

This book is both entertaining and highly informative, as Crichton is known for a great deal of research, but Crichton is also basically screaming mainstream news for Failing Biology Forever. In 2007 the novel was adapted to the big screen with Nicolas Cage's 2007 production of the same name. In 2020 it was made into a TV series that airs on Fox.

The translation concept of the word culture in the novels varies and tends to be inconsistent. The following is an example of translator inconsistency in translating cultural concept words into religious terms: the word dua is translated into different words, namely namaz, breakfast pray, and doa pagi which represent different word classes. For ordinary readers, to know the context of the word "prayer", they must know the context of all the accompanying sentences because the word "prayer" is not translated into the same word based on the word class; such as verbs, nouns, adjectives. So, inconsistent word translation can be a problem. This is where appropriate translation methods and techniques are needed to translate these cultural terms so that readers can easily recognize and explore the meaning of these cultural terms.

According to Nida and Taber (2003), translation includes the reproduction of messages in the target language that are closest to the equivalent of the meaning in the source language by paying attention to the meaning and style of the language.

Equivalence of meaning is an important aspect produced in translation in representing the source text into the target text (Koller, 1995). The main problem in translation practice is finding equivalents in the target language. In addition, the main task of translation theory is to define the terms of fairness and equivalence of translation (Catford, 1965). Equivalence is said to be achieved if the meaning in the translated text is conveyed properly by the reader in the target language and in accordance with the intent desired by the author of the source text.

Regarding to the word culture, Newmark (1988) classifies the word culture into five categories in his book a textbook of Translation, namely: (a) ecology: such as flora, fauna, geographical names, (b) cultural materials (artifacts) , consisting of: food, drink, house, city name, and type of transportation, (c) social culture such as work and hobbies, (d) organization name, habits, activities, procedures and concepts: such as those related to politics and administration, religion , and art, (e) gestures and customs. The translation methods promoted by (Newmark, 1988) in his book A Textbook of Translation are: word for word translation, literal translation, loyal translation, semantic translation, adaptation, free translation, idiomatic translation, communicative translation. There are 18 translation techniques proposed by Molina and Albir (2002) namely: adaptation, amplification, borrowing, calculus, compensation, description, discursive creation, general equivalence, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation.

Research on ideology and the word culture is an interesting thing to study and has been carried out by several researchers. Research conducted by Fadly (2016) examines ideology in cultural translation in the translated novel *Negeri 5 Menara* by Ahmad Fuadi. Further research was conducted by Machali (2012) who studied cultural translation with cases of domestication and foreignization. Permatasari (2016) in examines the ideology of translating the word culture in the novel *The Fault in Our Stars*. Research conducted by Pelawi (2017) examines the ideology of translation from a cultural perspective in the novel *Ronggeng Dukuh Paruk* and its translation *Sang Penari*. Furthermore, research conducted by Sujarwanto, (2014) discusses the ideology of foreignization and domestication of words with cultural concepts in the novel *Mirah dari Banda* and its translation *Mirah Oo Banda*. The study of the ideology of translating the word culture which is almost similar to the author's research is Basari's research (2013) which focuses on the ideology of translating the word culture in the novel Ronggeng Dukuh Paruk; while the writer uses a different novel, namely *The Kite Runner*.

Methods

This research includes qualitative descriptive research. The researcher only conducts research on current language phenomena without discussing the history of the language itself. Research data are in the form of words, phrases, clauses, and/or sentences containing words with cultural concepts related to translation ideology. The type of data used is in the form of sentences where the word culture is accompanied by the context of the data in the sentence. The data source is taken from the novel *Next* (2006) by Michael Crichton which consists of 95 chapters; the English version as the source text and the Indonesian version as the target text translated by Gita Yuliani K published by the publisher PT Gramedia Pustaka Utama (2009). Data is captured by reading and then

recorded and classified. Words, phrases, clauses, and/or sentences containing cultural vocabulary are underlined in the TL novel.

In gathering the data, the researchers used library method and writing technique as a continuation technique. The researchers used two techniques namely note-taking technique and separating technique. Note-taking technique is used to find the data of inversion system in English and separating technique is used to classify the inversion system into its classification, such as the forms, types and the functions of inverted sentence. The procedures of collecting data in this study were reading the text carefully, taking note to the data that are related to the ideology of translation and separating the data into their classification namely the types of Ideology in Translation.

In analyzing the data, the researcher analyzed words, phrases, clauses and sentences based on (Newmark, 1988) which classifies words into five categories in his Translated Textbook, namely: (a) ecology, (b) cultural material, (c) socio-cultural, (d) the name of the organization, (e) gestures and customs. The translation techniques according to theory of (Molina & Albir, 2002) namely adaptation, Amplication, Borrowing, Calque, Compensation, Description, Established Equivalent, Generalization, Particularization, word-for-word translation, Literal translation, communicative translation.

Result and Discussion

The results of this study are illustrated through the following table.

Table 1. Cultural categories in the in *Next* novel

No	Category	Total	Percentage
1	Material Culture	55	33 %
2	Sosial Culture	18	11 %
3	Sosial Organization	48	29 %
4	Ecology	23	14 %
5	Habit	6	3 %
6	Other cultures	17	10%
	Total	167	100%

From the research results, there are 167 cultural category data in the cultural vocabulary in translating Next novel. The cultural categories proposed by Newmark on the data in the novel are 55 categories of material culture data consisting of food, clothes, names of houses, cities and names of means of transportation, 18 categories of socio-cultural data consisting of work and hobbies, 48 social data organizational category data consisting of political and administrative terms, religious terms, and art, 23 ecological data consisting of flora, fauna and geographical names, 6 habit category data, and 17 other cultural data. The material culture category is the most common cultural category found in the novel.

The following are the results of the analysis of translation techniques:

1. Adaptation

There are 12 data on adaptation translation techniques used by translators in translating cultural vocabulary in *Next* novel. One example of data using adaptation techniques is as follows:

SL*:* It's **House of Pancakes**. (p.67)
TL*: Aku kerja di **House of Pancakes**.* (p.82)

The data above translates the word **Pancakes** which is a food culture vocabulary be **Pancakes**. A **Pancakes** in the source language (SL) is "a thin, flat, circular piece of cooked batter made from milk, flour, and eggs". Pancakes are often rolled up or folded and eaten warm with a candy or savoury filling inside. In America, pancakes are typically eaten for breakfast, with butter and maple syrup. which is translated into a **Pancakes** in the target language (TL) which means a Pancakes are fast food cakes, which use yeast ingredients such as baking powder, and some also use yeast. Here it can be seen that there is a shift in meaning caused by cultural differences in the translation of food. This is so that the meaning of the term can be conveyed properly by the reader in the target language. In this case, the translator uses **domestication ideology** which is oriented towards TL.

2. Amplification

There are 6 data on amplification translation techniques used by translators in translating cultural vocabulary in *Next* novel. One example of data using amplification techniques is as follows:

SL: What about New Zealand? It is in thirty percent of the white New Zealand population, and sixty percent of the **Maori population**." (p.212)
TL: *Bagaimana dengan New Zealand? Di sana gen itu terdapat dalam tiga ribu persen penduduk kulit putih, dan enam puluh persen **populasi Maori**.* (p.23)

In the data above, the word Maori which is a cultural vocabulary for the category of social, political and administrative organizations is translated into Maori. Maori in the source language (SL) is a member of the Maori tribe, or the Maori tribe which is translated as Maori in the target language (TL). Here is additional detailed information on "ethnicity" for readers in TL in translating the term. This is intended so that the meaning of the term can be well understood by readers in the target language because the translator uses a foreign language that is oriented towards SL.

3. Borrowing

There are 75 data on borrowing translation techniques consisting of 60 pure borrowed data and 15 naturalized borrowed data used by translators in translating cultural vocabulary in *Next* novel. One example of data using borrowing techniques is as follows:

a. Pure Borrowing
SL: Major lectures were held in the main **ballroom**. (p.20)
TL: *Kuliah besar diadakan di ballroom **utama**.* (p.62)

In the data above, the word ballroom is a category of cultural vocabulary from the term social organization politics and administration are still being translated into ballroom.

ballroom in the source language (SL) which means homeland is still translated into watan in the target language (TL). In translating these cultural terms, the translator uses foreignization ideology that is oriented towards SL.

  b. Naturalized Borrowing
      SL: Alex is 32, **successful litigator**, junior partner in his law firm. (p.25)
      TL: *Alex berusia 32, **litigator sukses**, mitra junior di perusahaan hukumnya.* (p.27)

In the data above, the word litigator, which is a cultural vocabulary for the category of social, political, and administrative organizations, is translated as litigator. The letter t in the word litigator is omitted according to the spelling rules for the word in the target language. In translating terms, the translator uses foreignization ideology which is oriented towards SL.

  4. Calque
There are 25 data on calque translation techniques used by translators in translating cultural vocabulary in *Next* novel. One example of data using calculus techniques is as follows:
      SL: Beneath the high **canopy** of trees, the jungle floor was dark and silent. No breeze stirred the **giant ferns** at shoulder height. (p.3)
      TL: *Di bawah **naungan** pepohonan tinggi, lantai belantara hening dan gelap, tak ada angin yang mengusik **tanaman pakis** setinggi pundak.* (p.18)

In the above data, the phrase "fern tree" which is an ecological category, especially flora, is translated into "pohon pakis". The "fern tree" in the source language is a small tree that grows in moist soil which translates into pohon pakis in the target language. Here the translator does not seem to retain the term target culture. That is, the meaning cannot be conveyed properly by the reader in the target language. In this case, the translator uses domestication ideology which is oriented towards SL.

  5. Compensation
There are 7 data on compensatory translation techniques used by translators in translating cultural vocabulary in *Next* novel. One example of data using compensation techniques is as follows:
      SL: … Because all the anti-GM whackos and **Frankenfood nuts** will be up in arms over this. (p.175)
      TL: *… karena semua pihak yang anti modifikasi genetika dan penentang **makanan yang diedit gennya** akan memperotes keras percobaan ini.* (p.227)

In the data above, the phrase "Frankenfood nuts" which is a category of material culture, especially food, is translated into bread "Makanan yang diedit gennya". Here it can be seen that there is a shift in meaning caused by cultural differences in the translation of food. The translator introduces the information elements of the source language, namely "Frankenfood", with another placement in the target language, namely manipulation food, because these things cannot be reflected in the same word in the orientation of the source language. This is so that the meaning of the term can not be conveyed properly by

the reader in the target language. In this case, the translator uses domestication ideology which is oriented towards TL

6. Description

There are 3 data about descriptive translation techniques used by translators in translating cultural vocabulary in *Next* novel. One example of data using descriptive techniques is as follows.

SL: **Dewars were mostly big affairs**, shaped like milk jugs, but you could get them as small as a liter.. (p.19)

TL: *kebanyakan termos Dewar berukuran besar, berbentuk seperti kendi susu, tetapi ada juga seukuran satu liter.* (p.19)

Based on the above data, the phrase of Dewar is a vocabulary of material culture, especially clothing or other thing, is translated as "termos dewar". Here the interpreter describes the Dewar with the additional information that it is made from clearness big glass. This is so that the meaning of the term can not be conveyed properly by the reader in the target language. In this case, the translator uses domestication ideology which is oriented towards TL.

7. Established Equivalent

There are 25 data on equivalent translation techniques commonly used by translators in translating cultural vocabulary in *Next* novel. One example of data using the usual equivalence technique is as follows.

SL: "The client was a **nerd** named Diehl who ran some biotech company. (p.7)

TL: *Kliennya adalah seorang **kutu buku** bernama Diehl yang menjalankan beberapa perusahaan biotek.* (p.30)

In the data above, the word "nerd" is a vocabulary for social culture, which is a nickname that translates to "kutu buku". The word "nerds" in the source language (SL) means people who always carry and read books which are translated as "kutu buku" in the target language (TL). Here there is a shift in meaning because there is no equivalent equivalent from SL to SL. In this case, the translator uses domestication ideology which is oriented towards TL.

8. Generalization

There are 2 data about translation techniques commonly used by translators in translating cultural vocabulary in *Next* novel. One example of data that uses generalization techniques is as follows

SL: Correct me if I'm wrong on the basics, Marliee Hunter said. —**Mr. Weller's daughter** obtains a postmortem paternity test that indicates she and her father do not share DNA (p.102)

TL: *Betulkan aku kalau ada kesalahan mendasar,"kata Marille Hunter, **anak perempuan Mr. Weller** memperoleh ujian paternitas postmortem yang menunjukkan bahwa dia dan anaknya tidak memiliki DNA yang sama.* (p.131)

In the data above, the word Mr which is a socio-cultural vocabulary, especially work, is translated as Tuan Weller. Mr in the source language means person who have high social

status or expert which is translated as Tuan in the target language. Here we can see a widespread shift in meaning because the word Mr is translated into Tuan which is not accompanied by an explanation. Because the translator lives in a country where the majority non English speakers. In this case, the translator uses domestication ideology which is oriented towards TL

9. Particularization

There is 1 data on the particularization translation technique used by translators in translating cultural vocabulary in *Next* novel. One example of data using particularization techniques is as follows.

SL: … He holds **prayer breakfasts** with congressmen. (p.75)
TL: … *Ia mengadakan acara **doa pagi** bersama anggota-anggota kongres.* (p.92)

In the data above, the word prayer breakfast which is a culture vocabulary is translated into doa pagi. Prayer in the source language can mean the practice of communicating with God. It is translated into doa pagi in the target language. Here we can see the narrowing of the shift in meaning from the word breakfast prayer to doa pagi. This is so that the meaning of the term can not be conveyed properly by readers in the target language where the majority of the population is Muslim. In this case, the translator uses domestication ideology which is oriented towards TL

10. Word-for-word translation

There are 18 data of word for word translation methods used by translators in translating cultural vocabulary in *Next* novel. One example of data that uses the word for word translation method is as follows:

SL : … **Let's take a walk, Rovak said**. … (p.163)
TL : … *ayo kita jalan, ajak Rovak*… (p.213)

Based on the above data, … Let's take a walk, Rovak said which are the vocabulary for the category of socio-cultural works are translated into ayo kita jalan, ajak Rovak using the word for word translation method. The word Let's take a walk, Rovak said is translated as ayo kita jalan, ajak Rovak.

11. Literal Translation

There are 37 data of literal translation methods used by translators in translating cultural vocabulary in *Next* novel. One example of data using the literal method is as follows:

SL : Dave has a problem integrating **in the classroom**. (p.228)
TL: *Dave mempunyai masalah berbaur **di dalam kelas***. (p.304)

In the data above, the phrase classroom which is a vocabulary for the category of social organization, especially room, it is translated into dalam kelas using the literal translation method. The word classroom is still translated as kelas and ruang in the target language due to cultural differences. The ideology used by the translator in translating the phrase above is foreignization-oriented ideology.

12. Communicative Translation

There are 13 data of communicative translation methods used by translators in translating cultural vocabulary in *Next* novel. One example of data that uses the communicative translation method is as follows:

SL: Barton Williams, the famous Cleveland **investor** …. (p.208)
TL: *Bartoo Williams,* **investor** *tersohor dari Cleaveland* (p.278)

In the above data, Investor words which constitute the vocabulary of the socio-cultural category of works are translated into investor using the communicative translation method so that readers in the target language can easily understand them. The ideology used by the translator in translating the phrase above is TL-oriented Foreignization ideology.

Conclusion

From the results of the analysis above, it can be concluded that there are 157 cultural category data in the cultural vocabulary in the translated novel, *Next*. The cultural categories proposed by Newmark in the data in the novel are ecology, material culture, social culture, social organization, habits, and other cultures. The material culture category is the most common cultural category found in the novel.

The translation techniques used by translators in translating words from cultural concepts in *Next* novel are: adaptation, amplification, borrowing, calque, compensation, description, general equivalence, generalization, literal translation, and particularization while the translation method used by the translator is word for word translation, literal, semantic, adaptation, and communicative. The ideology carried by the translator is domestication and foreignization. However, translators use more domestication ideology in translating cultural vocabulary.

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