

CHAPTER II

THEORETICAL FRAMEWORK

A. Literature Reviews

1. Definition of Translation

The concept of translation was explained by Catford (1974: 20) as a process of moving a textual material from the source language into a textual material that is commensurate in the target language. The same thing was also stated by Bell (1991: 6) that the translation process is “the replacement of the representation of a text in one language by representation of an equivalent text in a second language”. Meanwhile, according to Koller (1995: 196), translation is a product of text processing via the transferring of source language text into the target language text. Between the target text and the source text, there is a connection which he called as a comparison. In other words, the following descriptions above indicate that a translation process is a process of transferring materials, meanings, or representations from one language to another which involves equivalence in the translation process.

In the translation process, meaning is a component of the materials that the translators must move from the source language into the target language. According to House (2001: 243), there are three definitions of ‘meaning’ which are meant as a concept in the head of the speaker and the translation is the intuition and interpretation. However, according to the behaviorists and

functionalists, ‘meaning’ is a response towards an ‘input’, the evaluation includes the *response-based* method.

In addition to the meaning, there is cultural equivalence. Hatim and Mason (1997: 1) explained that the translation process is “an act of communication which attempts to relay, across cultural and linguistic boundaries, another act of communication which may have been intended for different purposes and different readers”. Every country has different cultures, causing certain things that can be found or understood in the source-speaking countries but cannot be found or understood in the target-speaking countries. By paying attention to this, the task of translators is to find the equivalence, in this case the cultural equivalence, so that the results of the translation can be accepted and understood well by the target readers. This is in line with Toury’s statement (in Shuttleworth and Cowie, 1997: 182) who stated that, “a translation is taken to be a target language utterance which is presented in the target culture, or whatever ground”. In other words, the translators cannot ignore the cultures of the target language-speaking country because the manifestation of a communication process between the two countries is also influenced by the cultures of those two countries.

From the various translation definitions described above, it can be concluded that translation is a process of transferring the representation of meaning from the source text into the target text, as well as the process of transferring the representation of cultural entities in the source language-speaking country into the target language as a form of two-way communication.

2. Processes of Translation

In short, a translation process can be interpreted as a process of transferring messages from the source language into the target language that occurs in the mind of translators. Holmes (1994: 96) explained that the translation process is “a multi-level process. While we are translating sentences, we have a map of the original text in our minds and at the same time a map of the kind of text we want to produce in the target language”. In other words, in the translator’s mind, there are two kinds of text description, namely the text that will be translated and the translated text that appear simultaneously during the translation process. This was reinforced by the explanation of Machali (2000: 9) who stated that the translation process is a process that the translators must face before coming up with a final result, which are the translation results. These things are the steps of what the translators have to go through, what procedures and methods the translators should use, and why they choose both of these. Therefore, to achieve the final result of translation process, the translators will go through a series of activity inside the mind. However, Nababan (2007) stated that there is a bound between the translation process and the product of translation, which includes the role of the translator. If we want to know how the translation process occurs, we can take a look at the translation product which also directly expose the translator’s method, strategy and techniques in translating the text.

Before discussing the translation process, there are some translation approaches that need to know. Translation approach is a method used by translators to recognize the source text, in relation to how the translators address

problems that can directly affect the quality of the translation produced. According to Newmark (1988: 21) there are two types of translation approaches, which are the bottom-up and the top-down approaches. In the bottom-up approach, translators start by translating each sentence, whereas in the top-down approach, they start by reading the text as a whole two or three times to find the purpose, register, tone, and mark the words or sentences which are difficult, then translate it entirely. According to Nababan (2004), the top-down approach is the most ideal approach to use because it is inclined to the process of transferring the highest level of linguistic unit which is the text, but it cannot always be applied in any translation processes.

The steps of a translation process can be described as follows:

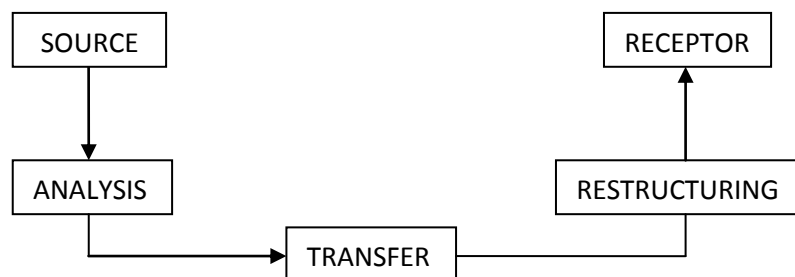


Figure 1. Nida and Taber's Translation Process (1974: 33)

According to Nida and Taber (1974: 33), when the translator receives and then read the source text, the translator will carry out analysis activities which are understanding the content of the text as a whole, capturing the details which are the uses of word related to the syntax, semantics, and pragmatics, and determining the type of text, method, and translation strategies that will be used to translate the text. Furthermore, the translator will carry out the transferring activity, such as diverting the contents of the source text into the target language by using the

predetermined translation procedures during the analysis process. At this step, the translator has a complete translation text in the mind of the translator, and then the translator performs a restructuring activity, namely tidying the pieces of the translation in the mind of the translator, thus can produce a balanced and equivalent translation, according to the original text. Finally, the translator produce the descriptions of the translation into a written form, resulting in a complete translation.

However, Larson (1998: 3-4) had its own definition to describe the translation process. To make it easier to understand the description of Larson's translation process, it can be seen through the figure below:

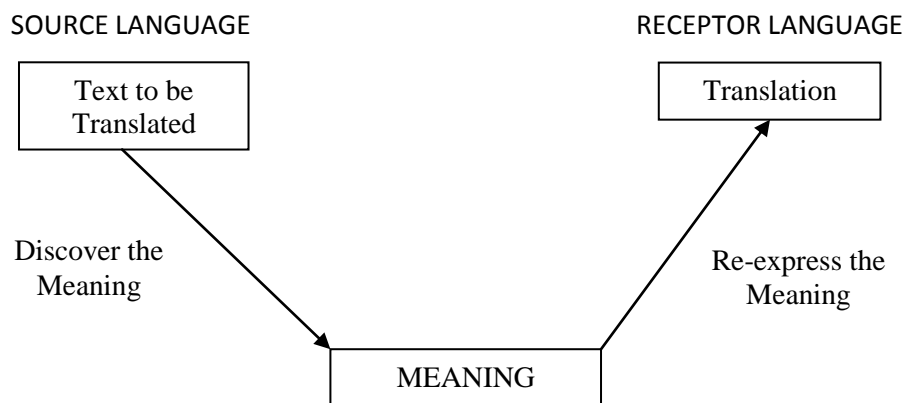


Figure 2. Larson's Translation Process

According to Larson (1998: 3-4), in the first step of the translation process, the translator identifies the meaning of the text. Then, the translator transfers the meaning by referring to the target language rules; the translator uses appropriate representation terms, with appropriate grammatical structures, and adjusts the cultural background of the target-speaking country.

Based on the two explanations about the translation process, there are similarities in the steps of the process that the translator usually goes through, which are analyzing, transferring, and structuring. When the translator receives a source text, the translator will carry out general and specific text analysis in the forms of lexicons, grammatical structures, goals, and background, and the translator will determine what methods, strategies and translation techniques that are suitable for translating the text. Second, the translator conducts translation activities, namely transferring the meaning and interweaving the words into the target language. The translator has already had matching equivalents in the target language for each word contained in the source text. Then, the translator composes the translation by using the correct grammatical rules of the target language, so that it becomes a complete, correct, and legible translation.

3. Translation Methods

There are eight translation methods proposed by Newmark. Those translation methods are a combination of two groups of translation methods, namely the methods in which the translator gives emphasis in the source language, and gives emphasis in the target language. The purpose of the translator giving emphasis in the source language is that the translator tries his best to produce meaning as closely as possible with the source text eventough there are many syntactic and semantic obstacles in the target language. On the other hands, the purpose of the translator giving emphasis in the target language is that the translator tries to produce meaning as closely as possible with the source text, but

the translator also considers the impact in the target language, so that the translation also is based on the target language rules.

The followings are eight translation methods proposed by Newmark:

a. Translation of Word-per-Word

Newmark (1988: 45-46) explained that the translation of word-per-word was done by listing or writing a word in the target language just below the source word. The structures of words and sentences in the source language were maintained and the words were translated by using literal translation, even if out of context. Words that were culturally charged were literally translated. The words would be borrowed to be re-included in the target text (pure borrowing). In general, the translation of word-per-word occurs in the early stage of a translation process. At the text analysis stage, the translator applies the method of translating word-per-word in his mind.

b. Literal Translation

Literal translation is done by finding the closest grammatical equivalent for a sentence, but to translate each word contained in the sentence, the translator still does not pay attention to the context (Newmark, 1988: 46). Therefore, the translations produced through this method generally have no meaning. As with the word-per-word translation method, this translation method generally occurs in the early stage of a translation process, which is at the analysis stage of the source text.

c. Faithful Translation

The translator starts to pay attention to the context that accompanies the text in this translation method, resulting in readable sentences. However, the translator who uses this faithful translation method is still too fixated on the grammatical structure of the source language (Newmark, 1988: 46), so that eventough it can be read, the translation still feels stiff. Therefore, to produce a translation that is not rigid and familiar to the target readers; the translator needs to change the sentence structures a little from its grammatical or lexical aspect.

d. Semantic Translation

Semantic translation is done in almost the same way as faithful translation, the translator pays attention to the grammatical, lexical, and accompanying context, but the translator also considers the aesthetic elements contained in the source text, and the translations are more flexible to be accepted by the target readers (Newmark, 1988: 46). For terms that contain the elements of culture, the translator who uses the semantic translation method uses neutral terms or describes the function of the terms in the sentence. In addition, the semantic translation method is usually used to translate legal texts.

e. Adaptation

Adaptation translation method is done by adapting important elements to the target text. However, this method does not sacrifice important and major aspects in the source text such as themes, characters, or story lines. This translation method is usually used to translate drama or poetry texts (Newmark, 1988: 46). The translator translates the text by maintaining all the characters,

plot, theme, and storyline, but the dialogues derived from the source text are changed slightly to be acceptable to the target readers.

f. Free Translation

Free translation method is done by sacrificing the form of the source text and paying more attention to its contents. The translator who uses this translation method usually does paraphrasing, so that the translation results can be shorter or longer than the source texts (Newmark, 1988: 46-47). This translation method is usually used in the mass media. Some experts do not define the results of this translation method as a translation because the sentence result forms are very different from the source text.

g. Idiomatic Translation

Idiomatic translation method is done by using idiomatic expressions in the target language (Newmark, 1988: 47). If in the source text there is a sentence that has an idiomatic equivalent in the target language, the translators will tend to use the idiomatic equivalent rather than translate it as it is as contained in the source text.

h. Communicative Translation

Communicative translation method is done by reproducing the contextual meaning similar to the source text, as well as paying attention to the aspects of language and content in the target language. Therefore, the translation results from the communicative translation method can be directly accepted and understood by the target readers (Newmark, 1988: 47). The communicative translation is considered the best translation method to use in addition to the

semantic translation method. The translation results of this translation method are the final products that can already be read.

4. Translation Techniques

There are differences in the use of term between Newmark and Molina-Albir to explain some types of translation techniques. Newmark used the term 'procedure' to replace the term 'technique' which was officially used by Molina and Albir.

Newmark explained that there are 17 types of translation procedure can be used to translate terms in a foreign language. The translation procedures are:

a. Transference

Transference is a process of translating by transferring a term in the source language into the target language, including the transliteration/ transcription (Newmark, 1988: 81). For example, the word 'syariah' is adopted or loaned in the target text.

b. Naturalization

Naturalization is the adaptation of a word in the source language with normal pronunciation into normal morphology in the target language (Newmark, 1988: 82). For example, 'amputation' becomes '*amputasi*' in Indonesia.

c. Cultural Equivalent

Cultural equivalent is the replacement of a culturally charged word in the source language into the target language eventough the translation becomes

inaccurate (Newmark, 1988: 82-83). For example, '*asosiasi buruh*' becomes 'fair labor association'.

d. Functional Equivalent

Functional equivalence is a translation procedure in which the translator uses more neutral culturally charged words in the target language to translate terms in the source language (Newmark, 1988: 83). For example, 'bank bookkeeping' becomes '*pembukuan bank*'.

e. Descriptive Equivalent

Descriptive equivalent is a translation procedure in which the cultural term is explained by using several words or their functions are explained (Newmark, 1988: 83-84). For example, '*pecel*' becomes 'spicy peanut sauce'.

f. Synonymy

With synonymy, the translator looks for word equivalents in the target language which are closer to the meaning in the target language (Newmark, 1988: 84). For example, 'gentleman' becomes '*pria baik*'.

g. Translation of Word-Per-Word/ Calque

Translation of word-per-word is a literal translation procedure where the translator uses common word equivalents, such as organizational names or chemical elements. This translation procedure can be referred to as Calque (Newmark, 1988: 84). For example, '*ruang belajar*' becomes 'study room'.

h. Shift or Transposition

Shift or transposition procedure involves changing the grammatical structure of the source language into the target language, for example changing from

singular to plural. This form change needs to be done if the grammatical structure of the source language is not found in the target language. In addition, there are changes in vocabulary from the source language into the target language, as well as the changes in the type of noun from the source language to the target language (Newmark, 1988: 85-88). For example, 'I am ashamed' becomes '*aku malu*'.

i. Modulation

The modulation translation procedure occurs when the translator mimics the message contained in the original text to be translated into the target language by adjusting the appropriate target language norms because the source language and target language indicate an inequality in the perspective (Newmark, 1988: 88). For example, 'I am ruined' becomes '*saya hancur*'.

j. Recognized Translation

With the recognized translation procedure, the translator uses terms in the target language that have been received institutionally such as the terms contained in the dictionary (Newmark, 1988: 89). For example, '*kementrian pendidikan*' becomes 'ministry of education'.

k. Translation Label

The procedure of translation label is a temporary translation. Usually, new institutional terms that should use an inverse comma, could be drawn secretly by using literal translation (Newmark, 1988: 90). For example, '*MPR*' becomes '*MPR, People's Consultative Assembly*'.

l. Compensation

Compensation occurs when the reduction of meaning in a part of a sentence in the source language can be replaced in another part of the target language (Newmark, 1988: 90). For example, '*aku sudah muak*' becomes 'I'm sick of it'.

m. Componential Analysis

Componential analysis is comparing terms in the source language with terms in the target language that have the same meaning but not the same in detail by: first, demonstrating the general components, then the components that are different (Newmark, 1988: 90). For example, 'smooth talker' becomes '*pembicara yang sangat pintar mengambil hati pendengar*'.

n. Reduction or Expansion

In the reduction translation procedure, the translator keeps a word only in the translator's mind and does not write it in the target text because it might be a bad target text writing technique. In addition, in the expansion translation procedure, the translator ignores the displacement of an unusual grammatical structure (Newmark, 1988: 90). For example, '*mas, apa yang sedang kamu lakukan?*' becomes 'what are you doing?'

o. Paraphrase

In this translation procedure, the translator gives an explanation on one sentence segment by adding certain words to explain (Newmark, 1988: 90). For example, '*hukum itu berdasarkan pada fatwa*' becomes 'the law is based

on *fatwa*. *Fatwa* is a religious edict from Board of National Syariah of the Indonesian Ulama Council’.

p. Couplets

The couplet procedure is used by combining two different types of translation procedures (Newmark, 1988: 91). For example, ‘*nasi pecel*’ becomes ‘*pecel rice*’.

q. Notes, Additions, and Glosses

This translation procedure is used by providing additional information in the target language (Newmark, 1988: 91). For example, ‘*nasi pecel*’ becomes ‘*nasi pecel* (a rice topped with various parboiled vegetables and covered with spicy peanut sauce)’.

Besides Newmark with several types of translation procedure, there are Molina and Albir (2002: 509-511) who classified several translation techniques commonly used by the translators when doing the translation process into 18 types as follows:

a. Adaptation

If the translator does not find the right equivalent word in the target language to describe a word or term in the source language, then the translator can use an equivalent word or term in the target language that has more or less the same function. For example, the term ‘*nujuh bulanan*’ in Indonesian is translated as ‘baby shower’ in English. The term ‘*nujuh bulanan*’ in Javanese culture means a series of procession or watering activities for a mother who is in seven months pregnant, while the term ‘baby shower’ for people in England or

America means a small party for a pregnant mother with a purpose to welcome the presence of a baby who will soon be born.

b. Amplification

The translator provides additional information in the target language if the term is deemed unclear in its source language. For example, 'Gajah Mada' in the history of Hindu Buddhist kingdom on Java Island is translated as 'Gajah Mada minister'. The translator adds the word 'minister' to provide additional information that someone named Gajah Mada is a minister.

c. Borrowing

The translator takes and then returns the term contained in the source text into the target text. Molina and Albir divided this technique into two types, namely naturalized borrowing and pure borrowing. Pure borrowing is a term borrowing process without changing the phoneme and morphological structure of the word (pecel → *pecel*). Naturalized borrowing is a term borrowing process with a slight change on the phonemes and morphology of the word (tape → *tapai*).

d. Calque

The translator translates a phrase literally from the source language into the target language. For example, '*manajemen sampah*' is translated into 'waste management'.

e. Compensation

If there is information from a term that cannot be transferred to the target language or its location, it needs to be transferred into another form or place. For example, the sentence "*dia sudah makan asam garam kehidupan*" is

translated into “he has many life experiences”. In Indonesian, the idiom “*makan asam garam kehidupan*” means that the person has a lot of experiences about life.

f. Description

The translator provides an overview or describes the form or function of the term. For example, the word ‘*lempeng*’ (a type of cracker, made from dried rice, and its shape is square or round and flat) is translated into ‘dried rice based cracker’.

g. Discursive Creation

If the translator finds a term which meaning is out of context if it is translated into the target language, the translator needs to find an equivalent term. This generally happens when the translator translates poetry, songs, or literary texts. For example, the novel ‘Harry Potter and the Philosopher’s Stone’ was translated into ‘*Harry Potter dan Batu Bertuah*’.

h. Common Equivalent

The translator uses terms or expressions that can be found in the dictionaries or everyday life. For example the word ‘*curah hujan*’ is translated into ‘rainfall’.

i. Generalization

The translator uses terms that are more general or have been known by the public to translate. For example, the word ‘*kue*’ is translated into ‘cake’.

j. Linguistic Amplification

The translator adds a linguistic element when translating a term, phrase, or sentence. This translation technique is generally used when the translator does

dubbing or interpreting. For example, the word ‘Madiun’ is translated into ‘Madiun City’.

k. Linguistic Compression

The translator synthesizes the linguistic elements in the target language, and usually this translation technique is used when conducting stimulant interpreting and sub-titling activities. For example, the word ‘*ngomong-ngomong*’ is translated into ‘btw’ (read: by the way).

l. Literal Translation

The translator switches a word, sentence, or expression from the source text into the target text word-per-word. For example, “*jangan menilai sebuah buku dari sampulnya*” is translated into “don’t judge a book from its cover.”

m. Modulation

This translation technique involves shifting meaning into the target language because of the change in perspective that occurs between the writer and the translator. Usually this shift occurs in the lexical order or structure. For example, the sentence “*jariku terbakar!*” is translated into “I burn my finger!”

n. Particularization

The translator uses more specific terms to translate terms in the target language to clarify the meaning. For example, the sentence “*dia baru saja beli mobil baru* (a BMW-branded car)” is translated into “he just bought a new BMW”.

o. Reduction

This translation technique is the opposite of the amplification translation technique. The translator compresses or reduces the terms or expressions

written in the source text into the target language. For example, the sentence “*saya mencintaimu, Dik*” is translated into “I love you”.

p. Substitution

The translator transforms the linguistic elements into paralinguistic elements in the target text. For example, the word ‘*selamat datang*’ is translated into ‘he swung his hand to let them in’.

q. Transposition

The translator changes or replaces the grammatical category of a word, phrase, or sentence that is in the source text to the target text. For example, the sentence “*aku sedang mendiskusikan sesuatu*” is translated into “I am having a discussion about something”.

r. Variation

The translator changes the linguistic and paralinguistic elements that affect the aspects of linguistic variation, such as changing dialects or language styles. This translation technique is generally used when translating a drama text or literary work. For example, the sentence “*kamu jomblo ya?*” is translated into “are you single?”

From the two types of translation procedure/ technique described by Newmark (1988) and Molina-Albir (2002), the researcher used the translation techniques proposed by Molina and Albir with the consideration that Molina and Albir’s theory of translation technique has more varieties and more specifically described changes in the form of translation for units of analysis that could not be covered by Newmark’s translation procedure theory. In that way, the problems of

translation and the translator's attitudes towards particular terms could be identified more clearly if the variation of translation techniques used as a basis for this research was also more diverse.

5. Translation Quality

According to Schaffner, in the discussion about a translation as a product and a translation as a process, the matter of translation quality became the major priority (1997:1). The translation quality contains the element of 'value' which is supposed to be the same between the source text and translated text (Lauscher, 2000: 151). To describe the level of comparison optimization, there must be a comparison in the matters of text type, language characterization, and extra linguistic factors. The text type refers to the type of text, the language characterization refers to the semantic, grammatical, and stylistic characterization, and the extra linguistic factors refer to the verbalization strategies. When a researcher discuss a translation as a product, the researcher, in the same time, will also discuss the translation as a process, in the form of the ideology, methods, translation techniques, the aspect of translation quality will be brought up eventually, and to measure the translation quality, the researcher needs to arrange criteria to assess the translation quality (Honig, 1997).

The success of a translation in carrying out its function as a two-way communication tool is influenced by the translator's competence which automatically affects the translator in making decisions about terms or sentence structures that are the most appropriate when translating a source text (Nababan,

2012: 46). Taking into account the background of the previous target readers, the translators are required to be able to produce translations that are well received by the target readers.

The translation quality assessment actually has been debated since a long time ago, but there has not been any clear and objective criteria to evaluate the product of translation (Al-Qinai, 2000: 498). The objective criteria were first submitted by Nida and Taber in 1964, then Newmark in 1988, Machali in 2000, and the recent was Nababan, Nuraeni, and Sumardiono in 2012. The decision of using Nababan's translation quality assessment is based on the newness of the theory which was designed to improve upon the previous assessments.

According to Nababan, Nuraeni, and Sumardiono (2012: 44), there are three aspects that need to be observed when assessing the quality of a translation result, which are accuracy, acceptability, and readability.

a. Accuracy

Accuracy, according to Nababan, Nuraeni, and Sumardiono (2012: 44), is the equivalence of the source text with the target text. The following equivalence refers to the compatibility of contents and text messages. In addition, Shuttleworth and Cowie (1997: 3) also defined accuracy as a translation which was matched with the original text, the information from the source text was maintained well in the target text, the translation methods used by the translators must be more inclined to literal translation than free translation, and the meaning of the original translation contained in the target text must be appropriate or equivalent to what

was contained in the source text including the grammatical accuracy, suitability of meaning, and pragmatic equivalence.

The accuracy parameter of a translation consists of three categories (Nababan, Nuraeni, and Sumardiono, 2012: 50), which are:

- 1) Accurate if the meaning of words, technical terms, phrases, clauses, sentences, or the source text are transferred accurately into the target language and there is no distortion of meaning at all.
- 2) Less accurate if most of the meaning of words, technical terms, phrases, clauses, sentences, or the source text have been transferred accurately into the target language, but there is still a distortion of meaning, translation of multiple meanings, or omitted meanings which then interfere with the wholeness of message.
- 3) Inaccurate if the meaning of words, technical terms, phrases, clauses, sentences, or the text of the source language are inaccurately transferred to the target language or omitted.

The accuracy parameter was used to assess the quality of the translation result of the sale and purchase agreement letter of PT BRI Syariah Madiun with the consideration that the agreement letter is a type of legal letter. A legal letter produces a bond based on the law between the writer and the reader. However, the translation of legal letter must be fully inclined to the source text considering that the law in effect at the time the text was written is the law of the source-speaking country. Therefore, the aspects of acceptability and readability are not much cared for by the translator because the main focus in the translation process is the

accuracy between the source text and the target text. No matter whether the words or sentences are uncommon or unusual for the target readers, the translator will translate the text as it is.

b. Acceptability

Acceptability is the naturalness of a translation for the target readers related to the language and culture system of the target language user. Nababan, Nuraeni, and Sumardiono (2012: 44-45) explained that, “acceptability refers to whether a translation has been disclosed, in accordance with the rules, norms and culture that apply in the target language or not, both at the micro level and at the macro level”. The essence of the following statement is that the translation produced by a translator must be adapted to the culture prevailing in the target-speaking country, so that the target readers will feel comfortable when the reading process occurs.

The acceptability parameter of a translation consists of three categories (Nababan, Nuraeni, and Sumardiono, 2012: 51), which are:

- 1) Acceptable if the translation feels natural, the technical terms used are common for the target readers, as well as phrases, clauses, and sentences used are in accordance with the target language rules.
- 2) Less acceptable if the translation generally feels natural, but there is little error in the use of technical terms, such as grammatical errors.
- 3) Not acceptable if the translation does not feel natural when it is read. The technical terms used do not feel familiar to the target readers, as well as the phrases, clauses, and sentences used are not in accordance with the target language rules.

The acceptability parameter was used to measure the translation quality of the profile booklet of Madiun City with the consideration that the profile booklet of Madiun City contains information related to Madiun City and the purpose of making the booklet is to introduce Madiun City to foreign tourists. In connection with the purpose of making the booklet, the translator needs to pay attention to the specific terms that appear in the booklet whether they are available in the target language too or not, if it is not, the translator must use specific strategies in translating, so that those specific terms become acceptable to the target readers. The aspects of accuracy and readability were not taken into account in this translation quality assessment because the main focus of the translation is the information contained in it, whether it is acceptable or not for the target readers. The translator is not bothered by the ease of the readers in reading the text in one reading and the accuracy aspect of the source text. The translator may become explorative with the sentence structures, word choices, and may provide a long description if necessary to convey the information contained in the source text more acceptable.

c. Readability

Richard explained that the readability aspect referred to how easily a translation text can be understood by the target readers (Nababan, 1999: 62). The purpose of the word 'easy' is that when the reading process occurs, the readers do not need to do repetition to be able to understand the meaning of a word, phrase, or sentence.

The readability parameter of a translation consists of three categories (Nababan, Nuraeni, and Sumardiono, 2012: 51), which are:

- 1) High readability, if words, technical terms, phrases, clauses, sentences, or the translation text can be easily understood by the readers.
- 2) Moderate readability, if in general the translation can be understood by the readers, but there are certain parts that must be read more than once to understand the translation.
- 3) Low readability, if the translation is difficult to understand by the readers.

The readability parameter was used to assess the quality of the short story of 'Banyuwangi'. The short story of 'Banyuwangi' is a children's story, so the dictions used in the short story of 'Banyuwangi' are the most easily understood and the most familiar for school-age children. In addition, the smoothness of the target readers in reading the narrative text is very much considered by the translator, so that the target readers can quickly capture the text content and not dwell on one part of the text that makes them have to read it repeatedly to capture its meaning. The accuracy and acceptability are not the main focus for the translator because the translator is given the freedom to explore the grammatical aspects but the word choices are the one that best represents or approaches the source text, as well as the easiest.

d. Content and Face Equivalence

In addition to the accuracy, acceptability, and readability parameters, there is content and face equivalence that was used by the researcher to assess the quality of the translations produced by International Language Institute of

Universitas Indonesia (LBI UI). If the accuracy parameter was only used to assess the quality of the translation text of the sale and purchase agreement letter of PT BRI Syariah Madiun, the acceptability parameter for the profile booklet of Madiun City, and the readability parameter for the short story of 'Banyuwangi', the parameter of content and face equivalence was used to assess the quality of all those three texts.

According to Machali (2000: 115), an assessment of translation can be seen through the aspect of content and face validity. The target of content and face validity is the largest unit of a text, namely the text content to the smallest units such as words must match and synergize with each other as in the source language text. Deviation of meaning and intent of the author are not allowed, equivalent words must be appropriate and common, the terms used must be standard, correct, and clear, and the spelling must be correct and in accordance with the rules in the target language (Machali, 2000: 115). Actually, in Nababan's parameters also included a number of things that had been mentioned by Machali, but in Nababan's parameters, the following aspects were not stated clearly and in detail so that the researcher needed to use one more type of parameter that was general in nature, including things which were not contained in the parameters of Nababan, so it could produce a more accurate quality assessment.

If it is associated with the quality assessment of a translation text in general, the content and face equivalence has the greatest role. A translation can be categorized as a nearly perfect translation if the meaning contained in the source text can be transferred well into the target text, in terms of delivery, spelling,

semantics, pragmatics, and idioms. If the translation text is equivalent with the source text, then it will give its own value in assessing the quality.

Furthermore, the quality of a translation text as a mean of communication can be viewed from the translation product produced. If the meaning (content) can be well received and understood by the target readers, it can be said that the translation product is also included in the perfect category as a mean of communication. Therefore, to score the quality of a translation, an assessment is needed that can be used as a reference and self-reflection for the translators in order to develop their expertise in translation, and to find out the quality of the translation more accurately because the assessment is carried out by the experienced people in the field of translation. This was mentioned by Newmark (1988: 185) which stated that:

“Firstly, painlessly improves your competence as a translator, secondly, because it expands your knowledge and understanding of your own and the foreign language as well as perhaps the topic, thirdly, because in presenting you with options, it will help you to short out your ideas about translation.”

Newmark said that translation quality assessments helped the translators to improve their competencies, develop knowledge of foreign languages, and provided a deeper picture of translation. It cannot be denied that the translation quality assessment has a very significant impact on translator’s expertise.

In this research, in addition to the parameters of accuracy, acceptability, and readability, the researcher decided to use the parameter of content and face equivalence. Therefore, to support the purpose of this research, the researcher directly adapted the translation assessment parameter proposed by Machali (2000)

to be used as a parameter of content and face equivalence. The following is the translation assessment parameter proposed by Machali (2000: 119-120):

Category	Score	Description
Almost Perfect Translation	86 – 90 (A)	Fair delivery; hardly feels like a translation; no spelling mistakes; no grammar errors / irregularities; there is no mistake in the use of the term.
Very Good Translation	76 – 85 (B)	There is no distortion of meaning; there is no rigid literal translation; there is no mistake in the use of the term; there are one or two grammatical / spelling mistakes.
Good Translation	61 – 75 (C)	There is no distortion of meaning; there are rigid literal translations, but relatively not more than 15% of the entire text, so it doesn't feel like a translation; grammatical errors and relative idioms are not more than 15% of the entire text. There are one or two non-standard / general terms. There are one or two spelling mistakes.
Moderate Translation	46 – 60 (D)	Feels like a translation; there are some rigid literal translations, but relatively not more than 25%. There are some idioms and grammatical errors, but relatively not more than 25% of the entire text. There are one or two usage terms that are not standard / not common and / or not clear.
Bad Translation	20 – 45 (E)	Very feels like a translation; too many rigid literal translations (relatively more than 25% of the entire text). Distortions of meaning and errors in the use of the term are more than 25% of the entire text.

The content and face equivalence parameter above was used to assess the quality of translated text as a whole in the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi'.

According to Honig (1997) there are four parties who will get the benefits of translation quality research who are the target readers, the professional translators, the other researchers in the same field of research, and the participants of translation training. With this in mind, the researcher felt an urge to scrutinize the translation quality of a translation service provider, especially International Language Institute of Universitas Indonesia (LBI UI) because this research practically will give needed information for people who are included in this field.

6. Types of Text

Reiss (in Munday 2000: 72) stated that there are three types of text and their characteristics:

a. Informative Text

This type of text is composed of information, opinions, or knowledge. The dimension of language used to divert information is usually logical and referential, and the content of the text or topic discussed in the text is communicatively translated, according to the main purpose of the topic as the main focus of communication.

b. Expressive Text

The author uses the aesthetic language dimension to produce creative text compositions. The thing that is put forward in this type of text is the form of the message to be conveyed or the message to be conveyed through the text.

c. Operative Text

This type of text requires an action response, and the purpose of making this text is to seduce or invite the readers to behave or think according to the will of the author. The form of language used is dialogic.

Furthermore, here are examples of text based on the types of text described by Reiss (in Munday 2008: 73):

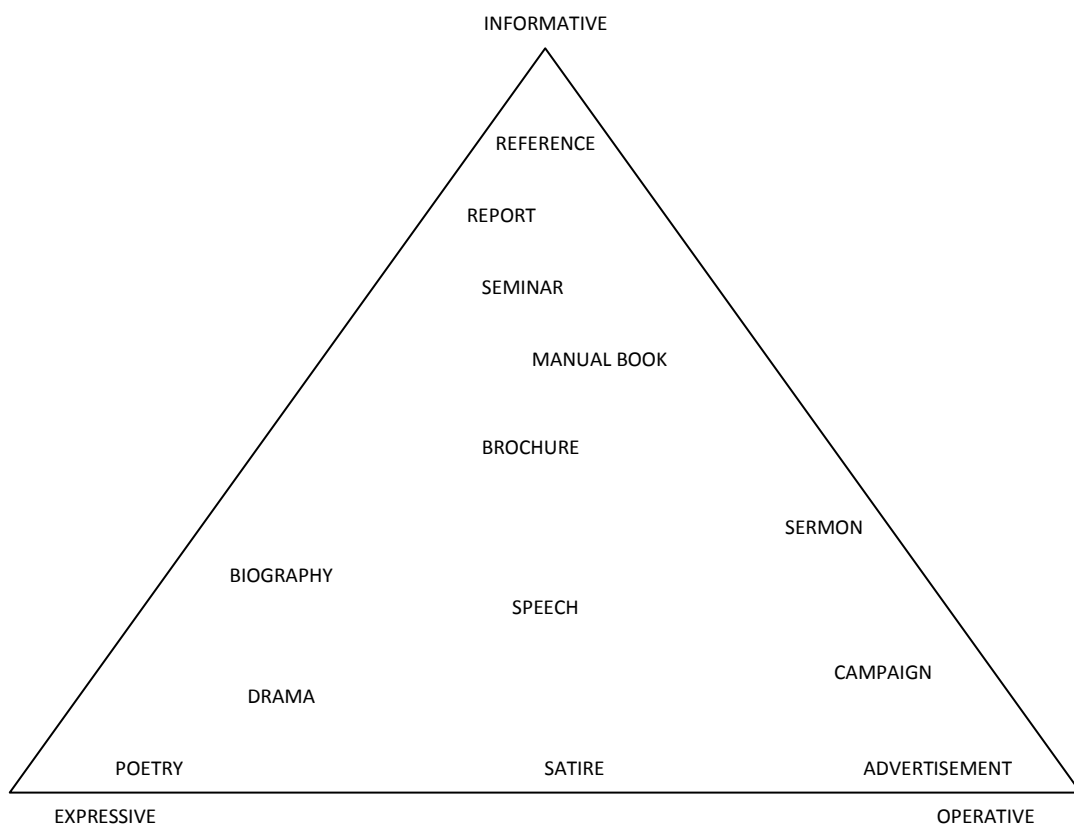


Figure 3. Reiss's Text Type Pyramid

The picture above shows that there are several texts such as poetries (in the expressive text type), advertisements (in the operative text type), and reports (in the informative text type) which can be categorized as expressive, operative, or informative text types as a whole. However, there are also certain texts that can be

categorized as a combination of two or three types of text at once, such as biographical texts which are included in the combination of expressive and informative text types, then there is a tourism brochure text that is included in the combination of expressive, informative, and operative text types at once. The tourism brochure generally contains information related to the tourism objects, but usually the writer will use suggestive invitation sentences with the aim to invite the readers in order to visit the tourist attractions. The author also pours his thoughts or opinions on these tourism object brochures by using creative and aesthetic sentences to produce beautiful and interesting tourism brochures to read.

In this research, the researcher used three types of text to measure the quality of the translation results. The three types of text were translated by a translator from International Language Institute of Universitas Indonesia (LBI UI). The three types of text are the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi'.

7. Sale and Purchase Agreement Letter of PT BRI Syariah Madiun

A sale and purchase agreement (*akad*) letter is a contract letter issued by a Syariah bank as a substitute for the credit system in a conventional bank. The mechanism of writing a sale and purchase agreement (*akad*) letter is that the buyer/customer submits an application to the bank to purchase an item (house, motorized vehicle, etc.). If the bank grants the request, the bank will buy the item and then resell it to the buyer/ customer with the payment system in the form of monthly installments. At this time, the sale and purchase agreement (*akad*) letter

is made to then be used as a material for negotiation between the bank and the buyer/ customer until it reaches an agreement on the price of the sale and purchase of the item. The ownership of the item is addressed to the bank until the buyer/ customer has successfully repaid the installments. If the buyer/ customer succeed in paying off the installment, the ownership of the item will change hands to the buyer/ customer.

Based on the explanation above, the sale and purchase agreement letter of PT BRI Syariah Madiun is included in the category of informative text. The sentences used in the text were neutral; the author did not use expressive or suggestive sentences as required by a text to be categorized as an expressive text or operative text. The language dimension of the text of the letter was logical and the aspects to be highlighted in the text were detailed text contents. There were no futile sentences, all sentences were written with prior consideration, and the explanation was made as dense and clear as possible to avoid ambiguity.

8. Profile Booklet of Madiun City

In 2016, Madiun City released a city profile booklet containing general and specific information about Madiun. The booklet is used by the government to introduce Madiun City to travelers who are on vacation in Madiun City, honored guests, and the public. The information provided by the author in the booklet includes the geographical and administrative locations, history of Madiun, vision and missions, administrative areas, demography, transportation facilities and infrastructure available in Madiun, health facilities, educational facilities, tourism

facilities, hotel facilities, trade facilities, financial service facilities, places of worship, telecommunications, Community Water Utility Company (*PDAM*), and electricity networks, as well as the regional economies, industries, and investment opportunities. The information is presented in a concise manner to facilitate the readers in understanding its contents.

The booklet profile of Madiun City is included in the combination of informative and operative text types. The booklet can be categorized as an informative text because it contains factual information about Madiun starting from the geographical conditions, administration, demographics, then the history of the city, facilities and infrastructure available in the city, facilities related to people's life as well as the vision and missions, city development plans, and investment opportunities. In addition, the profile booklet of Madiun City is also included in the category of operative text type because in some parts of the text there are several sentences that contain the elements of invitation to the readers. For example, in the section 'Investment Opportunities' (Madiun City Regional Secretariat, 2016: 53) there was a sentence:

“Posisi Kota Madiun yang strategis sebagai Pusat Satuan Wilayah Pengembangan (SWP) Jawa Timur bagian barat dan didukung dengan sarana prasarana yang memadai maka peluang investasi/bisnis yang dapat ditawarkan antara lain...”

Indirectly the sentence was written with the aim to promote and offer any investment opportunities available if the readers live in Madiun. However, mostly the city profile booklet is categorized as an informative text because most of the sections contain information that is neutral or not suggestive.

9. Short Story of ‘Banyuwangi’

The short story of ‘Banyuwangi’ briefly presented a love story between Sidapaksa and Sri Tanjung in Sindureja Kingdom. One day, Sidapaksa was sent by King Sidareja to hunt a deer in the forest. Because he did not get the deer he wanted at the time, he decided to stay overnight at Ki Buyut’s house. From there, Sidapaksa met Sri Tanjung for the first time and immediately fell in love with Sri Tanjung. Not too long, Sidapaksa and Sri Tanjung got married. He brought Sri Tanjung to live in the palace. Unexpectedly, it turned out that the king also wanted Sri Tanjung. Therefore, the king sent Sidapaksa to go to the Kingdom of Indran with the aim of alienating Sidapaksa from Sri Tanjung. The king planned to make Sidapaksa to be killed in the hands of the genies that lived in the Kingdom of Indran. However, in the end Sidapaksa managed to return to the palace safely. This made the king shocked, so he then slandered Sri Tanjung before Sidapaksa by saying that after he left to go to the Kingdom of Indran, Sri Tanjung had an affair with the palace guards. Instantly, Sidapaksa drew his dagger to kill Sri Tanjung. Before being killed by Sidapaksa, Sri Tanjung said that if the smell of the water became fishy, Sri Tanjung was indeed guilty. However, if the smell of the water turned out to be fragrant, Sri Tanjung was innocent. Then, Sidapaksa unloaded the dagger towards Sri Tanjung. Sri Tanjung fell into the river and immediately the smell of the water turned fragrant. Since then, the name of the area was known by the community as Banyuwangi.

When referring to the three types of text proposed by Reiss (in Munday, 2000: 72) above, the short story of ‘Banyuwangi’ belongs to the category of

expressive text type. The short story is included in the category of expressive text type because the writer expressed a story in expressive and aesthetic sentences, so it is interesting to read.

10. Terms Containing Cultural Elements

If you consider the type of text, register, and the purpose of making the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi', the differences will be revealed. The short story of 'Banyuwangi' is an expressive type of text, the registers are children and adolescents in the school age, and the text function is to convey a story and to entertain the readers; the profile booklet of Madiun City is a type of informative-expressive text, the register is the public, and the text function is to introduce Madiun City; the sale and purchase agreement letter of PT BRI Syariah Madiun is an informative type of text, the register is the public in the banking activity environment, and the text function is to make agreements and provides binding information. Even so, from those three texts, one thing they have in common is that in those three texts, there are cultural elements contained. Besides being used to tell about the origin of Banyuwangi, the short story of 'Banyuwangi' is used to introduce the culture in Banyuwangi, it can be seen from some cultural entities listed in the short story, such as '*Ki*', '*patih*', and '*banyu*'. In the profile booklet of Madiun City, clearly and in detail, the author listed various cultural entities in Madiun and surrounding areas, remembering that the main purpose of making this text is to show and introduce Madiun as a unit

consisting of the aspects of demography, administration, history, economy, tourism, and so on. In the sale and purchase agreement letter of PT BRI Syariah Madiun, the culture of the Islamic community is reflected in the agreement letter, and there are many Arabic terms included in the letter as parts of the agreement, such as ‘*akad*’, ‘*fatwa*’, and ‘*syariah*’.

Referring to the three types of text and the characteristic similarities that the authors tried to highlight, the researcher decided to focus this research on the analysis of terms related to the cultural aspects. The guideline used by the researcher to determine which terms belonged to the cultural aspects were based on Newmark’s (1988) theory which explained that there were several categories of terms that contained elements of material culture such as:

a. Foods

It consists of terms related to food, drink, or how to present it (Newmark, 1988: 97). As an example in the profile booklet of Madiun City, the food terms that can be found are *pecel*, and *soto*.

b. Clothes

It consists of terms related to traditional clothing, national costumes, and objects related to one’s appearance or one’s daily activities, and how to dress (Newmark, 1988: 97). For examples, *kemben*, *jarit*, *kebaya*, and *koko* clothes are terms in Indonesian that fall into the category of clothes.

c. Places of Living

It consists of terms related to the residence of a community or public spaces (Newmark, 1988: 97-98). For example, in the Java Island there is *pendhopo*.

d. Transportation

It consists of terms related to means of transportation and the transportation systems (Newmark, 1988: 98). For example, the profile booklet of Madiun City contains transportation terms such as *becak*, *delman*, and *ojek*.

In addition to terms containing the elements of material culture above, there are terms that contain the elements of social culture. Newmark (1988: 98) described the terms that contained elements of social culture as manifestations of culture in a community that were expressed specifically by using language, resulting in terms that contained foreign cultures for readers or listeners outside the community. The following are some kinds of term category which are included in the elements of social culture:

a. Jobs

It consists of work-related terms. There are several things that need to be considered in translating job terms. First, the translator needs to know the background of the term, whether it is used to describe the real thing (denotative) or used to liken something (connotative) (Newmark, 1988: 98-99). For example, the word '*buruh pabrik*' in Indonesian is translated into 'factory worker' in English. In English, the best equivalent for the word '*buruh*' is 'laborer', but the term 'laborer' is usually used to describe workers who do physical work outdoors such as construction workers or workers in the mining, while the term '*buruh pabrik*' means workers who work inside the factory. Second, the translator needs to know whether the job term is used to represent a job or as a call to someone. For example, the word '*Pak Direktur*' is

translated as ‘Mr. Chairman’. This word is not included in the category of job because the purpose of using the word ‘*direktur*’ is to call someone or give a title to someone.

b. Leisure Time Activity

It consists of terms containing activities carried out in the free time by a particular community (Newmark, 1988: 99). For example, the term ‘*petak umpet*’ refers to one of the traditional games in Indonesia where someone will count numbers that have been agreed upon beforehand while others will hide as long as the counter is counting. This game is usually played by children in their spare time and can be played anywhere.

c. Appellation

It consists of appellation terms addressed to someone and often used in a particular community. These appellation terms are created based on people’s physical characteristics, behavior, and jobs. For example, based on the history of Hindu Buddhist kingdoms on Java Island, there is a historical figure named Empu Tantulaar. The word ‘*empu*’ is one type of appellation term based on the job of the person named Tantulaar. Then, the term ‘*Si Jabrik*’ is used to call someone who has a thick and stiff hairstyle like a brush.

d. Cultural Event

It consists of terms used to name an event or cultural activity that occurs or is carried out by a community or in a particular country. These cultural events relate to organizational, religious, artistic, and special terms related to the concept or idea of life. As an example, the term ‘*halal bi halal*’ in Muslim

community in Indonesia is used to describe a gathering with relatives or colleagues with the aim of connecting together or doing reunion together. This cultural event generally occurs once a year after the month of Ramadan.

In addition to the categories of material and social cultures, there are categories of organizational, customs, activities, procedures, and cultural concepts that need some attention. These element categories include:

a. Politics and Administration

According to Newmark (1988: 99) the political and social life of a country is reflected in institutional terms. Several ministries and political institutions can be translated into alternative terms that are more familiar. Even so, if the text to be translated is a serious, professional, or important nuance text such as an academic journal, textbook, or report, then more demands must be met in terms of translation. Administrative categories include administrative terms such as territorial administrative terms namely '*kabupaten*', '*kota praja*', and '*karesidenan*'.

b. Religion

According to Newmark (1988: 100), languages related to religion are translated by adjusting the interests of the target language users and the most common terms tend to be naturalized. For example, the term '*vihara*' in Indonesian refers to the place of worship of Buddhists called '*vihara*' as well. The religious category includes various kinds of terms related to religion, can be in the form of religious events, religious terms, places of worship, and religious entities contained in the scriptures, history, or stories.

c. Artistic

Newmark (1988: 100) stated that the artistic category includes names of buildings such as museums, theater buildings, opera houses, and other buildings that contain historical and artistic elements.

By sticking to the ten categories of terms that contain cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts, the researcher specified this research by only choosing terms that contained the cultural elements mentioned above in the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi'.

11. LBI UI's Profile

International Language Institute of Universitas Indonesia (LBI UI) is an academic unit of Faculty of Humanities, Universitas Indonesia. The establishment of this institution is specifically intended to provide language services for the customers. The institution is located in two main sites, which are in Depok Campus and Salemba Campus. However, the main activities are held in Depok Campus. The history of the establishment of the institution was initially based on the conditions of lectures at Universitas Indonesia before the independence era, where some lectures were still given in Dutch. Therefore, in 1951, the Minister of Education decided to launch a regulation which was the use of Indonesian as the intermediate language in the lectures. In addition, in order to provide teaching staff for middle schools, Faculty of Humanities opened an education program

which is then now managed by the Teaching and Education Institute (IKIP). From this stage, a language institution of Faculty of Humanities was born, which at its inception was known as Institut voor Taal en Cultuur-Onderzoek/ ITCO) whose initial task was to research Indonesian language and cultures. Then the name was changed into Language and Literature Institute which is now administratively under the authority of the Ministry of Education and Culture, and Faculty of Humanities then established a new institution which is then called International Language Institute (Lembaga Bahasa Internasional/ LBI) which provides Indonesian Language Program for Foreign Speakers (BIPA), Language Services Program (PPB), and Translation Development Program (PPP).

Some of the translators from International Language Institute of Universitas Indonesia (LBI UI) are members of Association of Indonesian Translators (Himpunan Penerjemah Indonesia/ HPI), such as Nike Sinta Karina and the former director of International Language Institute of Universitas Indonesia (LBI UI) Christine T. Bachrun.

International Language Institute of Universitas Indonesia (LBI UI) has even been selected by the government of DKI Jakarta to conduct a proficiency test for translators for some years. The translators who passed the test would be acknowledged as sworn translators who can work in many particular texts rather than the non-sworn translators. However, the privilege to conduct the proficiency test has been delegated to some ministries, such as the ministry of foreign affairs and the ministry of state secretariat.

Besides that, International Language Institute of Universitas Indonesia (LBI UI) has been selected by the ministry of national development planning of Republic of Indonesia to be one of the language service institutions in Indonesia to prepare the human resources who get scholarships to study in the foreign countries and domestic universities. Next, International Language Institute of Universitas Indonesia (LBI UI) also is in corporation with Squaline, an online learning platform from Indonesia to open online language class from its customers.

B. Relevant Studies

Researches on the analysis of translation technique and quality have been carried out by many previous researchers. One of them is Havid Ardi (2010). With the research title “Analysis of Translation Technique and Translation Quality of the Book of the Origins of Modern Minangkabau Elite: Response to XIX/XX Dutch Colonial Ages”, the researcher revealed the form and the use of translation technique in the book with the aim of describing the technique, method, ideology, and the impacts of applying the technique on the quality of the translation in terms of accuracy, acceptability, and readability.

Another similar research is from Asri Handayani (2009). This research is entitled “Analysis of Translation Ideology and the Assessment of Translation Quality of Medical Terms in Lecture Notes on Clinical Medicine”. The purpose of this study is to describe the technique, method, ideology, and the quality of the translations of medical terms in the text.

Another relevant research has also been conducted by Andy Banyu Nugroho. S. (2010) with his thesis titled “Translation Technique of Wordplay and the Translation Quality in the Novel Charlie and the Great Glass Elevator by Roald Dahl”. This research described the form and function of wordplay in the source text, identified the translation techniques used to translate wordplay which were used in the target text, and revealed the impacts of the translation techniques on the quality of the translation.

Etty Ekowati, M.R. Nababan, and Riyadi Santosa (2017) also wrote about the analysis and the quality of a translation but with more specific research subjects. In their journal entitled “Analysis of Translation Technique and Translation Quality of the Metaphoric Expressions in the Novel a Thousand Splendid Suns by Khaled Hosseini”, they analyzed the translation techniques used to translate the nominative, predicative, and figurative expressions, and analyzed the shifts in syntactic and figurative language functions as the results of the application of the translation techniques, and the impact of these techniques on the translation quality of the metaphoric expressions, and the impacts of these techniques on the translation quality of the expressions from the aspects of accuracy, acceptability, and readability.

Another research is from Priska Meliasari, M.R. Nababan, and Djatmika (2016) with the title “Translation Analysis of Euphemism and Dysphemism Expressions in the BBC Online News Text”. This research described how euphemism and dysphemism expressions were translated from English to Indonesian in the text.

Roswani Siregar also talked about the translation analysis in her thesis entitled “Translation Analysis and Technical Term Interpreting: A Case Study on the Translation of Contract Documents”. There are six contract documents that were used as the products of translation which are accounting, management, and finance. The researcher focused on the analysis of translation methods to get the data.

Another research from Rahma Ilyas (2014) entitled “Analysis of Translation Technique and Translation Quality of the Translation of Birth Terms in the book Williams Obstetrics 21st Edition” also described the types of birth terms in the text, describing the translation techniques used, describing the impact of using the translation techniques on the quality of the translation terms in the book.

In addition, there is a research from Roswita Silalahi (2009) entitled “The Impacts of Translation Technique, Method, and Ideology on the Quality of Medical-Surgical Nursing Text Translation in Indonesian.” The purpose of this research is to analyze the translation techniques applied in translating the text, especially for the medical terms, describe the translation method use, and express the translation ideology, assess the impacts of techniques, methods, and ideology on the quality of the translation.

In addition, there is a research from Vibry Andina Nurhidayah (2014) entitled “Analysis of Translation Technique and Translation Quality of Cultural Terms in the Film Percy Jackson and the Olympians Thief”. This research examined the cultural terms in the subtitles of the film. The purpose of this research is to find out the various cultural terms in the subtitles of the film, the

translation techniques used to translate the term, and describe the quality of the subtitles' translation.

Another research is from Irta Fitriana (2014) with the title "Analysis of Translation Technique and Translation Quality of Expressive Speech Acts in the Novel *Stealing Home* by Sherryl Woods. This research analyzed the variety of expressive speech acts in the novel, analyzed the translation technique used to translate the expressions, and analyzed the quality of the translated expressive speech acts by considering the aspects of accuracy, acceptability, and readability.

Then, the last research is an academic journal composed by Asmaul Fauziyah, Irhamni, and Ali Ma'sum entitled "The Accuracy of the Results of Arabic Translations into Indonesian by Using Google Translate". The general purpose of this research is to describe the accuracy of the translation of the *Fathul Qarib* and *La Tahzan* books by using the application.

C. Conceptual Framework

Conceptual framework is a series of thought paths carried out by the researcher from the start of the research until the researcher obtains the final results or conclusions from the research. In this research, the researcher analyzed the translation results of sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi'. The three types of text were previously translated by International Language Institute of Universitas Indonesia (LBI UI). After obtaining the translation results from the institution, the researcher handed out the translation texts to the rater to be

assessed regarding to the quality of the translation including the accuracy, acceptability, readability, as well as content and face equivalence. Meanwhile, the researcher also sorted out words, terms, or expressions that contained cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts. After the rater gave feedbacks, the researcher analyzed the overall translation quality assessment scores, whether the translations produced by International Language Institute of Universitas Indonesia (LBI UI) were included in the high category for each of its parameters. Then, from a collection of terms that contained cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts that were successfully obtained by the researcher, the researcher analyzed the use of translation techniques in these terms. The next step was to analyze the effects of translation technique towards the quality of the translated cultural terms in the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi'. In addition, from the results of the analysis of the translation technique and the quality of the translation results, the researcher drew conclusions from the research. For more details, here is a chart of the steps of the mindset in this research:

