



TRANSLATION TECHNIQUE ANALYSIS OF ENGLISH- INDONESIAN MANUAL BOOK OF APPLE MACBOOK

Prihatin Puji Astuti
 Universitas Pamulang: English Department
 Tangerang Selatan, Indonesia
pujiastuti8573@gmail.com

Article History	Abstract
Submitted date: 2021-11-27 Accepted date: 2021-12-04 Published date: 2021-12-28	<p>This study is aimed to analyze the English-Indonesian translation techniques in a manual book of MacBook laptops issued by Apple Corporation. The method used in this research is descriptive qualitative using the theory of translation proposed by an expert in the translation, Molina and Albir (2002). There are 18 types of translation techniques used to provide manual translation analysis for Apple Macbook Airs. The result of this study showed that the translation techniques used in the translation of manual book were: Calque, Pure borrowing, Naturalized borrowing, Establish equipment, Modulation and Adaptation. The total data is 89 numbers. The percentage of each technique is described as follows: (1) calque occurred 29 times and represented 33 %; (2) pure borrowing occurred 19 times and represented 21 %; ((3) Naturalized borrowing occurred 19 times and represented 21 %. (4) establish equivalent occurred 12 times and represented 12 %; (5) Modulation occurred 4 times and represented 0,04% and the last, (6) adaptation occurred 1 time and represented 0,01%. The percentage of Pure and Natural Borrowing is the same. So it can be concluded that the Calque technique is the most frequently used, and the least used is adaptation.</p>
Keywords: Apple Corporation, manual book, , translation techniques	
	Abstrak
Kata Kunci: Apple Corporation; buku manual; teknik penerjemahan	<p>Analisa Teknik Penerjemahan English-Indonesia dalam Buku Manual Apple Macbook</p> <p>Penelitian ini bertujuan untuk menganalisis teknik penerjemahan bahasa Inggris-Indonesia pada buku manual laptop Macbook yang diterbitkan oleh Apple Corporation. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan menggunakan teori penerjemahan yang dikemukakan oleh ahli penerjemahan, Molina dan Albir (2002). Ada 18 jenis teknik terjemahan yang digunakan untuk menyediakan analisis terjemahan manual untuk Apple Macbook Airs. Hasil penelitian ini menunjukkan bahwa teknik penerjemahan yang digunakan dalam penerjemahan buku manual adalah: Calque, Pure borrowing, Naturalized borrowing, Establish equipment, Modulation and Adaptation. Data total data adalah 89 angka. Persentase masing-masing teknik digambarkan sebagai berikut: (1) <i>Calque</i> terjadi 29 kali dan mewakili 33%; (2) <i>Pure borrowing</i> terjadi 19 kali dan mewakili 21%; (3) <i>Naturalized borrowing</i> terjadi 19 kali dan mewakili 21% (4) <i>Establish equipment</i> terjadi 12 kali dan diwakili 12 %; (5) <i>Modulation and adaptation</i> 4 kali dan mewakili 0,04% dan yang terakhir, (6) terjadi adaptasi 1 waktu dan mewakili 0,01%.Persentase <i>Pure borrowing</i> dan <i>Naturalized borrowing</i> sama, sehingga dapat disimpulkan bahwa teknik <i>Calque</i> adalah yang paling sering digunakan, dan yang paling sedikit digunakan adalah adaptasi.</p>

Introduction

Apple is a brand of electronic products that has been exported to various countries in the world, including Indonesia. Apple products, which are located in America, are widely used in Indonesia and other Asian countries. For Indonesian people who do not use English in daily communication, the need for manual books becomes very important. They need a manual book in the Indonesian version, so they can understand how to use the devices properly.

The Indonesian version of Apple's manual book clearly helps the Indonesian user to understand how to operate the devices. Without the manual book, most people who buy the product will find difficulty in understanding the part of the devices and operating it. In this case, it is known that translation is something important in everyday life in order to understand a text and information that comes from a foreign language because not all Indonesians are bilingual who understand foreign languages such as English. Consequently the function of the translation is very important since it becomes a bridge or means that can be used to understand the meaning of a source language.

Besides, a good translation from English into Indonesian is very helpful for the users to understand English terms and technical terms especially how to use Apple products by the users in Indonesia. Thus, the role of translation from foreign language, in this case English into Indonesian, is highly needed. A good translation can be successful if the messages from the original language (English) can be completely received by the recipient language. The translation process is like a language art that does not only translate "a series of words" but the most important thing is translating messages.

The translation process of manual books from foreign products such as MacBook laptops certainly underwent a process of revision repeatedly to become a good translation that can be read and accepted by the Indonesian readers. The translation of scientific texts must apply certain translation techniques which are certainly different from the translation of literary works or works of fiction because basically the purpose of translation is to convey messages from the source language to the target language.

Therefore translation will be successful if the result of the translation from the original language to the target language can be received and readable as well. Moreover, the theory of translation techniques is needed in translating a text from the original language into the target language. The success of a translation is if the result of the translation can be accepted by the target language without causing anomalies and oddities of the readers of the recipient language. In this case, the language used in science and technology is standard language and the translation process sometimes does not have an appropriate equivalence in Indonesian; consequently, there are some terms from English that cannot find the appropriate translation. Thus, a specific strategy is needed to make the equivalence be accepted in Indonesian Language.

There are many definitions in the field of translation. These various definitions reflect the views of the experts who define the translation and its processes. The first definition, according to Catford, "Translation is the replacement of textual material in one language by equivalent textual material in another language" (Catford, 1965:20) means: *Penerjemahan adalah penggantian materi tekstual dalam dalam suatu bahasa dengan materi tekstual yang padan dalam bahasa lain*. Although Catford did not mention the word "meaning", he called it, "equivalent text material". Equivalent text material contains a deeper definition than just the word "meaning" itself, because the equivalent text material can be viewed in a simple way, including meaning, word length, writing style, even the quality of the print.

What is meant by textual material by Catford is not merely a written text, however, it can come from both spoken and written languages. As stated by Savory (1968) in his book "Translation is made possible by an equivalent of thought that lies behind its different verbal

expression.” The quote can be translated into Indonesian as follows: “*Penerjemahan menjadi mungkin dengan adanya gagasan yang sepadan dibalik ungkapan verbal yang berbeda*” (Kardiman,2013:3). In this case, Savory clearly stated that the equivalence should happen in ideas, moreover he did not mention anything operational or process-related.

However, in this case Nida and Taber (1969) state more clearly the translation process, “Translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. The quote above can be translated freely as follow, “ *Penerjemahan adalah usaha menciptakan Kembali pesan dari bahasa sumber (BSu) kedalam bahasa sasaran (BSa) dengan padanan alami yang sedekat mungkin.*”

In the definitions that emerged in the 1960-1970 period above, three similarities exist. The first similarity is a change from one language to another. The second is the existence of meaning or message that is retained, and the third is the obligation of the translator to try to make the equivalent in the target language as close as possible

The goal of translation is to establish a relationship of equivalence between the source and the target texts (that is to say, that both texts communicate the same message while taking into account the numbers of constraints include context, the rules of grammar of source language, its writing conventions, it's idiom and the like. This, the quotation from the translation definition above focuses on the meaning and the equivalent. Meanwhile, in the 1980s the focus of the discussion began to shift to the translation process.

Translation from English to Indonesian does not only require an understanding of the English and Indonesian aspects (linguistic aspects) but also an adequate understanding of the language and non- language aspects of English and Indonesian needed to obtain equivalence in conveying messages correctly and accurate from non-language aspects including the culture and habits of the language speakers.

There are 18 translation techniques which are stated by Molina and Albir (2002: 509-511), they are: 1. Adaptation; 2. Amplification (Addition); 3. Borrowing; 4. Calque; 5. Compensation; 6. Description; 7. Discursive Creation; 8. Established Equivalence; 9. Generalization; 10. Linguistic Amplification; 11. Linguistic Compression; 12. Literal Translation; 13. Modulation; 14. Particularization; 15. Reduction; 16. Substitution; 17. Transposition and 18. Variation. The translators can use some variations of translation technique in any product of translation such as in translating subtitles of any kind of movie.

1. Adaptation

Translators translate similar words and phrases using adaptation as the technique for changing the cultural aspect from SL (English) to TL (Indonesian).

For example,

SL: *Overview*

TL: *Selayang pandang*

SL: *How's Jefry*

TL: *Bagaimana Kabar Jupri*

The meaning of overview in Indonesia based on a dictionary is actually ikhtisar but translators changed it into selayang pandang (means sepintas pandang) based on their culture. Thus, it translated in relation to target culture.

2. Amplification

This technique is used to express messages explicitly or paraphrase implicit information from the source language to the target language. Translators translate source language by introducing details in TL that are not formulated in SL.

Example:

SL: *earpiece*

TL: lubang suara

Earpiece is translated into lubang suara; the source language, earpiece, is actually not recognized in the dictionary, so the translator used lubang suara for introducing the SL.

3. Borrowing

Borrowing is a translation technique that allows translators to borrow words or expressions from the source language. This borrowing can be in the form of pure borrowing or borrowing that has been naturalized either in the form of morphology or an adapted pronunciation in the target language. For example:

1. Pure borrowing

SL: *Operator*

TL: Operator

2. Naturalized Borrowing

SL: *Polyjuice*

TL: Polijus

SL: *Microphone*

TL: Mikrofon

Translators took straight Operator, computer etc in SL to TL without changing, and it took the pronunciation from SL such as microphone becomes mikrofon, history becomes histori, etc.

4. Calque

Calque is a literal translation of phrases or foreign words which are translated from English into Indonesian. This technique refers to the literal translation of both words and phrases from the source language to the target language.

Example:

SL: *phone number*

TL: nomor telepon

SL: *touch screen*

TL: layar sentuh

5. Compensation;

This technique tries to accommodate figurative meanings from the source language to the target language and does not provide the same equivalent.

SL: *Green with envy*

TL: Cemburu

6. Description

With this technique the translator provides an equivalent in the form of explanation / descriptive when the target language does not accommodate a target language unit.

SL: They were celebrating *their annual Thanksgiving day*

TL: Mereka merayakan hari peringatan panen tahunan.

7. Discursive creation

Discursive creation is the established equivalent that is totally unpredictable out of context.

This technique can be used to translate film titles out of context.

Example:

SL: *playlist*

TL: daftar Pustaka

SL: *headset jack*

TL: colokan

The word, 'playlist' translated into 'daftar pustaka' was really different because the meaning of 'playlist' is actually a list of music, while, 'daftar pustaka' means reference/source. Headset jack is translated into *colokan*, headset jack means a jack for setting the headset to mobile phone, but the translator changed it into *colokan* which is a really different thing. *Colokan* in Bahasa means a part of the headset to be entered into the jack in a mobile phone. Thus, It's really different and unpredictable translation.

8. Establish equivalent

Establish equivalent is a translation technique which use term or expression recognized in a dictionary.

SL: Great Britain

TL: Britania Raya

9. Generalization

In this translation technique, the translator changes special foreign terms to be more familiar and common in the source language

SL: *alert*

TL: peringatan

SL: *flat*

TL: apartement

The word alert in SL translated to peringatan. Peringatan is actually able to translate in English in many ways into warning, alert and reminder.

10. Linguistic Amplification

This technique is used to add linguistic elements to the target language so that the meaning is more appropriate and easy to understand. This technique is commonly used in consecutive interpreting and dubbing.

SL: *I am in*

TL: Aku ikut

11. Linguistic Compression;

The application of this technique is carried out by synthesizing linguistic elements in the target language text. This technique is usually used for simultaneous interpretation and subtitling.

SL: *Not following you*

TL: Aku tidak mengerti

12. Literal Translation;

This translation uses word for word translation to express the meaning of a word.

SL: *a white rose*

TL: Setangkai mawar putih

13. Modulation;

In this technique, the translator changes the point of view, focus or cognitive category in relation to the source language.

SL: *Hagrid's record is against him.*

TL: Catatan tentang Hagrid sama sekali tidak mendukungnya.

SL: I cut my finger
 TL: Jariku terpotong

14. Particularization

Particularization is used by translators to make the TL precisely or to be a concrete term. This technique is in opposition to Generalization. A more concrete and clearer explanation is preferred by the translator in the target language, while the source language is only given general terms.

SL: *rice*

TL: padi, gabah, beras, nasi (the choice of meaning depends on the context in Indonesian)

SL: *home button*

TL: tombol mulai

SL: *home screen*

TL: layar awal

Home button is actually able to translate to tombol awal but translators used tombol mulai for using phrases precisely as well as the home screen is able to translate to layar mulai but translators prefer to use layar awal.

15. Reduction;

This technique emphasizes the compression of the text from the source language to the target language.

SL: *The month of fasting for Moslem*

TL: Ramadan

16. Substitution

This technique is generally used in translating by changing linguistic elements into paralinguistic or vice versa

SL: *The both Japanese bows each other (paralinguistic)*

TL: Kedua orang jepang itu saling memberikan salam

17. Transposition

This technique includes grammatical changes from the source language to the target language

SL: *Road safety comes first*

TL: Utamakan keselamatan di jalan raya

SL: *She was unconscious when she arrived at the hospital*

TL: Setibanya di rumah sakit dia sudah dalam keadaan tidak sadar.

18. Variation

Variation is the change of linguistic or paralinguistic elements (intonation gesture) that affect the aspect of linguistic variation: change of textual one, style, social dialect, geographical dialect, etc.

There have been some previous studies analysing English-Indonesian translation of manual books of some products such as Android, iOS and Windows mobile phones, Smartfren, Andromax. Therefore in this study, the writer is interested in analyzing the techniques or strategies of translating the manual book of a Macbook laptop since this object has not been studied before with the title *“Translation Techniques Analysis of English-Indonesian Manual Book Of Apple MacBook.”*

The analysis of the translation technique uses the theory of translation technique proposed by an expert in translation namely: Molina and Albir (2002). This research is expected to be able to provide information and enrich knowledge about translation practices

related to technology and the development of language use related to new terms in the field of technology recently. The research questions are formulated as follows: (1) What translation techniques are used in the manual book of Apple Macbook? (2) What translation techniques are the most frequently used in translating manual books of Apple Mac Book.

Methodology

The method of this study is qualitative descriptive. In this study, the writer described the techniques used by the translators in translating the manual book and how they impact the quality of the translation itself. The primary data source is a manual book of Apple MacBook. There are two versions of the manual: English-Indonesian and Indonesian-English version of the manual book which can be downloaded from the internet.

In this qualitative descriptive study, the data collected was analyzed and described completely openly and correctly. The data collected were in the form of words and phrases and were explained using tables and the tables described in detail. This research is not oriented towards process but on translation products, or in other words it focused on translated works. The data collection technique used in this research is the document analysis technique (content analysis).

This study was conducted in several stages or processes. The writer read the two sources of the text and analyzed the translation techniques applied to the two manuals. However, not all words were analyzed, but only important words or phrases that underwent a complicated translation process. The selected words or phrases were then grouped into tables. The tables were created based on the translation strategies which consist of eighteen types of translation techniques as suggested by Molina and Albir (2002). Then the words or phrases are selected and entered into the table based on their types of translation techniques. After the words or phrases were grouped based on their types of translation techniques, then the researcher analyzed and explained the translation process so that the percentage level of the translation techniques can be calculated.

Finding and Discussion

Findings

In this section, the writer presents : translation techniques, non-equivalence problems, grammatical equivalence, and relation between translation techniques and grammatical equivalence.

Table 1. Data analysis

No of Data	Source language	Target language	Type of translation
1	Power button	Tombol daya	calque
2	Mac	Mac	Pure Borrowing
3	Setup assistant	Asisten pengaturan	Establish equivalent
4	Connecting	Terhubung	calque
5	Wifi network	Jaringan wifi	Establish equivalent
6	User account	Akun pengguna	Calque
7	Transfer	Mentransfer	adaptation
8	Document	Dokumen	Naturalized Borrowing
9	Photos	Foto	Naturalized borrowing
10	Music	musik	Naturalized borrowing
12	Pc	Pc	Pure Borrowing
13	Sign in	Masuk	Adaptation
14	Apple id	Id apple	Naturalized borrowing
15	App store	App store	Pure borrowing

16	iTunes	Itunes	Pure Borrowing
17	Messages	Pesan	Calque
18	Facetime	Facetime	Pure Borrowing
19	Icloud	Icloud	Pure Borrowing
20	Mail	Mail	Pure Borrowing
21	Contact	Kontak	Naturalized Borrowing
22	Calendar	Kalender	Naturalized Borrowing
23	Safari	safari	Pure Borrowing
24	information	informasi	Naturalized Borrowing
25	Camera	Kamera	Naturalized Borrowing
26	Memory card	Kartu memori	Establish equivalent
27	Charge device	perangkat daya	Calque
28	External storage	Sambungan penyimpanan	Calque
29	Thunderbolt	thunderbolt	Pure Borrowing
30	Connect	Sambungkan	Calque
31	External display	Layar eksternal	Establish equivalent
32	High performance devices	Perangkat berkinerja tinggi	Calque
33	magSafe	Magsafe 2	Pure Borrowing
34	Magnetically attach the power cord	Pasang kabel daya bermagnet	Establish equivalent
35	FaceTime HD Camera	Kamera HD facetime	modulation
36	Power button	Tombol daya	Calque
37	Multi touch trackpad	Trackpad multi-touch	Naturalized Borrowing
38	Mac desktop	Desktop mac	Naturalized Borrowing
39	Apps	App	Pure borrowing
40	The dock	Dock	Naturalized borrowing
41	Bottom of the screen	Bagian layar bawah	Establish equivalent
42	System preference	Preferensi sistem	Naturalized borrowing
43	Customize	menyesuaikan	Calque
44	Click the finder icon	Klik ikon finder	Naturalized borrowing
45	files and folders	file dan folder	Pure borrowing
46	Menu bar	Bar menu	Naturalized borrowing
47	Useful information	Informasi yang bermanfaat	Calque
48	Check	Memeriksa	calque
49	The statues	Status	Naturalized borrowing
50	Wireless internet connection	Koneksi internet nirkabel	Establish equivalent
51	Siri	Siri	Pure borrowing
52	Find information	Menemukan informasi	calque
53	Locate files	Mencari file	calque
54	Accomplish	Menyelesaikan	calque
55	A variety of task	Berbagai tugas	calque
56	Your voice	Suara anda	Calque
57	Control your mac	Mengontrol mac anda	naturalized borrowing
58	Multi-touch gesture	Gerakan multi touch	Pure borrowing + calque
59	Simple gesture	Gerakan sederhana	calque
60	Trackpad	Trackpad	Pure borrowing
61	Popular gesture	Gerakan populer	Establish equivalent
62	System preference	Preferensi system	Naturalized borrowing
63	Shortcut menu	Menu pintasan	Establish equivalent

64	Scroll up/ down/ sideways	Gulir keatas/ kebawah/ kesamping	Calque
65	Swipe to navigate	Gesek	Calque
66	navigate	navigasi	Naturalized borrowing
67	Webpages	Halaman web	Establish equivalent
68	An important note	Catatan penting	Calque
69	Safety information	Informasi mengenai keselamatan	Calque
70	Macbook air info guide	petunjuk info macbook air	modulation
71	Time machine icon	Icon time machine	Pure borrowing and modulation
72	A built in backup tools	Alat pencadangan internal	Establish equivalent
73	External storage devices	Perangkat penyimpanan external	Modulation+pure borrowing
74	Macbook air essentials guide	Petunjuk hal penting macbook air	Modulation + pure borrowing
75	Apple manual books	Buku petunjuk apple	modulation
76	Book store	Toko buku	Calque
77	Instruction	Instruksi	Naturalized borrowing
78	Troubleshooting information	Informasi mengenai penyelesain masalah	Calque
79	MacOS	MacOS	Pure Borrowing
80	user guide	Petunjuk penggunaan	Calque
81	Support information	Informasi dukungan	modulation
82	Restoring your software	Memulihkan perangkat lunak anda	calque
83	Apple apps	App apple	Pure borrowing
84	To access	Mengakses	Naturalized borrowing
85	Restart	Mulai ulang	calque
86	Reinstall	Menginstal ulang	calque
87	Recovery	Pemulihan	Calque
88	Your Computer	Computer anda	Pure borrowing
89	The command and R keys	Tombol command dan R	Naturalized borrowing

This result of the analysis is presented in the data above. The data were taken from both the English and Indonesian version that was issued by Mac Book Apple from Apple Corporation. It consists of 89 data. The data showed that there are 6 translation methods applied in the translation process. The frequency of the techniques used in the data and the total frequency of the technique can be counted with the following formula:

$$Percentage = \frac{\text{Frequency of techniques}}{\text{Total frequency of techniques}(88)} \times 100\%$$

The percentage of each technique is described as follows: (1) calque occurs 29 times and represents 33 %; (2) pure borrowing occurs 19 times and represents 21 %; ((3) Naturalized borrowing occurs 19 times and represents 21 %. (4) establish equivalent occurs 12 times and represents 12 %; (5) Modulation occurs 4 times and represents 0,04% and the last, (6) adaptation occurs 1 time and represents 0,01%. The percentage of pure and natural borrowing is the same. So it can be concluded that the Calque technique is the most frequently used, and the least used is adaptation

Table 2. Data tabulation form

No	Translation Technique	Frequency	Percentage
1	Calque	29	29
2	Pure borrowing	19	21
3	Naturalized borrowing	19	21
4	Establish equivalent	12	12
5	Modulation	4	0,04
6	Adaptation	1	0,01
Total		89	100%

Discussion

1. Calque

Calque is a literal translation of phrases or foreign words which are translated from English into Indonesian. This technique refers to the literal translation of both words and phrases from the source language to the target language.

Example:

SL: *phone number*

TL: nomor telepon

There are 29 data that apply the Calque technique in this study. Calque ranks first in the translation techniques contained in the manual book of MacBook Air. Translating calque in the data above are found in data number 1,4,6,17,27, 28, 30,32,36, 43, 47, 48, 52,, 53,54,55,56, 59, 64,65 68,69, 76,78, 80, 82, 85,86,87.

Calque refers to literal translation of both words and phrases from the source language to the target language. It means that the translation of the text of the source language is found in the dictionary, for example: the phrase ; '*power button*' is translated into '*tombol daya*'. '*Power*' in Indonesian language is '*daya*' and '*button*' is '*tombol*,' Then it becomes '*tombol daya*' not '*daya tombol*' since Indonesian language follow the rules of D-M (diterangkan menerangkan) Meanwhile the word, '*connecting*' is from the word '*connect*' which means '*menghubungkan*.' The word, '*user account*,' is translated into '*akun pengguna*,' since it is found in the dictionary that the word '*akun*' in English is '*account*' and '*pengguna*' in English is '*user*.'

Table 3. Result of Calque translation technique

Data	Source Language /SL	Target Language/ TL
1	Power button	Tombol daya
4	Connecting	Terhubung
6	User account	Akun pengguna
17	Messages	Pesan
27	Charge device	perangkat daya
28	External storage	Sambungan penyimpanan
30	Connect	Sambungkan
32	High performance devices	Perangkat berkinerja tinggi
36	Power button	Tombol daya
43	Customize	menyesuaikan
47	Useful information	Informasi yang bermanfaat
48	Check	Memeriksa
52	Find information	Menemukan informasi
53	Locate files	Mencari file

54	Accomplish	Menyelesaikan
55	A variety of task	Berbagai tugas
56	Your voice	Suara anda
59	Simple gesture	Gerakan sederhana
64	Scroll up/ down/ sideways	Gulir keatas/ kebawah/ kesamping
65	Swipe to navigate	Gesek
68	An important note	Catatan penting
69	Safety information	Informasi mengenai keselamatan
76	Book store	Toko buku
78	Troubleshooting information	Informasi mengenai penyelesaian masalah
80	user guide	Petunjuk penggunaan
82	Restoring your software	Memulihkan perangkat lunak anda
85	Restart	Mulai ulang
86	Reinstall	Menginstal ulang
87	Recovery	Pemulihan

2. Pure Borrowing

Borrowing can be divided into two: Naturalized and Pure Borrowing. In this research, there are 17 data showing Pure Borrowing. It occurs to 21 persen. The data showing Pure Borrowing technique are number 2, 12,15,16,18,19,20,23,29,33,39,45,51,58, 60,71, 79,83. In the following data, all the words do not occur in the change or translation process. The original words regarding the spelling and pronunciation are accepted in target language such as the words: *Mac, Pc, app store, Itunes, facetime, mail, safari, thunder bolt, files and folder, and Siri*. The other words found in the data are *trackpad, Mac Os, Apple apps* and *computer*. Pure Borrowing usually happens when there is no equivalence of the words in target language. It often occurs for the words that relate to technology and culture terms.

Table 4. The result of Pure Borrowing translation technique

Data	Source language	Target language
2	Mac	Mac
12	Pc	Pc
15	App store	App store
16	iTunes	Itunes
18	Facetime	Facetime
19	Icloud	Icloud
20	Mail	Mail
23	Safari	Safari
29	Thunderbolt	thunderbolt
33	magSafe	Magsafe 2
39	Apps	App
45	files and folders	file dan folder
51	Siri	Siri
60	Trackpad	Trackpad
79	MacOS	MacOS
83	Apple apps	App apple
88	Computer	Computer

3. Naturalized borrowing

Borrowing is a translation technique that allows translators to borrow words or expressions from the source language. This borrowing can be in the form of naturalized borrowing or borrowing that has been naturalized either in the form of morphology or an adapted pronunciation in the target language, for example:

SL: *Polyjuice*

TL: Polijus

Translator translated words or phrases from source language into target language by adapting in the form of morphology or pronunciation; for example: the word *microphone* becomes *mikrofon*, the word *history* becomes *histori*, etc. The data showing naturalized borrowing are found in the data number 8, 9, 10, 14, 21, 22, 24, 25, 37, 38, 40, 42, 44, 46, 49, 57, 66, 77, 84, 89.

In the following data, some words are translated by naturalizing the words from source language into target language. The word *document* is translated into *dokumen*, which changes the letter “c” to “k,” and there is a little difference in pronunciation. The similar process occurs in the word *calendar* which is translated into *kalender*. The word *photo* becomes *foto*, because Indonesian language does not have the syllable “ph.” The phrase, *multi touch trackpad* is translated into *trackpad multi touch*, since in Indonesian language the concept of D-M (Diterangkan-Menerangkan) for the noun phrase. The phrase system *preference* is translated into *preferensi system*. This translation technique occurs 21 times or about 19 percent of the total numbers of the translations.

Table 5. The result of Naturalized Borrowing techniques

Data	Source language	Target language
8	Document	Dokumen
9	Photos	Foto
10	Music	musik
14	Apple id	Id apple
21	Contact	Kontak
22	Calendar	Kalender
24	Information	informasi
25	Camera	Kamera
37	Multi touch trackpad	Trackpad multi-touch
38	Mac desktop	Desktop mac
40	The dock	Dock
42	System preference	Preferensi sistem
44	Click the finder icon	Klik ikon finder
46	Menu bar	Bar menu
49	The statues	Status
57	Control your mac	Mengontrol mac anda
66	navigate	navigasi
77	Instruction	Instruksi
84	To access	Mengakses
88	The command and R keys	Tombol command dan R
89	Time machine icon	Icon time machine

4. Establish equipment

Establish equivalent is a translation technique which uses a term or expression recognized in a dictionary.

SL: Great Britain

TL: Britania Raya

The data below shows the Establish Equipment translation technique. Establish equivalent is a translation which uses the term or expression recognized in the dictionary such as the word: *setup assistant* is translated into *asisten pengaturan*. The word, *wifi network* is translated into *jaringan wifi*. Wifi is an English term which is found in English and there is no equivalence in Bahasa. The word *memory card* is translated into *kartu memori* which is categorized as establish equipment since the terms or expression is recognized by the English dictionary. There are 14 data showing the Establishment Techniques found in this study.

Table 6. The result of Establishment Equipment translation technique

Data	Source language	Target language
3	Setup assistant	Asisten pengaturan
5	Wifi network	Jaringan wifi
26	Memory card	Kartu memori
31	External display	Layar eksternal
34	Magnetically attach the power cord	Pasang kabel daya bermagnet
41	Bottom of the screen	Bagian layar bawah
50	Wireless internet connection	Koneksi internet nirkabel
58	Multi-touch gesture	Gerakan multi touch
61	Popular gesture	Gerakan populer
62	System preference	Preferensi system
63	Shortcut menu	Menu pintasan
67	Webpages	Halaman web
72	A built in backup tools	Alat pencadangan internal
73	Transfer	Mentransfer

Conclusion

After analyzing the data related to English-Indonesian translation techniques on the Apple MacBook, there are some conclusions that can be summarized as follows. Based on the data analysis, it can be concluded that there are 6 techniques found in the data, namely: Calque, Pure Borrowing, Naturalized Borrowing, Established Equipment, Modulation and Adaptation. The total data is 89 numbers. The percentage of each technique is described as follows: (1) calque occurs 29 times and represents 33 %; (2) pure borrowing occurs 19 times and represents 21 %; ((3) Naturalized borrowing occurs 19 times and represents 21 %. (4) establish equivalent occurs 12 times and represents 12 %; (5) Modulation occurs 4 times and represents 0,04% and the last, (6) adaptation occurs 1 time and represents 0,01%. The percentage of pure and natural borrowing is the same. So it can be concluded that the Calque technique is the most frequently used, and the least used is adaptation.

The most dominant translation technique found in the Manual book of Apple MacBook is Calque. Calque is a literal translation of phrases or foreign words which are translated from English into Indonesian. This technique refers to the literal translation of both words and phrases from the source language to the target language. Calque occurs 29 times and represents 33 % of the whole data then followed by *borrowing* which is classified into pure borrowing and naturalized borrowing. Both of them occur 19 times and represent 21 % of the whole data.

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