TECHNIQUES FOR TRANSLATING CONTENT ON THE RAMADAN EDITION OF THE IKEA INDONESIA WEBSITE

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ABSTRACT

The purpose of this study is to determine the translation strategies applied on the IKEA Indonesia website for the Ramadan edition and to examine how those strategies are applied considering Molina and Albir's (2002) theory. 121 items of information were gathered from the Ramadan category on the official IKEA Indonesia website using a qualitative descriptive method. This study was conducted in four stages: collecting data from the Ramadan category on the IKEA Indonesia website, identifying words, phrases, or clauses, then categorizing data according to the translation techniques, and analyzing the use of translation techniques from the categorized data. The results show that among 18 techniques proposed by Molina and Albir, the variation translation technique takes the most frequent used translation techniques in translating the content with the total occurrence of 38 data (31,4%), followed by literal translation technique with 32 data (26,4%), as well as 'adaptation' technique that occur in 16 data (13,2%). The implication of his study is both theoretically and practically beneficial for the study of translation.

Keywords: IKEA, Ramadan, Translation Technique,

1. INTRODUCTION

Furniture product descriptions are among the many texts that frequently use the idea of bilingualism or bilingual writing. IKEA, a Swedish-based retailer of office and home furnishings, started selling its goods in Indonesia in 1990 and launched its first physical location in Alam Sutera in 2014 (Bahfein & Alexander, 2023). In an effort to expand its customer base, IKEA offers an application for iOS and Android users to download, as well as an official website that can be visited at www.ikea.co.id. IKEA Indonesia offers English and Indonesian as its language options, according to their website. To make easier decisions on what to buy, users can select the language that best suits their needs.

The ability to use two languages is connected to the concept of bilingualism (*Kamus Besar Bahasa Indonesia*, 2023). Being one of the nations in Southeast Asia where English is used as a foreign language, documents of all kinds frequently combine the usage of English with its translation into Indonesian. For instance, this kind of combination can be found in children's storybooks, electronic

gadget user manuals, and official websites of international corporations. This suggests that one of the most essential roles in communicating with readers is the act of translating text from the English source language to the Indonesian target language.

Within the translation domain, the terms source language (SL) and target language (TL) denote the utilization of the source language translated into the target language while maintaining its original meaning and considering three factors: equivalency, naturalness, and acceptability (Putranti, 2015). Put simply, equivalency is the state in which translated words or phrases, considering the cultural, historical, or mental processes that gave rise to the original language, have the same meaning in both languages (Postan, 2019). Formal equivalency, which stresses the message of the phrase in both form and substance, and dynamic equivalency, which highlights how the imparted meaning has natural equivalency like its parent language, are the two types of equivalencies. The ability of a translated text to flow easily and be understood in the original language is referred to as naturalness. Naturalness is a relative concept, and translators employ a variety of techniques to achieve this in their work (Hashemi, 2009). Reader comprehension will be facilitated by a naturally translated outcome (Pane et al., 2020). The final translation-related factor is acceptability. If a translated text complies with the norms and rules of the target language, it is deemed acceptable (Powers, 2010). Essentially, a translated document should retain equivalency, sound natural, and be readable by the intended audience in addition to being grammatically accurate.

2. LITERATURE REVIEW

Translators can use a variety of techniques and strategies to produce translations that achieve the three stated requirements. Molina & Albir (2002) list the 18 translation procedures as one of them. Here is a breakdown of these 18 techniques:

a) Adaptation: This method inserts cultural components into the target language (TL) from the source language (SL).
b) Amplification: This method adds or gives more information in the target language (TL) to help readers understand and comprehend the translation.
c) Borrowing: This method entails taking words or phrases straight out of the original language.
d) Calque: This method translates foreign words or phrases literally.
e) Compensation: This method uses words or phrases that have a comparable meaning in the source language when the translator is unable to locate an identical counterpart in the target language.
f) Description: This method substitutes words or sentences from the original language with an explanation of their structure or purpose.
g) Discursive creation: This is a typical strategy used in novel titles, film translations, and book adaptations that offers a temporary alternative equivalent from its original context.
h) Establish equivalent: This method makes use of terms or phrases that have equivalents in the source language and are used in the target language based on dictionary definitions or collocation usage.
i) Generalization: When an analogous term cannot be in the target language, this strategy employs more general or neutral terms.
j) Linguistic amplification: Using additional linguistic components, this method makes sure the target language has an exact equivalent.

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k) Linguistic compression: Commonly employed in simultaneous interpretation, this strategy streamlines linguistic aspects that the target readers already understand.

l) Literal translation: This method copies the structure of the original language word for word.

m) Modulation: Because the source language's emphasis shifts within its grammatical or structural context, this technique calls for inventiveness from the translator.

n) Particularization: This method employs more precise and tangible vocabulary in the language of instruction.

o) Reduction: To improve the effectiveness of the translation, some information items in the source language are omitted.

p) Substitution: In this method, paralinguistic components are used in place of linguistic ones.

q) Transposition: This method modifies the source language's grammatical categories.

r) Variation: This method substitutes language or paralinguistic components—like style, dialect, etc.—that affect linguistic diversity.

One way to translate words or phrases from the source language that are closely related to cultural factors is to employ the adaptation translation methodology. When comparable phrases are present in the target language, this method can be used (Supriatnoko & Qudsyiah, 2022). In essence, cultural components from the target language can take the place of those from the source language (Rahma et al., 2018). Accordingly, several earlier investigations on translation methods have been carried out through the analysis of diverse text kinds. This study, which used data from the IKEA website, evaluated the localization quality of the translation into Arabic and concluded that, given that IKEA originated in Sweden, the translation quality of the IKEA website in Egypt has retained Swedish nuances while incorporating cultural elements of the target language (Allam, 2023). Comparably, using comparable data, Stadalninkaitė (2019) investigated IKEA Lithuania's translation quality with reference to localized terminology and GILT (Globalization, Internationalization, Localization, Translation). One can also assess the quality of the translation on the IKEA website as done by Maharani (2023). This study discovered that IKEA promotional products have been translated and accepted in the target language using Molina and Albir's approach. However, the adaptation translation method is frequently employed in literary translation, including picture books for young readers. According to this study, children's books that use this adaptation strategy aid in bridging the gap between two distinct linguistic cultures (Insani, 2023).

Numerous prior research on the subject of translation suggests that there are many advantages to this field of study, especially in terms of improving translation competencies. Still, there is an absence of confined and periodic research on translation strategies that especially address including certain cultural characteristics. Thus, the purpose of this study is to determine the translation strategies applied to the content of the Ramadan edition website of IKEA Indonesia. The field of translation and its implications will benefit from this research's novelty, particularly when it comes to teaching translation and translating words or phrases with cultural components in the source language to their equivalents in the target language.

3. METHODS

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This study used descriptive qualitative approach to see the language phenomenon (Sutopo, 2002) by investigating the translation strategies applied on the IKEA Indonesia website for the Ramadan edition. 121 data from the Ramadan edition of the IKEA Indonesia website serve as the research object. Those data are both written bilingually in Bahasa Indonesia and English. By employing purposive sampling, there are four steps to its application. Initially, sample data under the Ramadan edition product category on the IKEA website were gathered. Finding words, phrases, or sentences in the data—whether in Indonesian or English—is the second step. Third, the data were classified and organized according to the kinds of translation methods that fit the information. Fourth, the data were analyzed using the Molina and Albir's translation method.

4. RESULTS AND DISCUSSION

Based on the data analysis, there are 121 data found from the IKEA Indonesia website for the Ramadan edition. The number of occurrences among the translation techniques used in website is presented in Table 1:

Table 1. The number of occurrences among the translation techniques used in the content of IKEA Indonesia website for the Ramadan edition.

No	Techniques	Number of Occurrences	Percentage
1	Adaptation	16	13,2%
2	Amplification	4	3,3%
3	Borrowing	8	6,6%
4	Calque	3	2,4%
5	Compensation	3	2,4%
6	Description	1	0,8%
7	Discursive Creation	1	0,8%
8	Established Equivalent	0	0%
9	Generalization	0	0%
10	Linguistic Amplification	0	0%
11	Linguistic Compression	0	0%
12	Literal Translation	32	26,4%
13	Modulation	0	0%
14	Particularization	2	1,6%
15	Reduction	9	7,4%
16	Substitution	0	0%
17	Transposition	4	3,3%
18	Variation	38	31,4%
	TOTAL	**121**	**100%**

Table 1 shows that 'variation' takes the most frequent used translation techniques in translating the content with the total occurrence of 38 data (31,4%), followed by 'literal translation' technique with 32 data (26,4%), as well as 'adaptation' technique that occur in 16 data (13,2%). Meanwhile, there are six types of techniques that has no occurrence at all: established equivalent, generalization, linguistic amplification, linguistic compression, modulation, and substitution. The discussion for the analysis is presented in the following paragraphs.

1) Variation

In translation studies, Molina and Albir introduced the "variation" technique, which entails translating a document and then rewriting it with the same meaning. This method seeks to investigate the various linguistic options, stylistic decisions, and cultural quirks that arise during the translation process.

This study then discovers 38 data that uses variation translation technique as the strategy to translate the content of IKEA Indonesia for the Ramadan edition. The following six data are explained with the analysis:

Datum 10

SL: **Brighten up** holy month with **great** deals!

TL: *Bulan suci **meriah** dengan penawaran **wah**!*

The bold phrase *brighten up* in datum 10 is translated into *meriah* in TL. Literally, *brighten up* is translated into

mencerahkan or *memarakkan* in TL. As variation technique does not limit the original form, the word *meriah* then is used in TL. In the same data, the bold word *great* is translated into *wah* in TL. Literally, *great* is translated into *besar*, *hebat*, or *baik* in TL. As variation technique does not limit the original form, the word *meriah* then is used in TL. Those variation are employed to vary the meaning of SL that the holy month will be more exciting with the deals given by IKEA Indonesia.

Datum 26

SL: Seek out clever and innovative ways to **enhance** your home's ambiance during Ramadan.

TL: *Temukan berbagai solusi cerdas dan inovatif untuk **mempercantik** hunian Anda selama Bulan Ramadan.*

The bold word *enhance* in datum 26 is translated into *mempercantik* in TL. Literally, *enhance* is translated into *meningkatkan*, *menambah*, or *memperbesar* in TL. As variation technique does not limit the original form, the word *mempercantik* then is used in TL. This variation is employed to vary the meaning of SL that the house ambience is getting more beautiful during the holy month by the range of products available in IKEA Indonesia.

Datum 33

SL: The GOKVÄLLÅ collection of home accessories from IKEA will help create a warm and **welcoming atmosphere** that will make celebrating and feasting with family and friends even more rewarding.

TL: *Kumpulkan keluarga dan teman-teman untuk perayaan meriah. Biarkan GOKVÄLLÅ **mengatur panggung** untuk semua makanan*

yang indah dan agar Anda dapat menikmati kebersamaan dalam kenyamanan dan gaya.

The bold phrase *welcoming atmosphere* in datum 33 is translated into *mengatur panggung* in TL. Literally, *welcoming atmosphere* is translated into *menyambut atmosfir* in TL. As variation technique does not limit the original form, the word *mengatur panggung* then is used in TL. This variation is employed to vary the meaning of SL that the GOKVÄLLÅ collections creates a welcoming ambience and becoming the center stage during the family gathering. In addition, the variation technique is also applied in the word order from SL to TL. In TL, the beginning of the sentence *kumpulkan keluarga dan teman-teman untuk perayaan meriah* is put in the last part in SL. This variation is somehow used to emphasize the gathering moment becomes more special with the collection.

Datum 57

SL: **Sticky free, hassle free**.

TL: *Anti lengket, anti ribet*.

In above data, the words *sticky free, hassle free* are translated into *anti lengket, anti ribet* in TL. If these are translated literally, they will be translated into *lengket bebas, repot bebas* in TL. As variation technique does not limit the original form, the translation is *anti lengket, anti ribet*. This variation is employed to vary the meaning of SL that the product mentioned gives comfort for the customer as the food won't stick and do not need to think about the maintenance as it is a non-stick pan.

Datum 73

SL: **Essential for setting the table**.

TL: *Pondasi sajian lebaran*.

In above data, the phrases *essential for setting the table* in SL is translated into *pondasi sajian lebaran* in TL. If these are translated literally, they will be translated into *Penting untuk mengatur meja* in TL. One interesting thing found is this data is the choice of the word *pondasi* used by the website. As variation technique does not limit the original form, the translation used is *pondasi sajian lebaran*. This variation is employed to vary the meaning of SL that the products mentioned is important to be used as decoration for the table during lebaran.

Datum 100

SL: Get **a soft, dim light** that creates a cosy atmosphere in the room.

TL: *Nikmati* **cahaya lembut nan redup** *yang menciptakan suasana nyaman di ruangan.*

The bold phrase *a soft, dim light* in data 100 is translated into *cahaya lembut nan redup* in TL. If these are translated literally, they will be translated into *sebuah lembut, redup cahaya* in TL. As variation technique does not limit the original form, the word *nan* then is used in TL to enhance how soft and dim the light will be that it creates such a comfortable atmosphere in the room.

2) Literal Translation

The content in IKEA Indonesia website for the Ramadan edition applies the literal translation technique in 32 data among 121 data. According to Molina and Albir's translation studies proposal, the literal translation technique is translating the source material into the target language while mostly maintaining its original phrasing and structure. This method places a high value on faithfulness to the original text, seeking to preserve its literal meaning as much as possible.

The following five data are explained with the analysis:

Datum 5

SL: Find exciting discounts and fun surprises for every moment.

TL: *Temukan diskon menarik dan kejutan menyenangkan untuk setiap momen.*

Translating a sentence literally means that every word in the source language has been translated to the closest equivalent in the target language. This is seen in the translation of the paragraph above.

Datum 11

SL: We have everything you need to make every moment of Ramadan memorable.

TL: *Kami punya semua yang Anda butuhkan untuk membuat setiap momen Ramadan menjadi berkesan.*

Translating a sentence literally means that every word in the source language has been translated to the closest equivalent in the target language. This is seen in the translation of the sentence above.

Datum 43

SL: Add a little luxury with the GOKVÄLLÅ collection.

TL: *Tambahkan sedikit kemewahan dengan koleksi GOKVÄLLÅ.*

Translating a sentence literally means that every word in the source language has been translated to the closest equivalent in the target language. This is seen in the translation of the sentence above.

Datum 68

SL: Serve drinks with style.

TL: *Sajikan minuman dengan gaya.*

Translating a sentence literally means that every word in the source language has been translated to the closest equivalent in the target language. This is seen in the translation of the sentence above.

Datum 87

SL: Comfortable for all sleeping styles.

TL: *Nyaman untuk semua posisi tidur.*

Translating a sentence literally means that every word in the source language has been translated to the closest equivalent in the target language. This is seen in the translation of the sentence above.

3) Adaptation

According to Molina and Albir's translation studies proposal, the "adaptation" technique entails changing the source text to better fit the target audience's linguistic, cultural, and contextual standards. In contrast to literal translation, which places more emphasis on maintaining the original text's accuracy, adaptation permits more flexibility and creativity in the translation process.

This study then discovers 16 data that uses variation translation technique as the strategy to translate the content of IKEA Indonesia for the Ramadan edition. The following four (4) data are explained with the analysis:

Datum 20

SL: Limited **seats**, register now!

TL: ***Tempat** terbatas, daftar sekarang!*

In this datum, the translator modifies the word *seats* in SL to improve its readability and relatability for the intended audience. They preserve the tone of the original text while substituting cultural references and simplifying the language with *tempat*

in TL, not *tempat duduk* literally. This technique is especially helpful since the translation effectively connects with the intended audience.

Datum 24

SL: Ramadan, a highly anticipated month, offers the ideal opportunity for reunions with extended family and close relatives, reinforcing **ties of friendship**.

TL: …momen paling tepat untuk berkumpul bersama keluarga besar dan kerabat terdekat agar **tali silahturahmi** tetap erat terjaga.

In this datum, the translator modifies the phrases *ties of friendship* in SL to improve its readability and relatability for the intended audience. They preserve the tone of the original text while substituting cultural references and simplifying the language with *tali silaturahmi* in TL, not *ikatan persahabatan* literally. This technique is especially helpful since the translation effectively connects with Indonesian people who are more familiar with *silaturahmi*, especially if it is related to the month of Ramadan.

Datum 27

SL: Equip your kitchen with diverse, practical, and efficient appliances to satisfy your **pre-dawn** and iftar requirements.

TL: *Lengkapi kebutuhan **sahur** dan berbuka dengan beragam peralatan dapur yang praktis dan fungsional.*

In this datum, the translator modifies the phrases *pre-dawn* in SL to improve its readability and relatability for the intended audience. They preserve the tone of the original text while substituting cultural references and simplifying the language with *sahur* in TL, not *dini hari* literally. This

technique is especially helpful since the translation effectively connects with Indonesian people who are familiar with *sahur* as an activity to do before starting the fast.

Datum 65

SL: **Breaking the fast** gets more special.

TL: ***Buka puasa*** *jadi lebih istimewa.*

In this datum, the translator modifies the phrases *breaking the fast* in SL to improve its readability and relatability for the intended audience. They preserve the tone of the original text while substituting cultural references and simplifying the language with *buka puasa* in TL. This technique is especially helpful since the translation effectively connects with Indonesian people who are familiar with *sahur* as an activity to do before starting the fast.

4) Borrowing

The content in IKEA Indonesia website for the Ramadan edition applies borrowing technique in eight (8) data among 121 data. In translation studies, Molina and Albir constructed the "borrowing" technique, which is putting words or phrases straight from the source language into the text written in the target language. This method is usually applied to terms, ideas, or cultural references that do not have similar expressions in the target language, or when the term being borrowed is well-known and comprehended by the intended audience. The following three (3) data are explained with the analysis:

Datum 46

SL: Make sure every room is clean and tidy for **Ramadan** with these recommended products.

TL: *Pastikan setiap ruangan bersih dan rapi untuk menyambut **Ramadan** dengan produk rekomendasi berikut ini.*

The pure borrowing technique is clearly seen in this datum as the word *Ramadan* in SL is translated in the same word in TL. Since *Ramadan* is a globally recognized term, it is used here without being translated. Translators can ensure that Indonesian people as the targeted audience understand terminology in the context of the translation while maintaining the specificity and cultural authenticity of such terms by borrowing them.

Datum 96

SL: Comfy **duvet** cover for a better sleep.

TL: *Sarung **duvet** nyaman untuk tidur lebih nyenyak*.

The pure borrowing technique is clearly seen in this datum as the word *duvet* in SL is translated in the same word in TL. Since *duvet* is a popular term indicating something to cover the blanket, it is used here without being translated. Translators can ensure that Indonesian people as the targeted audience understand terminology in the context of the translation while maintaining the specificity and cultural authenticity of such terms by borrowing them.

Datum 44

SL: From serving bowls to plates and **textiles**, here you'll find lots of ways to make this year's celebrations more memorable.

TL: *Dari mangkuk saji hingga piring serta **tekstil**, di sini Anda akan menemukan banyak cara untuk membuat perayaan tahun ini lebih berkesan.*

The natural borrowing technique is seen in this datum as the word *textiles*

in SL is translated into *tekstil* in TL. The SL term can be naturalized to comply with the TL spelling requirements while engaging in naturalized borrowing.

5.   CONCLUSION

This present study aims to investigate the translation technique employed in the content of IKEA Indonesia website for Ramadan edition. In line with the theory proposed by Molina and Albir (2002) about the 18-translation technique, it is found that the content of Ramadan on the website applies four most frequent techniques, namely variation (31,4%), literal translation (26,4%), adaptation (13,2%), and borrowing (6,6%). These findings indicate that the translator aims to deliver the message to Indonesian people as the targeted audiences with understandable and simplified terms. Variation technique, for example, gives the translation more depth and adaptability while providing readers with a more complex and interesting interpretation of the source material. In addition, the use of adaptation technique in some terms show that the moment of Ramadan also brings some cultural reference that should be maintained its originality when it is translated into TL. The future study is suggested to widen the scope as the subject under investigation is limited to the content of the website in a seasonal event.

6.   ACKNOWLEDGEMENT

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