

TRANSLATION STRATEGIES AND EQUIVALENCE IN FORMAL DOCUMENT TRANSLATION: A STUDY OF UNESCO AGREEMENTS

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Article Info	Abstract
Article History Received: March 2024 Revised: August 2024 Published: October 2024	<i>This research investigates translation strategies and equivalence in translating Indonesian cultural terms in UNESCO agreements into English. The study aims to explore how translation strategies are adapted to address challenges in formal document translation, specifically considering the cultural terms and norms present in UNESCO agreements. Using a qualitative descriptive method, purposive sampling was utilized to select formal documents from the Ministry of Education and Culture's website and UNESCO's official site, yielding English and Indonesian versions of agreements on intangible heritage preserved by UNESCO. With Newmark's theories on strategies and equivalence, the findings reveal the dominant translation strategies used. The couplets strategy is the most frequently used, with a usage rate of 27.27% out of 143 data points. The transference and loan word strategy is the second most common, with a usage rate of 17.48%. The equivalences used include Functional and Descriptive Equivalence (each 14.69%) and Cultural Equivalence (9.79%). These findings offer insights that enhance the quality of cultural translation across languages. The implications highlight the need for translators to have nuanced skills in navigating cultural disparities for accurate cross-cultural communication. Further research opportunities exist in analyzing broader document types and different language pairs to expand understanding of preserving cultural elements through translation strategies and equivalence.</i>
Keywords Translation; Strategies; Equivalence; Formal Document; Culture;	
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INTRODUCTION

Language plays a crucial role not only in academic settings but also in society at large, serving as the medium through which communication (Catford, 1965b) Foreign terms are ubiquitous in our daily lives, whether encountered on the streets, in various locations, or within academic and formal governmental documents. Translation becomes indispensable in deciphering these foreign terms and understanding their meanings.

Translation, as originally defined by (Catford, 1965b) in "A Linguistic Theory of Translation," involves transferring discourse from the source language (SL) to its equivalent in the target language (TL). This notion of transfer has been echoed by scholars such as (Brislin, 1976) and (House, 2015) while (Nida & Taber, 1982) posit that translation entails producing in the target language the closest natural equivalent of the source language message, prioritizing both meaning and style. (Larson, 1984), in "Meaning-Based Translation: A Guide to Cross-Language Equivalence," defines translation as a form of transformation from the source language to the target language while preserving the original meaning. (Newmark, 1988) in "A Textbook of Translation," views translation as conveying the intended meaning of a discourse

into another language. Similarly, (Levy, 1976) argues that translation is a creative process that affords translators the freedom to select the closest possible equivalence in conveying situational meaning. These diverse perspectives highlight the intricate nature of translation, which involves conveying meaning while considering linguistic and contextual factors across languages.

The translation process is commonly encountered in academic and governmental contexts, particularly within formal documents. For instance, Presidential Regulation of the Republic of Indonesia Number 63 of 2019 specifies the types of official state documents, including decisions, securities, diplomas, certificates, and agreements (*Perpres Nomor 63 Tahun 2019*, 2019). Translators often struggle with translating formal documents because the process requires careful consideration of strategies, techniques, and equivalents in the target language, especially when dealing with cultural terms and norms. Additional challenges arise from traditional practices, social hierarchies, and traditional knowledge, which can hinder finding appropriate equivalents in the target language. Therefore, it's crucial to have a deep understanding of the cultural context during the translation process, particularly in official documents like agreements that often contain unique terms from the source language. In this context, translators need to consider specific strategies and understanding of equivalence to overcome the challenges in producing accurate and appropriate translations.

Research over the past five years has delved into various translation strategies, dividing them into three main topics. Firstly, in the context of language learning, (Putrawan et al., 2019) unveiled beliefs and usage of translation in English language learning among EFL learners in Indonesia. (Putro, 2021) furthered this by identifying EFL learners' beliefs regarding translation strategies. (Thani & Ageli, 2020) investigated the use of translation as a learning strategy for English by Bahraini students, while (Monny & Pratiwi, 2022) identified grammar errors and barriers in English learning through writing. Secondly, translation in the context of culture and literature has been a significant research focus. (Christian & Deigo, 2017) examined subtitle translation in Chinese films, while (Destaria & Rini, 2019) analyzed strategies for translating English idioms into Indonesian in the film "Pitch Perfect 3". (Rohmawati, 2023) identified translation strategies related to words and phrases in the context of religious and personal identity. (Kardiansyah & Salam, 2020) explored translation strategies in Indonesian-English literary works rich in Javanese culture, while (Berryter, 2019) and (Wendra & Ardi, 2021) analyzed the translation process of cultural texts in general. Lastly, research has also focused on translation in technical and scientific contexts. (Wenjun et al., 2024) analyzed English translation strategies and their application in various fields, while (Akkaliyeva et al., 2021) examined linguistic policies in Kazakhstan introducing translation as part of the globalization process. (Wulandari & Praptawati, 2018) discussed translation naturalization in official documents, while (Taibi & Ozolins, 2023) examined the quality of official document translations in Australia. (Alshaikh, 2022) explored issues arising in translating legal documents, while (Sibley et al., 2022) investigated translation practices in acknowledging knowledge in Canadian healthcare. (Li, 2022) considered the use of translation in journals to enhance visibility and impact, while (He et al., 2024) attempted to explore large language model (LLM) possibilities to mimic human translation processes. Finally, (Hall et al., 2019) explored the effectiveness of using theater as a knowledge translation strategy in delivering health information.

The aforementioned research seeks to investigate translation strategies and equivalence in translating formal documents, specifically focusing on agreements between Indonesia and UNESCO. Previous studies have not thoroughly examined translation strategies in official documents within the realm of international relations and organizations. Therefore, this study aims to fill this gap by delving deeper into the translation of agreement documents that entail significant interests between the involved parties. The research endeavors to address the

following questions: (1) How can translation strategies and equivalence be adapted to tackle the challenges of translating formal documents? And (2) how are these strategies applied in the translation process?

Through this research, we aim to make a significant contribution to understanding translation strategies and equivalence in the context of translating formal documents, particularly within the framework of agreements between Indonesia and UNESCO. By analyzing and comprehending how translation strategies are applied in this highly specific context, we hope to provide deeper insights into how challenges in translating formal documents can be overcome, and how these strategies can be effectively applied in the translation process. Thus, this research will not only contribute to the academic literature on translation but also have significant practical implications for translators, policymakers, and other relevant stakeholders in the context of disseminating and understanding formal documents at the international level.

Literature Review Strategies

In this study, the discussion revolves around the concept of translation strategy, which is approached differently by various translation experts. While (Vinay & Darbelnet, 1995) as well as (Baker, 2018) refer to it as "translation strategy," (Hoed, 2006) prefers the term "technique," and (Newmark, 1988) labels it as "procedure." Despite these terminological variations, the core objective remains consistent: to achieve accurate understanding and effective transfer from one language to another. However, for the purpose of this research, the theoretical framework of strategy as elucidated by Newmark will be utilized.

In the realm of translation strategies, (Newmark, 1988) delineates various approaches to navigate the intricacies of transferring meaning from the source language (SL) to the target language (TL). One such strategy is Transference or Loan Words, which involves the direct transfer of words from the SL to the TL, commonly observed in names, places, or titles. Naturalization, on the other hand, entails adapting SL words to align with the pronunciation and morphology norms of the TL. Cultural Equivalent involves translating an SL cultural word with its TL counterpart, often seen in idiomatic expressions. Functional Equivalent employs culturally neutral words or crafts new terms for concepts absent in the TL. Descriptive Equivalent strikes a balance between description and function, such as describing 'Samurai' as 'the Japanese aristocracy from the eleventh to the nineteenth century.' Synonymy is utilized when a direct equivalent is unavailable or when the word's significance is minimal. Through-translation involves translating recognized terms directly. Shift or Transposition encompasses altering grammatical structures to suit the TL. Modulation involves varying perspective or thought categories as needed. Recognized Translation employs widely accepted translations for institutional terms. Translation Label temporarily translates new institutional terms for clarification. Compensation balances the loss of meaning or effects between parts of a sentence or nearby sentences. Componential Analysis involves dissecting lexical units into sense components. Reduction and Expansion are intuitive procedures employed by translators. Paraphrase expands or clarifies poorly written segments. Equivalence and Adaptation utilize recognized equivalence between situations. Couplets, Triplets, Quadruplets combine multiple procedures to address translation issues. Additionally, Notes, Additions, and Glosses serve as supplementary tools for clarification or elaboration within the translated text. These strategies collectively provide a rich toolkit for translators to navigate the complexities of linguistic transfer with precision and nuance.

Equivalence

Discussion on equivalence in translation involves diverse views from translation experts. They exchange ideas, offering different perspectives that complement each other in understanding the concept comprehensively. (Catford, 1965b) distinguishes between formal and textual equivalence, emphasizing direct correspondence of linguistic forms between source and target texts, aligning with (Beal, 2020) thoughts. However, (Nida & Taber, 1982) along with (Hasyim et al., 2020) stress the importance of seeking natural equivalents in the target language concerning meaning and style. (Larson, 1984), supported by (Floccia et al., 2020) focuses more on lexical equivalence, highlighting the importance of equivalence of words between source and target languages, while (Newmark, 1988) extends the concept to three main groups: cultural, functional, and descriptive equivalence, also endorsed by (Kianbakht, 2022). (Baker, 2018) and (Nielsen, 2022) provide insightful perspectives on various forms of equivalence, ranging from word level to pragmatic level, emphasizing the significance of understanding and applying all these forms of equivalence in the translation process. Meanwhile, (Pym, 2014) views equivalence as a relative and contextual feature, depending on the translator's creative actions and structural and contextual factors. In this discussion, translation experts present diverse viewpoints on equivalence, from linguistic to contextual and creative aspects. Despite differences in their approaches, a comprehensive understanding of equivalence requires integration of these various perspectives.

In conclusion, scholars collectively affirm that equivalence in translation involves linguistic, contextual, and creative aspects. Similarity is not merely confined to linguistic forms but extends to meaning, style, and other factors that impact the final outcome of the translation process. Based on theories of equivalence in translation, there are several important characteristics of equivalence that need to be understood:

Formal equivalence, as outlined by (Catford, 1965b) denotes the direct matching of linguistic forms between the source text and the target text. This means, for instance, translating adjectives into adjectives or adverbial phrases, maintaining structural integrity throughout the translation process. Similarly, Catford introduces textual equivalence, which allows for flexibility in linguistic form while ensuring specific parts of the target text correspond to specific parts of the source text. This can include translating adjectives into adverbial phrases, offering variation within the translation while preserving textual coherence. (Larson, 1984) expands on this with lexical equivalence, which emphasizes selecting equivalent words or words with similar meanings between the source and target languages, ensuring semantic fidelity. (Newmark, 1988) introduces cultural equivalence, aiming to approximate cultural terms from the source language into the target language or opting for culturally neutral terms. Additionally, functional equivalence, also proposed by Newmark, requires the use of culturally neutral terms or the creation of new terms when cultural terms in the source language lack counterparts in the target language. Newmark further discusses descriptive equivalence, highlighting the importance of balancing description and function in the translation process. (Baker, 2018) broadens the discussion by addressing equivalence at and beyond the word level, incorporating grammatical structures, texts, and pragmatics into the translation process. Finally, Pym (Pym, 2014) underscores the relative and contextual nature of equivalence, emphasizing its dependency on the translation context and internationalization policies. In coherence, these concepts elucidate the multifaceted nature of equivalence, ranging from linguistic forms to cultural nuances, all crucial for effective translation.

Understanding these characteristics of equivalence is crucial for translators to make informed decisions in selecting appropriate translation strategies to ensure accurate and effective conveyance of the message from the source text into the target language. In the characteristics of equivalence in this formal document, Cultural Equivalent, Functional Equivalent, and Descriptive Equivalent are used because the texts contain cultural elements, explain the function of cultural artifacts, and detail every element of objects or verbs within the

text. Therefore, Peter Newmark's theory of equivalence is more appropriate to be used in this case.

RESEARCH METHOD

This study examines the strategies and equivalents in translating the Agreement between UNESCO and Indonesia. The agreement document, written in Indonesian as the source language (SL) alongside its English translation as the target language (TL), serves as the primary data source. The selection of this data is driven by UNESCO's credibility as an international organization for cultural preservation, as well as the presence of thousands of official documents from various countries related to cultural preservation available on UNESCO's official website (<https://ich.unesco.org/en>), which are updated annually. Additionally, the designation of various Indonesian heritages, as intangible cultural heritage, further justifies the selection of this data, as it articulates various aspects of cultural identity within the official document. Translation at the level of formal documents, especially state agreements with international organizations like UNESCO, which encompass cultural terms, norms, and ethics within Indonesian culture, has not been extensively explored, except for the translation of legal aspects within official documents. The amalgamation of official documents containing various national interests and the preservation of cultural terms, norms, and ethics within Indonesian culture presents an interesting subject for research.

The researcher acts as the primary instrument in data collection, where 414 pages of official documents containing various topics of discussion about Indonesia, consist of texts in both Indonesian and English. However, in this study, purposive sampling technique is applied to official document data containing intangible cultural heritage that largely embodies Indonesian culture, such as gamelan texts. This involves: (1) comprehensively reading the agreement document between UNESCO and Indonesia; (2) identifying cultural terms, norms, and ethics within Indonesian culture; and (3) recording and coding all cultural references present in both languages.

The data is then analyzed through a series of steps: Firstly, (1) data extracted from the agreement between Indonesia and UNESCO undergoes classification based on translation theory and equivalents according to Peter Newmark's. Next, (2) manifestations of cultural terms, norms, and ethics within Indonesian culture in English translations are identified using a descriptive-qualitative approach based on emergent data. Additionally, (3) any shifts or alterations in meaning within the translation are carefully mapped. Subsequently, (4) a comprehensive comparison of lexical, contextual, and situational meanings between paired data is conducted. This comparison is facilitated through the use of the KBBI online platform for Bahasa Indonesia and the Oxford Online Dictionary for English. Finally, (5) the interpretation of changes in cultural terms, norms, and ethics within Indonesian culture in the translations is accurately formulated, and the implications underlying strategies and equivalents of cultural terms, norms, and ethics within Indonesian culture in Bahasa Indonesia, as well as their effects in English, are comprehensively investigated.

RESEARCH FINDINGS AND DISCUSSION

In this case, the researcher would present the data regarding the strategies and equivalents found in translating formal documents from Indonesian into English based on the agreement documents between Indonesia and UNESCO published on the Ministry of Education and Culture's website (Kemdikbud) and also on the UNESCO site.

Based on the analysis of translating formal documents from Indonesian into English based on the agreement documents between Indonesia and UNESCO, ten out of eighteen translation strategies according to (Newmark, 1988) were identified. These strategies are transference and loan word; cultural equivalent; functional equivalent; descriptive equivalent;

shift or transposition; reduction and expansion; paraphrase; couplets, triplets, quadruplets; notes, addition, glosses; and synonymy.

Table 1
Strategies and Equivalences in Formal Document Translation

No	Translation Strategies and Equivalences	Quantity	Percentage
1	Transference and Loan Word	25	17,48%
2	Cultural Equivalent	14	9,79%
3	Functional Equivalent	21	14,69%
4	Descriptive Equivalent	21	14,69%
5	Shift or Transposition	1	0,70%
6	Reduction and Expansion	14	9,79%
7	Paraphrase	1	0,70%
8	Couplets, Triplets, Quadruplets	39	27,27%
9	Notes, Additions, Glosses	2	1,40%
10	Synonymy	5	3,50%
	Total	143	100%

The table above illustrates the strategies and equivalences employed in translating formal documents from Indonesian into English, based on the agreement documents between Indonesia and UNESCO. The analysis indicates that the couplets strategy is the most frequently used, with a usage rate of 27.27% out of a total of 143 data. Following the couplets strategy, the transference and loan word strategy is the second most common, with a usage rate of 17.48%. Meanwhile, the equivalences used in these strategies are Functional Equivalent and Descriptive Equivalent, both of which have the same value of 14.69%, followed by Cultural Equivalent at 9.79%.

Strategies and Equivalences in translating formal documents

Translation strategies are procedures or strategies used to address translation problems at the levels of words, phrases, and sentences. These are various strategies that researcher found in formal document:

Transference or Loan Words

This strategy involves directly transferring a word from the source language (SL) to the target language (TL), which is often used for names, places, or titles (e.g., Hilary Clinton, New York, Armageddon).

No	Source Language	Target Language
1	<i>Gamolan yang merupakan instrumen xilofon yang berasal dari Lampung Barat.</i>	<i>Gamolan is a xylophone instrument from West Lampung.</i>
2	<i>...14 buah, bedug, kendang, kebluk, gong, dua buah saron,...</i>	<i>...14 pieces of bonang, bedug, kendang, kebluk, gong, two saron,...</i>

The example data number one (1) shows that the target readers might not be familiar with the term *Gamolan*, a musical instrument from Lampung which is made from bamboo (Hutapea et al., 2023). *Gamolan* is an Indonesian cultural word, specifically from Lampung. Therefore, the best way to render this specific cultural term into target language, which is English, is by keeping the original word as a loan word. In other words, there is no shift in meaning from the

source language into the target language because the word 'gamolan' is retained in the target language as 'gamolan

Data number two (2) also shows that terms related to culture are translated using the Transference or Loan Word strategy because there is no appropriate term to replace the word from source language into target language. *Bonang, bedug, kendang, kebluk, gong*, and *saron* are parts of *gamelan*, an ancient musical instrument from Indonesia. there is no shift in meaning from the source language into the target language because the words *onang, bedug, kendang, kebluk, gong*, and *saron* are retained in the target language as *onang, bedug, kendang, kebluk, gong*, and *saron*

Cultural Equivalent

This strategy is translating an SL cultural word with a TL cultural word, typically seen in idiomatic expressions (e.g., 'I am in blue' translated as '*Saya jatuh cinta*' meaning 'I fall in love').

No	Source Language	Target Language
3	<i>...dan orang "pintar", di Barikin, Hulu Sungai Tengah...</i>	<i>...and master, in Barikin, Hulu Sungai Tengah...</i>
4	<i>...ada beberapa karang taruna yang berada di wilayah Surabaya..</i>	<i>... several youth clubs in Surabaya...</i>

The translation strategy applied in the data number three (3) is cultural equivalent, *orang "pintar"* is translated into "master". "Orang pintar" in Indonesian culture actually means someone who has more abilities in spiritual matters or called Shaman; paranormal (Hasil Pencarian Orang Pintar - KBBI VI Daring, 2024). and the culture of the term "master" in English is likely to be different. In English, "master" can be interpreted as a person who shows a lot of skill at something (Master Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.Com, 2024). However, this strategy can make the TL readable because the translator uses typical words in rendering SL into TL.

Based on data point number (4), the term "karang taruna," which means a place for activities (gathering and so on) of young people (teenagers) (Hasil Pencarian Karang Taruna - KBBI VI Daring, 2024), is translated as "youth clubs," which refers to a club where young people can meet each other and take part in various activities (Youth Club Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.Com, 2024). In this case, "karang taruna" is a specific concept in Indonesian culture that refers to youth organizations at the village or neighborhood level. "Youth clubs" in English do not refer to the exact same type of organization but convey the general idea of organized youth groups, which fits the cultural context of the target language. Thus, this is an example of using the cultural equivalent strategy to bridge cultural differences between the source and target languages

Functional Equivalent

In translation strategy, Functional Equivalent is utilizing culturally neutral words or creating specific new terms for cultural terms absent in the TL.

No	Source Language	Target Language
5	<i>...bambunya dipukul sepasang tongkat kayu.</i>	<i>...the bamboo slabs are struck by a pair of wooden mallets.</i>
6	<i>...pengrajin gamelan di Barikin..</i>	<i>...a gongsmith in Barikin..</i>

7	...digunakan untuk mengiringi arak-arakan dalam acara adat...	...is used in processions of traditional occasions...
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From data number five (5) KBBI describes the term “*tongkat*” as a long piece of bamboo, rattan, or wood to support when walking or doing other things (*Hasil Pencarian Tongkat- KBBI VI Daring*, 2024). However, in the excerpt’s context, *tongkat* means something for hitting the musical instrument. In English, “*tongkat*” is translated as “mallets” which means a wooden tool with a long handle and a large head, used for hitting things (*Mallet Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced Learner’s Dictionary at OxfordLearnersDictionaries.Com*, 2024). The translation can be viewed as a representation of the Functional Equivalent because “*tongkat kayu*” is translated into “wooden mallets”, the word “*tongkat*” in Indonesia is translated as “mallets”, while “*kayu*” is translated as “wooden”. Here, the concept of “*tongkat kayu*” can be understood in target language because it is functionally the same with “wooden mallets”.

Based on data point number six (6), the term “*pengrajin gamelan*,” which refers to a person whose job (profession) is to make handicraft items (*Hasil Pencarian Pengrajin - KBBI VI Daring*, 2024), in this case, “*gamelan*,” is translated as “*gongsmith*,” a person whose job is to make and repair things made of iron, especially horseshoes (*Smith Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced Learner’s Dictionary at OxfordLearnersDictionaries.Com*, 2024), but in this case, gongs. Although “*gongsmith*” is not entirely equivalent to “*pengrajin gamelan*” because gamelan includes various instruments besides gongs, this term is chosen because of its similar function and the possible absence of a more precise term in the target language. Therefore, using “*gongsmith*” is an attempt to employ a word with a similar function that can be understood within the cultural context of the target language, making it an example of the functional equivalent strategy.

Based on data point number 7, the term “*arak-arakan*,” which refers to a ceremonial parade or procession typically seen in various traditional events (*Hasil Pencarian Arak-Arakan- KBBI VI Daring*, 2024), is translated as the phrase “processions of traditional occasions.” In this case, “*arak-arakan*” denotes a procession of people and so on walking or moving together; a parade, in the context of traditional ceremonies. The translation utilizes a culturally neutral term in English, “processions of traditional occasions,” to convey the functional aspect of the event. Although this translation may not capture all the cultural nuances of “*arak-arakan*,” it effectively bridges the cultural gap between the source and target languages, demonstrating the use of the functional equivalent strategy.

Descriptive Equivalent

Descriptive Equivalent in translation strategy involves balancing description and function. For instance, describing Samurai as ‘the Japanese aristocracy from the eleventh to the nineteenth century.

No	Source Language	Target Language
8	<i>Dua orang pemain duduk di belakang alat musik ini</i>	Two players sit cross-legged behind the instrument
9	<i>Gamelan ageng hadir dalam upacara daur hidup...</i>	<i>Gamelan ageng is performed in rituals and ceremonies related to human life-cycle...</i>

The translation strategy used in the data above is Descriptive Equivalents. The target language provides a detailed description of the players’ positions and actions while playing the musical instrument. This translation strategy can help the target readers to better imagine how the instrument is played. In the excerpt, the word “*duduk*” is translated into “cross-legged”

which describes the sitting position more specifically. In Indonesian, the description of the players' sitting position (whether they are sitting cross-legged or not) is not explicitly included as shown in the English translation. The use of the phrase 'cross-legged' in the English translation provides more detailed information about the players' sitting position, offering a clearer depiction to the readers of how the players sit behind the musical instrument. This demonstrates that the English translation incorporates additional details that are not present in the original Indonesian sentence, aligning with the Descriptive Equivalent strategy.

Based on data point number nine(9), the term "*upacara daur hidup*," which refers to ceremonies related to the stages undergone by a living being (*Hasil Pencarian Daur Hidup-KBBI VI Daring, 2024*), is translated as the phrase "*rituals and ceremonies related to human life-cycle*." This translation is considered descriptive equivalent because it provides detailed explanation of what is meant by "*upacara daur hidup*" in the source text. It offers a clear picture of the type of ceremonies referred to, namely those associated with the human life cycle.

Shift or Transposition

Shift or Transposition in translation strategy involves changes in grammar from SL to TL, addressing grammatical structures absent in the TL or those not aligning with natural usage.

No	Source Language	Target Language
10	<i>Dalam konteks Desa Adat Bugbug...</i>	In relations with customary villages...

The data above shows that there is a change in grammatical structure, which is the structure shift. Structure is an arrangement of elements such as subject, predicator, object, complement, and adjunct (Catford, 1965a). In other words, structure shift can be represented when the target language has different structure elements from the source language. Based on the data above, "*Desa Adat*" is constructed by "*Desa*" as the head and followed by "*Adat*" as the modifier and is translated into "customary villages" which is constructed by the modifier "customary" and followed by the head "villages".

The position of the Head and Modifier in the target language text is changed from the source language. It follows the rule of noun phrases in English, where Modifier comes before Head. Thus, in translating Indonesian into English noun phrases, the structure shift strategy is applied to produce grammatical and equivalent Target Language.

Paraphrase

This strategy expands or explains the meaning of a text segment, especially when poorly written or when omission might lead to important implications.

No	Source Language	Target Language
11	...tidak ada <i>penabuh gamelan</i> yang semauya sendiri...	...observe that <i>all players</i> play by the rule...

According to the definition, the term '*Penabuh*' refers to a person who plays an instrument, specifically a gamelan player who is not allowed to play arbitrarily. On the other hand, the term 'all players,' with 'all' meaning 'the whole number,' refers to players who play according to the rules.

The source text "*tidak ada penabuh gamelan yang semauya sendiri*" was translated as "*observe that all players play by the rule*." In this case, the meaning of the original text, which states that no gamelan player acts according to their own will, is conveyed in a different way, namely that all players follow the rules. Although the words used are different, the core message of discipline and adherence to rules is still conveyed, demonstrating that the phrase above uses the paraphrase strategy.

Reduction and Expansion

Reduction and expansion in translation strategy vaguely applied translation procedures practice intuitively by translators in some cases.

No	Source Language	Target Language
12	... Sultan menyaksikan permainan <i>gending lagu-lagu klasikal</i> di bagian depan halaman Keraton kasepuhan.	... Sultan have the opportunity to witness <i>the classical songs</i> being played in the front yard of the Kasepuhan Palace.
13	... gamelan-gamelan yang kini populer dipakai dalam <i>kesenian</i> gamelan which is now popular in <i>the art world</i> ..

From the data (12) it can be seen that there is a culture-bound word in the SL, namely “*gending*”. In Javanese, “*gending*” means music, melody, or song (Wojowasito, 1980). Meanwhile, “*lagu-lagu*” in SL means songs. In the TL, there is a reduction from “*gending lagu-lagu klasikal*” into “the classical songs”. This happens because the terms “*gending*” and “*lagu-lagu*” have the same meaning, so it is rendered into “songs” in English to make the sentences more concise and readable.

Based on data point number (13), the term “*kesenian*” refers to something related to art and beauty (Hasil Pencarian Kesenian - KBBI VI Daring, 2024), translated as the phrase “*the art world*.” This translation is considered to employ the expansion strategy because the term “*kesenian*” can be translated as “*the art*,” but in data (13), the translator chooses to use the phrase “*the art world*.” The phrase “*the art world*” provides a broader and more specific impact of understanding compared to the term “*kesenian*.”

Couplets

Couplets in translation strategy combine multiple procedures respectively to deal with a single translation problem.

No	Source Language	Target Language
15	Seperti untuk keluarga <i>pencon</i> mereka beli di Bekonang...	They buy the <i>pencon</i> (<i>gong type instrument</i>) in Bekonang...
16	... seperti yang terdapat dalam keluarga <i>gender</i> atau <i>slenthem</i> like that found in <i>gender</i> or <i>slenthem</i> type instruments.
17	... gamelan ini sejenis dengan <i>gemelan</i> upacara kuno...	this gamelan may be similar to <i>old ceremonial gamelan</i>

“*Pencon*” is a small gong that is not hung, but horizontally suspended above a pair of strings stretched over a wooden frame (Hasil Pencarian *Pencon* - KBBI VI Daring, 2024). In data (15), the term “*pencon*” is translated into TL as “*pencon*”, which is a loan words translation strategy. Behind the term “*pencon*” in TL, there is an additional note “*gong type instrument*”. The phrase “*gong type instrument*” does not fully explain the meaning of the term “*pencon*”. The phrase only serves to provide a general description of the term “*pencon*”, indicating that the translator uses the notes strategy. Therefore, data (15) employs the couplet strategy, wherein the strategies used are loan words and notes.

Based on data point number (16), the term “*gender*,” which refers to Javanese gamelan made from fourteen metal bars with bamboo resonators (Hasil Pencarian *Gender* - KBBI VI Daring, 2024), is translated as “*gender* or *slenthem* type instruments.” This translation provides additional explanation about the type of instruments being referred to. It aids readers who may

not be familiar with the term to understand what is meant by "gender" or "slenthem." Additionally, the terms "gender" and "slenthem" are retained in their original form to preserve the native terms, which may not have direct equivalents in the target language. By combining these two approaches, the translation maintains accuracy in preserving specific terms and also provides additional context or explanation to ensure clear understanding in the target language.

From data point (17), the term "gamelan" is retained in its original form to preserve the native term. However, by adding the descriptor "old" in front of it, this translation provides additional context about the type of gamelan being referred to, namely gamelan used in traditional or ancient ceremonies. Additionally, the choice of the word "old" as a translation for "kuno" simplifies the expression without losing its original meaning. This helps maintain the impression that the gamelan is associated with the past or ancient traditions. By combining these two approaches, the translation seeks to maintain accuracy and provide a clear understanding of the gamelan in question, while also avoiding rigidity or difficulty in comprehension for readers unfamiliar with the term.

Notes, Additions, Glosses

This translation strategy involves providing additional information in a translation—cultural, technical, or linguistic—which could take various forms within the text or as notes at the bottom of a page, end of a chapter, or in a glossary at the end of the book.

No	Source Language	Target Language
18	<i>Gamolan dimainkan bersama-sama dengan sepasang gong [tala]</i>	Gamolan is played together with a pair of gongs (tala)
19	<i>...sepasang sambal kuning [rujih]</i>	a pair of brass cymbals (rujih)

The data above is related to parts of traditional music instruments from Lampung, *Gamolan*. In translating SL into TL in data (18) and (19), there are additional information which is written inside of the bracket. This strategy can help the target readers to understand the meaning of "tala" and "rujih". "Tala" is a pair of gongs and "rujih" is a pair of brass cymbals.

Synonymy

When there is no direct equivalent or the word is not crucial in the text, translators can apply Synonymy in translation strategy, using a synonym from the Source Language into the Target Language.

No	Source Language	Target Language
20	<i>Penyangga yang tergantung bebas di atas wadah kayu,...</i>	The slabs are hanging freely above a wooden rack,...

Based on data point 20, the term "wadah," which means a place for holding or storing something (*Hasil Pencarian Wadah- KBBI VI Daring*, 2024), in this context referring to a container made of wood, is translated as "wooden rack." The word "rack" refers to a piece of equipment, usually made of metal or wooden bars, that is used for holding things or for hanging things on (*Rack Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.Com*, 2024). Although "wadah" and "rack" are not direct one-to-one translations, they share a similar functional meaning in this context. Both terms refer to an object used for holding or storing items. In the given context, "rack" serves as a suitable synonym for "wadah," capturing the essential idea of a storage or holding item, particularly one made of wood ("wooden rack").

By choosing "*rack*" as a synonym for "*wadah*," the translator ensures that the translation conveys the intended meaning in a clear and familiar way for the target language audience, thus effectively applying the strategy of Synonymy

The Application of These Strategies in the Translation Process

In the translation process, the first step is the analysis of the source text. Translators analyze the text to understand the context, meaning, and nuances of the terms and phrases to be translated. They identify words or phrases that may require special strategies, such as cultural terms, idioms, or technical terminology. This analysis is crucial to ensure that the resulting translation is accurate and aligns with the original author's intent.

Based on the analysis of the source text, translators select appropriate translation strategies. For example, the Transference and Loan Word strategy is used for terms that do not have an equivalent in the target language or that need to be retained in their original form. The Cultural Equivalent strategy is used for cultural terms that have an equivalent cultural concept in the target language. The Functional Equivalent strategy is used to convey the function or meaning of terms that do not have an equivalent in the target language. The Descriptive Equivalent strategy provides a more detailed description of the term or concept in the source language. The Shift or Transposition strategy changes the sentence structure or word class to fit the grammar rules of the target language. The Reduction and Expansion strategy adjusts the information to fit the context and needs of the target audience. The Paraphrase strategy rephrases the meaning of the source text with different words. The Couplets, Triplets, Quadruplets strategy combines several translation strategies to address a single translation problem. The Notes, Additions, Glosses strategy adds notes or additional explanations for complex or important terms. The Synonymy strategy chooses synonyms in the target language that have a similar meaning.

After selecting the appropriate strategy, translators apply it to each identified word or phrase. For example, translating "*wadah kayu*" as "*wooden rack*" uses the Synonymy strategy, choosing a suitable synonym in the target language. Translating "*pencon*" as "*pencon (gong type instrument)*" uses the Notes, Additions, Glosses strategy to provide additional explanation. Translating "*gamelan upacara kuno*" as "*old ceremonial gamelan*" uses the Descriptive Equivalent strategy to provide additional context. Each strategy is applied to ensure that the original meaning of the source text is clearly and accurately conveyed in the target language.

After applying the translation strategies, translators review the translation to ensure accuracy, consistency, and fluency in the target language. They revise the translation if necessary to ensure that it fits the context and is easily understood by the target audience. This review and revision process is important to maintain the quality of the translation and ensure that the resulting text is not only accurate but also natural and readable. If necessary, translators may consult with language or cultural experts to ensure that translations using special strategies, such as the Cultural Equivalent, are appropriate and accurate. This consultation helps ensure that translators have a deep understanding of the cultural context and meaning of the terms being translated, so the resulting translation is not only linguistically accurate but also culturally appropriate.

The application of translation strategies in the translation process involves in-depth analysis of the source text, selecting the appropriate strategies based on context and needs, carefully applying the strategies, and reviewing and revising to ensure the quality of the translation. Each strategy plays its own role in helping translators convey the meaning of the source text accurately and effectively in the target language.

Dominance of Couplets in Translating UNESCO Agreement Documents

Based on the investigation of two points of questions above, the most common translation strategy applied to formal documents, in this case the UNESCO Agreement documents, is Couplets with 27,27% of the total data. This might happen due to determining the equivalent in the target language. The UNESCO Agreement documents contain specific cultural terms. Therefore, by combining two strategies, the translator tried to maintain the appropriate level of formality and the intended tone of the original document. Couplet strategies can help manage nuances by using one strategy to convey the literal meaning and another one to provide the necessary cultural context or explanation.

Besides, formal documents are often intended for specific audiences who require exact and clear information. With couplets, translators can adapt the content to meet the audience's needs effectively. In general, this study shows that Couplets translation strategy is effectively applied because it provides a comprehensive approach to overcome translation challenges, ensuring the documents are accurate, clear, culturally appropriate and maintain the formal tone of the original text.

Translation strategies applied in UNESCO Agreement documents are focusing on preserving the original cultural context. This can be seen from the most translation strategy used in the document, which are Couplets with 27,27% data and followed by Transference or Loan Words strategy, which is 17,48% data. The translation strategies used can help to maintain cultural nuances and protect the identity of the Source Language, Indonesian language. The strategies employed can democratize knowledge by making it accessible to a wider audience.

To sum up, translation strategies play a crucial role in language politics by shaping how languages and culture interact and how cultural identities are represented and maintained. It can be viewed that the agreement documents from UNESCO tried to maintain Source Language cultural identity and make it accessible to target readers by introducing and representing Indonesia's identity.

Discussing the translation of formal texts from UNESCO that goes beyond translation strategies alone is an important step in deepening our understanding of the text. Aspects such as transparency, negotiation, resistance, and ideology in translation indeed play significant roles in the context of translating formal texts, especially when the text has important international implications. By expanding the discussion to include transparency and negotiation, we can delve deeper into the complexities and challenges involved in translating formal texts, as well as efforts to ensure that the translation faithfully reflects the original meaning and purpose of the text.

CONCLUSION

The study also underscores the need to adopt proper translation strategies to maintain the cultural and context meaning of Indonesian words in formal documents such as UNESCO agreements. The results reveal that strategies such as Transference and Loan Word (data 1), Cultural and Functional Equivalent (data 2 and 3), and Couplets, Triplets, and Quadruplets (data 8) play a crucial role in preserving the cultural significance and contextual meaning of terms originating from Indonesian culture. The implications of the research suggest that translators have to familiarize themselves with the source language features and map them to a target culture when translating into documents that safeguard non-material cultural assets. The study also highlights the significance of paying attention to the cultural terms regarding source language and culture so as to find the best way to convey a culturally suitable message to the target culture.

For language researchers and translators, it is recommended that they should pay more attention to choosing translation strategies that match the context and complexity of the translated text. Through training courses for translators and clear procedures for document translation, the standards can be boosted to the heights of formal document translations. Future

research may also consider assessing the effectiveness of translation on a broader level and comparing translation strategies across different texts from different languages and cultures.

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