

**TRANSLATION OF POLITICAL ADVERTISEMENTS FROM ALAS  
LANGUAGE INTO INDONESIAN**

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**Abstract**

The objectives of this study are to describe the process of translation of political advertisements from Alas language into Indonesian, to describe the problems of translating political advertisements from Alas language into Indonesian and to describe how the language style of Alas language in political advertisement persuaded the voters. The qualitative research was applied. The data were collected by using camera and text in the banners or pamphlets were rewritten on paper. There are seven data of political advertisement that used Alas language in election of year 2019. The writer translated the political advertisement from Alas language into Indonesian by using Newmark procedure. The data were analyzed by using Larson's Steps in a Translation Project that consists of: establishing the project, revised draft, consultation and final draft by attached the picture of the political advertisement in Alas language. The findings are: first, translation political advertisement from Alas language into Indonesian deliberated morphology, cultural equivalent, and descriptive equivalent. Second, it used intimate style. Third, there are some similarities word in Alas language and Indonesian. Fourth, language style in political advertisement in Alas language used proverb and euphemism. As a result, translation political advertisement from Alas language into Indonesian concern to cultural equivalent that the problems in translating political advertisement from Alas language into Indonesian related to the culture that covered explicit and implicit meaning and language style of political advertisement of Alas language used intimate style through proverb and euphemism.

**Keywords:** *Alas language, euphemism, political advertisement; proverb;*

**INTRODUCTION**

Communication is the exchange of information between individuals. Global communication is a defining feature of the world we live in today. Every day, millions of people connect verbally or nonverbally around the globe. Thompson claimed that communication is so ingrained in our daily lives that we often take it for granted, rarely pausing to consider what it entails or how critical it is (Thompson, 2003). The term "communication" refers to the act of sharing and delivering a message amongst people.

Politicians use both verbal and nonverbal communication to convey their message. Politicians communicate nonverbally in a variety of ways, one of which is through banner advertisements. A political campaign is a concerted effort to sway a group's decision-making

process. In democratic contexts, the term "political campaign" is frequently used to refer to electoral campaigns during which legislators are elected or referendums are resolved. The most visible campaigns in contemporary politics revolve around candidates for head of state or head of government, frequently a President or Prime Minister.

In every election period, many politicians that represented their party set up their banner along the road by advertising their existence. The language which they use in banner sometimes is in local language. Usually, they use local language in order to build familiar language to the citizens. Politics is identical to advertisements. This is the environment in which every politician must work. Politicians frequently talk, engage in political discussions, and occasionally address the public in their own country, but they recognize that they cannot visit every location due to time constraints. As a result, ads on banners can effectively communicate their existence through the use of a few key words (Lubis et al., 2021).

For voters, the campaign message encapsulates the candidate's views. Frequently, the message will contain a plethora of talking points about policy issues. The points encapsulate the campaign's central themes and are frequently repeated in order to leave a lasting impression on voters. During many elections, the opposition party will attempt to divert the candidate's attention away from the talking points by posing unrelated policy or personal questions. The majority of campaigns prefer to keep their message broad in order to reach the greatest number of people possible. A message that is too specific can alienate voters or ensnare the candidate in minutiae.

The process of conveying the meaning of the source language into the target language is called translation. The meaning should not deviate from the source language's meaning. A translator must take into account not only the two languages, but also the two cultures, as certain concepts in the source language may lack lexical equivalents in the target language. Historically, translation has been regarded as a derivative activity rather than an original or creative one. This idea presupposes that a translation must be 'as excellent as' the original and that translators are considered 'good' when their work is transparent and devoid of stylistic flourishes. As a result, translators are expected to replicate the original's style as nearly as possible (Bosseaux, 2007).

Alas language is one of Acehnese languages. It is necessary to maintain this language because Alas language is not like other Acehnese languages in general. This language is a bit similar to Karonese and Gayo language. In order to maintain this language, some political parties in South East Aceh use the language. The writer would like to study about political advertisements during the election time in South East Aceh which is used Alas language. The political advertisements in Alas language will be translated into Indonesian. These principles are critical for translation since their use in comparative linguistics indicates unequivocally that meanings and meaning structures do not correspond across languages. From a linguistic standpoint, each language exhibits gaps and shifts when compared to other languages (Fawcett, 2003). Political advertisements written in Alas were translated into Indonesian.

The study focused on forms, meaning and language style of translation in political advertisements from Alas language into Indonesian language. The problems of the study are: How are political advertisements in Alas language translated into Indonesian? What are problems in translating political advertisements from Alas language into Indonesian? And How do the political advertisements in Alas language persuade the voters? The study's objectives are to detail the process of translating political commercials from Alas to Indonesian, to discuss the difficulties inherent in translating political advertisements from Alas to Indonesian, and to discuss how the Alas language's language style swayed voters. The study's findings are beneficial for developing translation subjects through the use of proper approaches, assisting readers in studying the translation process, and increasing students' awareness of interlingual translation. Besides, the study will be significant practically for informing the politicians about interpreting translation in political advertisements, and other social fields which have relationship with linguistics about the role of translation in political advertisements.

## **LITERATURE REVIEW**

### **Translation**

Translation is the process of converting one language to another. Larson asserts that translation is fundamentally a change of form (Larson, 1984). He explains that a language's structural elements are the words, phrases, clauses, sentences, and paragraphs themselves. The form of the source language is replaced by that of the receptor (target) language during translation. Munday (2008) argues that the term "translation" can refer to a number of distinct concepts. To begin, it can refer to the field of translation in general, the finished product, specifically a translation of a text, or the translation process itself. A translator modifies the language code of an original ST in order to convert it to another language of a TT. He also makes reference to Jacobsen's definition of translation when attempting to illustrate the concept. Three distinct types of translation exist as a result of this concept:

- (1) First, it is an intralingual translation, which entails the interpretation of verbal signs using other signs from the same language, i.e. rewording a text in other words from the same language,
- (2) Second, it is an interlingual translation, also referred to as proper translation, which entails the interpretation of verbal signs using another language,
- (3) Thirdly, there is intersemiotic translation, which is the process of interpreting verbal signs using non-verbal sign systems (Jakobsen, 2002).

### **Translation Techniques**

There are a variety of techniques for translating a source language into a target language. A translator should be familiar with the various types of relationships between languages prior to performing translation. Retsker (1974), a Russian translation theorist, distinguishes three types of relationships between a source language and a target language:

- (1) equivalence,
- (2) variant, and
- (3) contextual correspondence

The translation procedure is intended to serve as a guide for those who wish to translate. Nida (1964) depicts the following:

- (1) a comparison of the source and target languages,
- (2) an in-depth examination of the source language text prior to attempting translation, and
- (3) judgments about semantic and syntactic approximations.

Anne (2000), another expert, proposes the following procedures for translating CSCs (Procedures for translating culture-specific concepts):

- (1) making up a new word,
- (2) explaining the meaning of the SL expression rather than translating it,
- (3) retaining the SL term in its entirety, and
- (4) selecting a word in the TL that appears similar to or has the same "relevance" as the SL term.

Meanwhile, Newmark (1988) suggests the following procedures for translation:

- (1) transference: it is the process of transferring an SL word to a TL text,
- (2) naturalization: the process of adapting the SL word to the TL's normal pronunciation and then to the TL's normal morphology. Cultural equivalent: this entails substituting a TL term for an SL term. They are, however, "inaccurate." It requires the use of a culture-neutral term as a functional equivalent.
- (3) descriptive equivalent: this procedure clarifies the meaning of the CBT in a few words,
- (4) componential analysis refers to "comparison of an SL word with a TL word that has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their shared and then their dissimilar sense components." It is a "close TL equivalent." Here, economy takes precedence over accuracy,
- (5) through-translation: this is the literal translation of frequent collocations, organizational

- names, and chemical components. Additionally, it is referred to as calque or loan translation,
- (6) shifts or transpositions: this refers to a change in the grammar from the SL to the TL, such as (i) the change from singular to plural, or (ii) the change required when a particular SL structure does not exist in the TL. (iii) transformation of an SL verb into a TL word, transformation of an SL noun group into a TL noun, and so forth,
  - (7) modification occurs when the translator reproduces the message of the original text in the TL text in accordance with the TL's current standards, as the SL and TL may appear dissimilar from a perspective standpoint,
  - (8) recognized translation: occurs when the translator "consistently employs the official or generally accepted translation of any institutional term",
  - (9) compensation occurs when the loss of meaning in one part of a sentence is offset by the addition of meaning in another part,
  - (10) this procedure clarifies the CBT's meaning. This is a much more detailed explanation than the descriptive equivalent,
  - (11) couplets: this is a term that refers to when the translator combines two distinct procedures.

Larson (1984) proposes the following steps for a translation project:

(1) Establishing the project

When establishing a project, four 'T's are involved: text, target, team, and tools. The text refers to the document being translated in the source language. Translations are chosen for a variety of reasons. The translator should consider why he chose the text and the likelihood of it being used by the receptor language audience. The term "target" refers to the intended audience. It is for these purposes that the translation is prepared. The term "team" refers to the individuals who will be working on the project. If an individual is a competent speaker of both the source and receptor languages, the project may be completed entirely by one person. The term "tools" refers to the written source materials that will be used to assist the translator. These include, in addition to the document to be translated, any available dictionaries, lexicons, grammars, and cultural descriptions in both the source and target languages.

(2) Revised draft

After initiating the project, the translator will require a revised draft based on the feedback received.

(3) Consultation

Throughout many translation projects, advisors and consultants are available to assist the translator. The translator(s) should anticipate that the consultant is concerned with three factors: 1) content accuracy, 2) style naturalness, and 3) effect on the receptor language audience. The consultant's objective is to assess the translations' quality in terms of meaning, naturalness, and potential acceptance by the receptor language audience.

(4) Final draft

The final draft addresses all issues in everything that must be tested. For instance, by including a photograph, having something special printed, and so forth.

## Language Style

Sociolinguistics is a subfield of linguistics that studies the relationship between linguistic and non-linguistic variables, such as how a language is used by its speakers within a particular speech community. For example, Fishman asserts that language use is social in nature and entails "who speaks, what language, to whom, when, and where" (Fishman, 1968). There are four distinct elements of advertising style. Each will vary according to culture:

- (1) Appeal,
- (2) Communication style,
- (3) Basic advertising form,
- (4) Execution.

## Political Advertisements

Political advertising refers to all communications endorsing or opposing a candidate for nomination or election to a public office or a position in a political party (including county and precinct chairs). Political advertising refers to messages endorsing or opposing a candidate for public office, a political party, or a ballot measure (a ballot proposition).

Political advertisements may take the form of pamphlets, circulars, fliers, billboards, and other forms of public communication, as well as bumper stickers and other forms of written communication. It includes communications published for a fee in newspapers, magazines, and other periodicals. Political advertising also includes communications distributed in exchange for consideration via radio or television. Additionally, communications that appear on a website on the Internet. There are some examples of political advertisements in Alas language such as:

*“Te lot kite kai tuso kalak lain te dak sendah akhi demi kemajuen daerah te”*  
(NASDEM)

It is better to choose the native candidate rather than the others, and we should develop our area from now on (NASDEM)

*“Ende si tuhune”* (GOLKAR)

This is the real one (GOLKAR)

Political advertisements often use figurative language (metaphor, simile, personification, etc) in delivering the message shortly and beautify. Metaphors and similes are grammatical forms which represent two propositions in the semantic structure (Lubis, 2016).

## Alas Language

The Alas language is spoken in a small area of Northern Sumatra, more precisely in the Aceh Tenggara district of the Aceh Autonomous Province (The Alas Language: Northern Sumatra). Kutacane, the region's capital, is the primary town. The settlement is defined by a double row of structures that runs parallel to the main road that begins in Kabanjahe and continues north to Blangkejeren and then to Takengon in Aceh Tengah when the weather permits. The road then enters the province of Sumatra Utara, the Karo Bataks' traditional homeland. This location explains the area's relative isolation, as the Alas territory is quite mountainous, with no access to the coast east or west, and the province's capital, Banda Aceh, is located in the far north of the province, accessible only via the coastal road via Medan, Takengon, and Bireuen. The Alas are predominantly agriculturalists who have remained largely isolated from the rest of the world up to the present day.

Their immediate neighbours are the Gayos in the north and the Karo Bataks in the south, who speak a language closely related to Alas. Contacts with the Malays from the coastal regions and the Aceh in the north must have been relatively intense, as the Alas received Islam from them. Near Kutacane small settlements of Toba Bataks may be found in Sigalegale and Lawé Désky along the road southwards. In fact the Alas language has been considered from time to time either as a dialect of Karo or of Gayo, without apparently feeling the need of studying the language by itself. This attitude is not only false intrinsically, but prevents from appreciating correctly the whole of the linguistic situation in Northern Sumatra. Just a small number of examples may permit to appreciate both the affinities and the diversities of the three languages in question:

Karo : *kita seh i kota nari erbih*

Gayo : *kite sawah ari kute manè*

Alas : *kite sòh kota ari bònè*

English : we arrived from the town yesterday

The Alas language fills a gap in the continuity of languages in Northern Sumatra. It is clearly similar to Karo, but show many traits in common with Gayo. In the past atlases and maps tended to assign clear cut areas to each language. We are nowadays more cautious and realize clearly the

existence of a continuum of dialects where variants tend to merge into each other (Lubis & Purba, 2020).

## METHOD

Qualitative research was applied in this study. It is known as descriptive research. The data in this research is taken from the words of political advertisements in banner and pamphlet in Alas language. The source of data is taken from political advertisements in Alas language. The writer collected the data only in capital of South East Aceh area (Kutacane). There are fifteen parties in South East Aceh. One party has six candidates. Therefore there are fifty candidates use political advertisements in banner and pamphlet. The writer only collected the data which use Alas language. There are seven political advertisements in Alas language (Lubis & Purba, 2020).

The data was gathered using a camera to capture political advertisements in the Alas language, as well as rewriting the text in the banner or pamphlet on paper. This is referred to as documentary technique. Larson's Steps in a Translation Project were used to analyze the data. They are as follows:

### (1) Establishing the project

The text used to establish the project is political advertisements in the Alas language. The intended audience is Alas's politicians, as well as Alasnese as the reader. The term "team" refers to the individuals involved in the project. The term "tools" refers to the written source materials that the translator consults for assistance. It is available in the form of a banner and pamphlet that were photographed with a camera.

### (2) Revised draft

After doing establishing the project, the translator needed a revise draft made on the basis of the feedback received.

### (3) Consultation

The writer consulted the result of his project to advisors.

### (4) Final Draft

Final draft done by attached the picture of the political advertisements in Alas language.

## FINDINGS AND DISCUSSION

From the political advertisements in Kutacane, there are seven political advertisements used Alas language. They are:

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- a. *De lot O Khang Te, kae pilih kalak lain,*
- b. *Telot pelite kae gune lilin. Delot si bante kae tuso kalak lain,*
- c. *Ulang kenin lupe saudakheku, pilih Kenin Bang Ngah Ndin,*
- d. *Saudakheku Ulang ndauh ni peandung andung Si Ndohokh Ndak Kengkade,*
- e. *Mis Ulang Segere Ni Telan,*  
*Pahit ulang segere ni buang,*  
*Manis jangan cepat ditelan,*  
*Pahit jangan cepat dibuang.*
- f. *Saudakhe, saudakheku, kekhine,*
- g. *Ende si tuhune.*

The author discovered through data analysis that: (1) translating political advertisements from the Alas language to Indonesian necessitated consideration of morphology, cultural

equivalents, and descriptive equivalents; (2) The difficulty in translating Political Advertisements from Alas to Indonesian was cultural in nature; (3) the various pronunciations, such as the word *saudakheku* in Indonesian *saudaraku* (*khe* pronounced as *re*); (4) The language style used in Alas political advertisements included proverbs and euphemisms.

The precise language used in political advertising that is not authorized by a candidate, the candidate's agent, or a political committee establishes whether the advertisement contains express advocacy and thus requires a disclosure statement. The issue is generally whether the communication expressly advocates for or against the election or defeat of a particular candidate, or for or against the passage or defeat of a specific measure, such as a bond election. While the use of the terms "vote for," "elect," "support," "defeat," "reject," or "Rizal for Major" clearly constitutes express advocacy, express advocacy is not limited to those communications. Similar expressions, such as "Vote for X (name of individual)," would also qualify as express advocacy. Political advertisements in the Alas language also used the same phrase as described above, such as "*Ulang kenin lupe saudakheku, pilih **Kenin Bang Ngah Ndin**, Ende si tuhune*."

Additionally, intimate style is used to convey a candidate's close relationship with the voters. Five distinct language styles, one of which is the intimate style, which is entirely private language developed within families, lovers, and close friends. Intimate terms include dear, darling, honey, and even mom, dad, or other nicknames. Political advertisements in the Alas language used the term "*saudakheku*" to persuade voters.

The issue of implicit and explicit meaning arises when translating Alas into Indonesian. It occurred as a result of the culture's influence. In general, some words were discovered to be similar in terms of pronunciation/spelling. However, some words have a unique phonology. Lubis (2019) determined that it may be beneficial to highlight the spelling in accordance with the official Bahasa Indonesia spelling (new spelling). This spelling has the advantage of being roughly phonemic, as well as being extremely simple and easily understood by Indonesian speakers. Of course, there appear to be no significant differences on a phonemic level; / b / and / d / are not implosive in Indonesian, but they also do not exist. In Indonesian speakers, / r / is rarely uvular, but this again results in no phonemic opposition. For instance, the word "*saudakheku*" / r / is a vibrant or fricative [S] or [p] with velar or uvular voice. Additionally, there are long vowels that are unmarked in our spelling, despite their lack of distinctive value and prevalence in monosyllables. Additionally, no audible stress is audible (Shaumiwaty et al., 2020).

Prefixes are used in Alas for a variety of purposes, including *pe* - which transforms adjectives into verbs, imparting an inchoative or causative meaning. Examples include the following: *pependk sitk tihang ende* (shorten this pole slightly!). Passive verbs beginning with *pe*- are formed by adding *ni*-: *ulang nipependk tali ende* this (rope must not be shortened!). In Alas language political advertisements (*Saudakheku Ulang ndauh nipeandung andung Si Ndohokh Ndak Kengkade*), the term *ni peandung andung* refers to the passive (*diagung-agungkan/eminent*), while *Pe* - is also used with numerals with a causative connotation.

The procedure for translating political advertisements was deliberative in terms of Kutacane's cultural heritage. The author followed Newmark's procedure to ascertain both implicit and explicit meaning. The three steps that are most frequently used are synonym, descriptive, and cultural equivalent. The term "Bang Ngah" should be defined in order to ascertain its cultural connotation.

Each culture has its own distinct way of perceiving and naming the world, and it is up to the translator to consider ways of bridging these worlds. When it comes to culturally specific items, different translators employ a variety of strategies. Newmark is credited with one of the most influential classifications in this domain. To reach a conclusion, a close examination of the occurrences of domains in the literary text under study and the translator's strategies was conducted. The analysis of examples in this research indicates that, in the majority of cases, the translator has relied on general words and borrowing more than other strategies to bridge the lexical gap. In many cases, employing these strategies results in an increase in the authenticity

and tangible nature of the translator's translation. While one or more strategies may be recommended for each domain in some instances, this does not mean that a translator should use only one method or strategy. Obviously, the translator should use the strategy that is most appropriate for the situation, purpose, and context at hand (Zulkarnain et al., 2021).

Apart from proverbs, political advertisements in Alabama frequently employed euphemisms. A euphemism is substituted for an offensive expression in order to avoid losing face, either personally or by offending the audience or a third party. As a result of political correctness and doublespeak, society is likely becoming more sensitive to the use of ambiguous language and insisting on the avoidance of euphemisms. However, widespread misunderstanding exists. While euphemisms, politically correct language, and doublespeak all share some linguistic features, their purpose and effect are quite different. Indeed, the purpose of doublespeak is diametrically opposed to the purpose of euphemisms; speakers employ euphemisms in the expectation that listeners will comprehend precisely what is concealed behind the words, in addition to mutual understanding that the euphemism is being used to avoid offense or, in some cases, to amuse. By contrast, doublespeak's purpose is to deceive, distort reality, and conceal inconvenient truths.

Exaggerated language confuses listeners by overwhelming them with words to the point where they miss what is truly hidden behind those words (unless, with considerable effort, the listeners consciously analyze the vague expressions). While euphemisms encourage complex thought, doublespeak attempts to curtail or eliminate critical thinking. As a result, Kutacane's political advertisements frequently employed euphemisms to avoid appearing impolite.

## CONCLUSIONS

To begin, Newmark's procedure was used to analyze the data. The study's problems can be addressed and stated as follows: (1) translation of political advertisements in the Alas language into their Indonesian equivalents; (2) the difficulties encountered in translating political advertisements from Alas to Indonesian were due to the culture's use of explicit and implicit meaning; (3) the language style of Alas' political advertisement was intimate, employing proverbs and euphemisms.

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