STRATEGIES IN TRANSLATING CHILDREN STORIES: A CASE STUDY OF *THE EMPEROR'S NEW CLOTHES* TRANSLATION INTO INDONESIAN

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Abstract
The aims of this research is look for vocabulary in a story and determine the types of translation strategies into English-Indonesian and Indonesian-English. The data collected in this study were taken on a children's story entitled "The Emperor's New Clothes" which consisted of five analyzes and refer to Castillo's theory. (2019) Classifications of translation strategy include addition, subtraction, cultural equivalents, synonyms, and adaptations. The use of a translation strategy like Procession is a form of adaptation from the Indonesian language *prosesi*. This word meaning has the same translation but the use of the meaning was differently. Furthermore, the research method used in this discussion is a qualitative method where the writer use data collection techniques with tables. As conclusion, the writer describes the translation strategy as a source of problem solving and must form a translation of words, phrases, or sentences based on linguistic rules.
Keywords: children story, meaning, translation method, translation strategy

Abstrak
Tujuan pada penelitian ini adalah mencari kosakata di suatu cerita serta menentukan jenis-jenis strategi penerjemahan ke dalam bahasa Inggris-Indonesia dan Indonesia-Inggris. Data yang dikumpulkan dalam penelitian ini diambil pada cerita anak-anak berjudul "The Emperor's New Clothes" yang terdiri dari lima analisis dan mengacu pada teori Castillo. (2019) Klasifikasi yang mengacu pada strategi penerjemahan diantaranya penambahan, pengurangan, padanan budaya, sinonim, dan adaptasi. Penggunaan strategi penerjemahan seperti procession *adalah bentuk kata serapan dari bahasa Indonesia* prosesi. *Makna kata tersebut memiliki terjemahan yang sama tetapi penggunaan makna sangatlah berbeda. Selanjutnya, metode penelitian yang digunakan dalam pembahasan ini adalah metode kualitatif dimana penulis menggunakan teknik pengumpulan data dengan tabel. Sebagai kesimpulan, penulis menggambarkan strategi penerjemahan sebagai sumber pemecahan masalah dan harus membentuk terjemahan kata, frasa, atau kalimat yang berdasarkan kaidah kebahasaan.*
Kata kunci*: cerpen anak-anak, makna, metode terjemahan, strategi penerjemahan*

1. Introduction

A translation is an important element in language (Scammel, 2018: 47). Generally, translation aims to understand and know the community when talking to the other person by using different languages. This means that a language has a different context in every sentence in both its intonation and its pronunciation. Moreover, a language that has a different meaning cannot be separated by the translation element because it contains the form of phrases, clauses, meanings, words and others that have relationships between elements of equivalence in translation. Furthermore, the translation element of two main aspects is Source Language and Target Language. The source language means understanding on a text that focuses on one language and the target language tells about meaning on a passage from a speaker language to a foreign language. Thus, the translation is crucial in determining an actual context and viewing the sentence forms first through translation elements that have applied both through the source language and through the target language in order to know its specific usage.

The most commonly used form of translation by translators is the translation strategy. Owji (2013) defined that translation strategy is a structural form or meaning contained in translation elements. It means that the main aspect form of translation strategy talks about placement of the text in the source language with the text equivalent in the target language. Bassnett (2014: 24) describes the translation strategy as a procedure for solving difficult translations and raises the reasons for translations perfectly created without deviating from the true meaning. The same definition is also described by Van Coillie, Jan and Verschueren, Walter P. (2014) They said that the translation strategy is not only seen from the native language to the target language but it's talk about the formation of its meaning must remain and not affect a context. In that definition, the elements of the process of translation are not only limited to changing the form of the word, but to maintain a meaning to remain in accordance with the native language.

Then, Hariyanto (2006: 80) explained the translation strategies are usually applied when reading a sentence that is difficult to understand in a foreign language and looking for fault in interpreting it in the native language, although different structural meanings. A translation that deviates from its linguistic element has not been say to be a translation strategy because it refers more to language incompatibility or its meaning is not in context so that there is overlap in the sentence. Accordingly, translation strategies used in solving a translation problem and

accumulating complex translation processes become more easily understood both structurally and grammatically.

In determining the problem formulation, the writer prioritizes two main questions about the translation strategies, namely: 1) How can a vocabulary in a story quote become a translation strategies? and 2) What each vocabulary can change its meaning semantically when applied to a sentence?

Meanwhile, to find out the research objectives on translation strategies include: 1) Knowing about vocabulary in a story quote become a translation strategies and 2) Learning about vocabulary can change its meaning semantically when applied to a sentence.

Based on these studies, the writer applies the concept of translation strategies on children's stories because the language elements contained in children's stories are simpler and easier to remember so as not to make it difficult for the reader to understand on those context. Accordingly, the source of this research is the translation of *The Emperor's New Clothes* storybook by Hans Christian Andersen.

2. Synopsis of The Emperor's New Clothes

Andersen (2018) said that *The Emperor's New Clothes* is the children's story which tells about a king who really wants a new clothes to wear at royal events. In order to make this dream come true, he started hiring weavers to make new clothes as soon as possible. As a special request, he gave the weavers special fabrics and gold threads so that their clothes were of the best quality which unmatched. Unfortunately, the clothes worn by the king turned out to be just a trick of the fake weavers so that he looked like a naked person and his clothes couldn't be shown in front of everyone. Due to an embarrassing incident, the king decided to return to the royal palace blushing. With an annoyed face, he blamed the weaver for messing up the ceremonial event bringing transparent clothes to him.

After observing the synopsis about this children's story*,* the writer argues that *The Emperor's New Clothes* provides a moral message that is very useful for readers, namely never to easily trust other people who are not yet known. It would be good if we look at someone's background more deeply so as not to end up mistaken. Learn from the king's carelessness, the writer hopes the readers will explore and learn the important values of *The Emperor's New Clothes.* Therefore, the

writer is very interested in analyzing *The Emperor's New Clothes* not only knowing the plot of story but understanding the structure of translation through a semantic approach.

3. Research Methodology

The method used in this research is descriptive qualitative method. The method refers more to the data set that will be analyzed and explained between a data with the scientific theory so that the picture of a valid and theoretical data exposure appears. The qualitative method according to Creswell, Jhon W (2009: 4) that means *"The multi-method in focus that involving a questions and procedures, data typical collected in participant's settings, and the researchers must make an interpretations of the meaning of the data."* The quote indicates that the qualitative method of studying things in their natural environment, understanding, or interpreting a study, and looking at the phenomenon in the sense of meaning brought by society to them. Thus, the use of qualitative methods is more of a collection learned from the types of empirical materials, case studies, personal experiences, interviews, observations, history, interactional, and visual texts.

Then, the source of research data on the analysis was taking from children's stories. The children's story meant to analyze is *The Emperor's New Clothes* storybook written by Hans Christian Andersen. In data collection techniques, the writer chooses two types of data collection that is observation and documents. In the method of observation, the writer read another children stories in Indonesian and English versions and the writer saw the similarities or differences that exist in both languages, especially the use of its meaning in context. While in the document method, the writer collects information on the comparison of translation of children's stories with other translations and understands the elements of translation formation.

In data analysis techniques, the writer clarified the technique into three processes such as searching the text in Indonesian-English or English-Indonesian, knowing the difference in meaning used in the translation of these two languages, and applying the concept of translation strategy theory that includes structural or semantic strategy to analyze it in order to know the context such as adaption, addition, subtraction and others. The approach of analysis in the discussion refers more to the theory of Castillo (2019) where both theories discuss the form of translation as well as analysis of translation strategies directly. Therefore, the data analysis process aims to see the description of the process for effective translation and easily interpreted in the use of the sentence.

This research uses a table form because it is easy to classify a data. The table form in the data analysis used to find out the translation of two languages as well as to understand the forms of translation strategies in the context. Then, the writer must see the mistakes that occur in translation and must be adapted to the actual context so as not to be ambiguous or more mistakes in Language structure. Therefore, the exposure of the data is clearly through the meaning of the translation approach by using the source language or the target language.

4. Results and Discussion

In this discussion, there are five data for using the concept of translation strategy with the theory used by Castillo (2019). The translation strategy includes addition, subtraction, borrowing, synonymy and cultural equivalent. These types of analyzes aim to understand the elements of translation based on the context. In addition, the purpose of the analysis on translation strategies is looking at the meaning that contained in the translation and understanding many words that already exist in the same way as they do not exist in support of the translation process. Then, the data collection on the translation strategy uses a table that includes English-Indonesian, Indonesian-English translations, and the type of translation strategy. The results on data analysis of translation strategies are as follows:

Table 1. Analysis of Translation Strategies in *The Emperor's New Clothes*

No	English	Indonesian	Translation Strategies
1	Before the **procession** the swindlers sat up all night and burned more than six candles, to show how busy they were finishing the Emperor's new clothes.	Seorang penenun bekerja sepanjang malam sebelum *prosesi* upacara dimulai dan menyalakan enam lilin, sehingga semua orang bisa menyaksikan bagaimana risaunya mereka dan betapa giatnya mereka untuk menyelesaikan pakaian baru Sang Raja.	Borrowing

2	**"Those would be just good the clothes for me,"** thought the Emperor.	*"Pakaian itu sangat bagus untuk saya,"* pikir Sang Raja.	Subtraction
3	The emperor **awarded** the swindlers with medals of honor, bestowing on each of them the title Lord Weaver.	Sang raja *memberikan sebuah penghargaan* kepada penenun medali kehormatan, dan menganugerahkan masing-masing mereka gelar Lord Weaver.	Addition
4	All the finest silk and the **purest** gold thread, which they **demanded**, went into their traveling bags, while they worked the empty looms far into the night.	Mereka meminta sutra terbaik dan benang emas *suci* yang mereka *minta* dimasukkan ke dalam tas mereka, dan kemudian melanjutkan sandiwara mereka dengan bekerja di depan mesin tenun hingga larut malam.	Synonymy
5	They pointed to the empty looms, and the **poor old minister** started as hard as he dared.	Mereka menunjuk ke alat tenun yang kosong, dan *seorang menteri berusia lanjut yang malang* menatap sekeras yang dia berani.	Cultural Equivalent

The discussion of the five vocabularies data covering English-Indonesian, Indonesian-English translations with translation strategies in *The Emperor's New Clothes* are as follows:

4.1. Borrowing

SL: **Procession**

TL: *Prosesi*

On the word **Procession** which is discussed in the first data, this word described as borrowing translation that comes from the Indonesian language namely *Prosesi*. In this case, some people may think that the **Procession** often mistaken as ceremony because it is inspired by the

expression of the presenters in each session of the event. Furthermore, **Procession** always equated with process. Whereas a process is a continuous step so that a result is achieved. Of course a wedding ceremony as a process, but the process shows as part of a long activity. Not as a substitute for the spiritual values, solemn, and authoritative. But based on source language meaning, **Procession** refers to the group of people must attend the event session until finished in a public event or religious ceremony with prioritizing manners.

If the word **Procession** was adopted to *The Emperor's New Clothes* then the meaning would certainly feel different. For example, **Procession** may be interpreted as preparation for the Emperor's tradition ceremony that announced special glittering clothes for all people as a sign of new leadership. It means that the hard struggle of royal servants which find the best quality clothing materials for the creation of the latest clothes. Furthermore, the word **Procession** very effective when replaced with **Before** because both explains the inauguration of new clothes for the king does not necessarily go perfectly as expected although it has been done with great effort. The result was that the King's plan to show off his new clothes ended in complete failure.

Whereas in the target language, *prosesi* was replaced by *parade* and *arak-arakan.* Between with these two vocabularies, *arak-arakan* is very closed to the word *prosesi* because it is the result of the actual translation which describing about process of ceremony formally. Meanwhile, *parade* had intended only for a convoy in welcoming the party in a grand manner so that the impression looks like showing off a lifestyle that is too luxurious.. Consequently, *parade* was very attached to the traditional form of cultural celebration and carries the concept of simplicity in every implementation.

4.2. Subtraction

TL: **Those would be just good the clothes for me**

SL: *Pakaian itu sangat bagus untuk saya*

A form of expression in second data is **Those would be just good the clothes for me** and *Pakaian itu sangat bagus untuk saya* is an analysis of subtraction. The subtraction form seen in the form of the sentence states that refers to the form of command for delivered by the Emperor. In the disclosure, there is word **Those** that refers to the clothes for Emperor and the word **me** indicates to the Emperor wishes. Both forms of words are supportively in the delivery of words

and indicate an affirmation. In source language, the word *Pakaian* is not too effective for using **those** because there must be one determiner that contained the word.

The most appropriate determiner form of use is *sebuah pakaian* or *seluruh pakaian* that shows the king does not care about how many clothes will owned. Then, the word *sangat bagus* and **be just** has a different context meaning. The word **be just** can be interpreted as *terbaik* so that the word *sangat bagus* if interpreted in English to be a word great or excellent. Thus, the use of such sentences in English denotes a request and in the Indonesian language indicates a statement.

4.3. Addition

TL: **Awarded**

SL: *Memberikan sebuah penghargaan*

In the discussion of third data, both words are related to addition. It means that the target language is explaining a meaning in detail becomes more specific such as the word **awarded** becomes *Memberikan sebuah penghargaan.* In the word **awarded,** the addition can be done by adding modal or auxiliary verb like **could awarded,** and **is awarded.** However, the use is more present continuous tense to explain the ongoing situation. Therefore, the most appropriate use by grammatical is **was awarded** which can be the context of the following sentence: "The emperor **was awarded** the swindlers." or correctly translation. The difference seen from the use of the meaning forms such as **awarded** that can be replaced with **giving the achievement** but the translation feels ambiguous or otherwise. As for the word *memberikan suatu penghargaan,* this translation can be perfect if it is converted into a word *memenangi suatu kompetisi* or *meraih piala* and it does not effect of this context.

4.4. Synonymy

TL: **Purest, Demanded**

SL: *Suci, Minta*

On fourth data, there are both data that is **purest** and **demanded.** Both words are synonymous because they both discuss the adjective. First, the word purest translated means *Asli.* However, if you look at the context then the meaning can be different. Thus, the word **purest** meaning is contextually free from anything of a different, inferior, or contaminating kind; free from extraneous matter and indicate that **purest** can be replaced with **real** or **perfect** word.

Likewise, in the word *Suci* that the translation is equivalent to the word *murni* or *validity* and refers to the quality of gold.

Furthermore, the word **demanded** in context describes the process of storing gold and silk in woven fabrics. Then, the pronoun word **they** must refer to the weavers and implied that the weaver keeps the good characteristics by **went into their traveling bags** that meanings about idiom of expression or performing the action quickly. Therefore, the word **demanded** is synonymous with an order or trade and explains how to call for or require as just, proper, or necessary. In source language, the word *Minta* can be correlation between *memohon* or *memilikinya* that refers to the how to call for or require as just, proper, or necessary and how to keep confidential these items.

4.5. Cultural Equivalent

SL: **Poor Old Minister**

TL: *Seorang Perdana Menteri berusia lanjut yang malang*

In the target language, the word **Poor old minister** is a form of cultural equivalent because there is a cultural reference that has been established directly and can not be changed its use. Since **Poor old minister** in the government system means the highest position in the parliamentary state then its use in the Indonesian language is referred to as ministers or presidential representatives. The context of this sentences used will be different when referring to the position of the person placement.

Furthermore, **poor** does not show not money or sadness but the fate that has occurred so that the incident will not happen again. Similarly, the word *malang* in the source language can refers to the fate of a person being experienced or the name of a city in East Java. Finally, the word **old** in the target language is defined not only as old age but can be defined as the age or how long the current state is experienced. It is also similar to the word *berusia lanjut* whose this translation cannot be changed into *tua* or *lapuk* because that translation must follow its rules. Thus, the word **poor old minister** cannot be translated into *perdana menteri tua yang miskin* but a correct translation according to context is *perdana menteri berusia lanjut yang malang*.

5. Conclusion

Translation strategy is very supportive in the process of formation of translation but the application of the concept of translation strategy should be more attention in detail. A translation strategy can not be said to be good in its work but by applying the types of translation strategies the translation will be easy and careful. The types of translation strategies that have been discussed in the analysis include five types of data such as addition, subtraction, borrowing, synonymy and cultural equivalent.

First, a borrowing strategy is used to bring the source language word into the target language. The reason for the borrowing strategy is used to show respect for these words and no translation of words in the target language. Therefore, the scope may include transliterations that describe the whole and naturalized words that adjust the word adaptation such as **Syariah** translated to *Syari'ah.*

Second, the use of subtraction was indicates as a reduction of structural elements within the target language. The effect of reduced translation is to simplify a word and define meaning easily. Thus, the reduction is reducing words in the source language was translated to words in target languages with perfectly such as **I will be happy** to *Saya senang.*

Third, an addition strategy is used when adding words in the target language because the target language structure does so structurally. The addition of this type is not a matter of choice but a necessity so the translation must complete a word to be the perfect word as **the bad boys** translated to *seorang pria yang berkelakuan liar.*

Fourth, a synoymy strategy usually used to match words similar to other words. Then, the translator can use a target language word that is more or less equally meaningful to a common source word if the translator does not use compositional analysis or interferes with the sentence flow in the target language such as **Good** to **Well** in English adjectives and *Bagus* to *Baik* in Indonesian adjectives too.

The last translation strategy is cultural equivalents. It describes about replacing the distinctive words in the source language into the typical Target language words. Because the culture between source language and target language may be different, then it is unlikely that this strategy can maintain the accuracy of meaning. However, this strategy can make sentences in the target language with easy and readable. Therefore, a translation of the cultural equivalent can not be altered the structural form of the sentence even though it has the same meaning and the

examples of this strategy are *menteri muda* to **junior minister** and then its not translated to **minister young** or **a young person who became a minister.**

Based on the exposure of these conclusions, the translation strategy is very easy to be translated but must understand the meaning in a context and improve a translation to be effective in reading the sentence. Therefore, a translation is essential in determining a word, clause or sentence so as to know its structural form.

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